

Let's talk about paper sacks – EUROSAC Congress 2017

Paris/Stockholm, 20 July 2017: During the congress, the latest innovations of the European paper sack and sack kraft paper industry were honoured with the EUROSAC Grand Prix Award. The German company dy-pack scored a hat trick with its new dy-vest concept and was successful against the entries of BillerudKorsnäs and Mimcord. The congress “Performance powered by nature. Let's talk!” invited participants to engaging discussions about the recent developments on the paper sack markets, as well as the marketing and communication activities and the trends going forward within the industry.

The European paper sack industry recorded a healthy growth of 1.8% in 2016. In addition to the update on the successful developments on the European market, the participants cast a glance at the present paper sack trade worldwide and the future of the global sack and sack kraft paper industry up to 2021.

EUROSAC Grand Prix Award 2017

The presentation of the EUROSAC Grand Prix Award featured interesting insights about the strength of innovation. Only the industry's most creative developments of the past year were honoured “and show what happens when somebody dreams and dares”, as jury member Francisco Quiñonez, President of Bemisal, put it. The EUROSAC Grand Prix 2017 trophy was awarded to dy-pack for its new bag-within-a-bag concept dy-vest. According to the jury, it will bring the most added value to the industry – and fuel its future innovative spirit.



From left to right: The entrants of the EUROSAC Grand Prix Award 2017 Mark van der Merwe (BillerudKorsnäs) and Joan Rovira (Mimcord) with EUROSAC President Luis Elorriaga and the winner Wilhelm Dyckerhoff (dy-pack). Copyright: EUROSAC

- 1) With **dy-vest**, **dy-pack** introduced the first valve sack technology that fulfils the hygienic requirements of cleanrooms. The outer valve sack layer of the three-ply construction can be stripped from the inner sack. Dy-vest thus combines the advantages of valve sacks such as fast and economical filling with the demands of the food and pharma industries. The environmentally friendly sack is available for all filling machines, bag variants and sizes.
- 2) **BillerudKorsnäs** presented **RainSafe**. The three-ply sack (two paper layers and a HDPE liner) withstands at least four hours of rain according to DIN EN ISO 2875 without water or vapour damaging the filled product. By varying the thickness of the HDPE film, the shelf life of the product can be customised to the customer's needs. The sack reaches the same filling speeds as regular high porous paper sacks and is made of renewable paper.



- 3) The **Multiply-Cord Handle** for paper carrier bags by **Mimcord** is produced from 100% kraft FSC or PEFC-certified paper. It can be created in multiple colours and is recyclable and compostable. The cord increases production efficiency as its different plies enable the handle to be glued more easily and securely on the bag. By dividing the weight between the cord plies, the handle also increases the carrier's comfort.

Strong focus on marketing and communication

Also on the agenda were the achievements of the communication campaign of EUROSAC and CEPI Eurokraft which provided part of the congress' theme: Performance powered by nature. Let's talk! "We are offering products that meet the rising demands of our customers and legislation fully, and this in a sustainable way. To stay successful in the market, we need to communicate this message," added EUROSAC president Luis Elorriaga, explaining the common thread of this year's congress. Thus, the audience explored new marketing trends in B2B, their advantages and challenges, and looked beyond their own horizons to get inspiration from innovative promotion practices from others.

News from the association's road map activities

The participants also received an overview on European policy issues and the results of its investigation and research programmes set up to achieve the objectives of the ten-year road map. Introduced in 2015, its aim is to improve the performance of paper sacks to meet the growing customer demands.



The innovations entered from left to right: dy-vest by dy-pack (front), the RainSafe concept by BillerudKorsnäs and the Multiply-Cord Handle by Mimcord.

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From left to right: EUROSAC President Luis Elorriaga with the winner of the Grand Prix Award 2017 Wilhelm Dyckerhoff (dy-pack).

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CEPIEUROKRAFT
European Producers of Sack Kraft Paper and Kraft Paper

PRESS RELEASE

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The EUROSAC Congress 2017 was held in Hamburg, Germany, from 8 to 10 June. For more insights from the congress, please view our [video](#), or contact Catherine Kerninon: +33 (0)147 237 558, e-mail: info@eurosac.org.

Further information: www.eurosac.org

***EUROSAC** is the European Federation of Multiwall Paper Sack Manufacturers. The federation represents over 75% of European paper sack manufacturers. Its members operate in 20 different countries. They produce more than 5 billion paper sacks per year, representing 650,000 tonnes of paper converted in 60 plants. Sack manufacturers from all continents and bag manufacturers also contribute to the federation as corresponding members, and more than 20 suppliers (paper, film, machine or glue manufacturers) are registered as associate members. www.eurosac.org*

***CEPI Eurokraft** is the European Association for Producers of Sack Kraft Paper for the Paper Sack Industry and Kraft Paper for the Packaging Industry. It has eleven member companies representing a volume of 2.5 million tonnes of paper produced in twelve countries. www.cepi-eurokraft.org*



Performance powered by nature.