



FINAT 2021

The European Label Forum



www.europeanlabelforum.com



Statistics



Technology



Networking



Marketing



Innovation



Workshops



Awards



Management

Reconnecting the Label Community Beyond the Pandemic

The Online
European Label Forum 2021
30 May - 4 June 2021

Organized by:



FINAT's online European Label Forum 2021

"Reconnecting the Label Community Beyond the Pandemic"

For years, FINAT's tagline has been 'Linking the Label Community'. Ever since its foundation back in 1958 (when a number of European licensees got together), the strength of our association has been to meet, network, build relationships, and to create the right environment for the exchange of information, know-how and experience. Alongside the spirit of entrepreneurship and innovation, FINAT's community platform continues to provide the setting for cross-border and cross cultural collaboration, even now that physical borders have more or less been shut down since the Pandemic.

Never in FINAT's 62+ year history have we been without an in-person networking opportunity for more than a year, but the FINAT tagline is more valid than ever before! Now that vaccination programmes are steaming ahead, we are looking forward to reconnect the label community soon.

31 May - 4 June
Daily from
15:00 to 17:00

FINAT's online European Label Forum 2021

"Reconnecting the Label Community Beyond the Pandemic"

To kick this off, we are inviting YOU, as member of the international label community, to connect with us and each other via our online European Label Forum from Monday 31 May till Friday 4 June. Throughout the week, you will be invited to tune in from 14.30 – 17.30 CET. Each day will have a different theme and a different approach, to satisfy the diverse interests of our valued community along the supply chain.

And during the 'backstage' after-sessions, members will have the opportunity to catch up with peers bilaterally or in groups, and connect with key suppliers to the industry.

For a nominal fee to cover the costs, FINAT member company representatives will have unlimited access to the different sessions to learn, engage and network online via FINAT's event platform, and get warmed up again for the re-opening of live events (hopefully) towards the end of the year. To review the programme and register, feel free to read this brochure or browse the ELF website. <https://www.europeanlabelforum.com/>

**Don't miss out &
Register now!**



ASSOCIATION *MATTERS* DAY

Programme Monday 31 May 2021

On this first day, the FINAT Board and Committees will report out to the member base about the activities carried out during the Pandemic, FINAT's MD will present the annual market review, and members will be invited to participate in strategy roundtables to validate and shape FINAT's strategy.

14:30 - 15:00 | Event platform open for visitors

**15:00 - 15:05 | Opening of the FINAT ELF, by
Chris Ellison, FINAT President**



**15:05 - 15:30 | FINAT General Assembly 2021 - the wrap-up
of 2020 business**

- **President's report**
- **Accounts 2020**
- **Formal approval activities and discharge**
- **Board elections**



ASSOCIATION MATTERS DAY

Programme Monday 31 May 2021

15:30 - 16:00 | FINAT Market Review - labelstock markets report and FINAT Radar #15 preview



Jules Lejeune, Managing Director of FINAT, will present a summary of the trends and developments in the label market.

On behalf of LPC, *Jennifer Dochstader* will update us on the findings of the latest Radar report.



16:00 - 17:00 | FINAT Roundtables – co-creating our association's strategy beyond the Pandemic



Participants will be invited to engage with volunteer leaders during two parallel breakout sessions (topics to be announced soon).

17:00 - 17:30 | Backstage after-sessions



'Cocktail of the Day'. Engage with speakers, informal get together with peers, connect with key suppliers to the industry.



BUSINESS STRATEGY DAY

Programme Tuesday 1 June 2021

This day will feature the evolution of the label business in the context of the general economic environment and the changing international business landscape. Despite the economic downturn, the evolution and prospects for the European label industry have remained promising. Helped by the abundance of cheap capital, the retirement of first generation business owners and the sourcing requirements of multinational brand owners, the

label industry has entered the spotlight of the M&A and private equity world.

How will the acceleration of converter consolidation affect the infrastructure and culture of our industry, what are the critical factors of success and failure, and what are the prospects for independent small and medium sized family businesses when planning for the future? These and other questions will be addressed during this session.

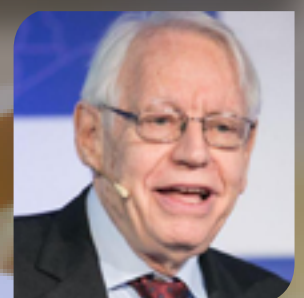
14:30 - 15:00 | Event platform open for visitors, highlights from the previous day

15:00 - 15:05 | Opening, by Will Parker, Programme Leader



15:05 - 15:35 | General economic assessment

Prof. Andrea Boltho, Italian economist lecturing at Oxford University, gives an overview of the present dynamics of the general economy in Europe in the context of post-Covid recovery and structural changes in the global economy.





BUSINESS STRATEGY DAY

Programme Tuesday 1 June 2021

15:35 - 15:55 | Industry assessment from the Mergers and Acquisitions point of view



Nick Mockett (Moorgate Capital, UK) addresses the trends and developments in the mergers & acquisitions landscape, the critical financial metrics and the criteria for successful mergers and acquisitions.

15:55 - 16:15 | Industry assessment from the Private Equity point of view



Norman Bremer (IK Investment Partners/Optimum Group), will take a look at the growing interest of private equity companies in our industry, the comparison with other sectors in the packaging and printing domain.

16:15 - 17:00 | Industry panel



Speakers will engage in a panel discussion with a small business owner and a corporate label executive.

17:00 - 17:30 | Backstage after-sessions



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CIRCULAR ECONOMY DAY

Programme Wednesday 2 June 2021

As one columnist put it: 'Climate change is a pandemic in slow motion'. In that sense, Covid19 has confronted us with the burning need to provide sustainable solutions in material science and a greater understanding of how all ends of the supply chain can contribute to reduce carbon emissions. Not only has this lead to an acceleration of

proposed new legislation and regulations from Brussels, but also to enhanced collaboration at industry level and between stakeholders to contribute to the evolution of circular economy business models. Today's programme aims to shed light on some of these initiatives, connect stakeholders and provide clarity about their mutual expectations.

14:30 - 15:00 | Event platform open for visitors, highlights from the previous day

15:00 - 15:05 | Opening, by Noel Mitchell, Programme Leader



15:05 - 15:30 | The EU's Circular Economy Initiative and the New Plastics Economy

Maja Desgrées-Du Loû, is the EU DG Environment's Policy Officer in charge of the revision of the Packaging and Packaging Waste Directive and also deals with many other issues related to this subject. She will address the future of packaging in the context of the Circular Economy Action Plan and the Green Deal.



15:30 - 16:00 | CELAB-Europe – Towards a Circular Economy for Label Materials (*continues on the next page*)



CIRCULAR ECONOMY DAY

Programme Wednesday 2 June 2021



Ophelie Gourdou is Project Manager of CELAB-Europe, the European industry consortium that aims to promote the development of circular economy solutions for spent liner and matrix materials in Europe. The consortium was founded last year, as part of the global CELAB initiative. In a joint presentation with workstream leaders, an update will be given about the deliverables of the group in terms of data mining, recycling solutions, logistics and recycling regulations.

16:00 - 16:30 | The HolyGrail2.0 Project – Intelligent Sorting Through Digital Watermarks



An Vossen, Technical Manager at AIM, the European Brands Association, describes the industry-led initiative (facilitated by this organisation) that is developing digital watermarks – giving objects a ‘digital recycling passport’ – as a means to create ‘intelligence’ in objects for increased accuracy in the sorting/recycling of post-consumer packaging. FINAT is also participating in this project.

16:30 - 17:00 | Brand Owner Panel on Sustainability

Some of Europe’s leading brand owner packaging experts will enter into a panel debate about the role of labels and packaging as vehicle to drive sustainability. Confirmed panelists: *Jerome Labie* (Packaging Innovation Manager at Coca Cola Services), *Arno Melchior* (Global Packaging Director at Reckitt), *Gregory Bentley* (Packaging Design Lead at Westrock) and *Gian De Belder* (Technical Director, R&D Packaging Sustainability at Procter & Gamble).

17:00 - 17:30 | Backstage after-sessions



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FUTURE WORKFORCE DAY

Programme Thursday 3 June 2021

Recruiting and retaining talent has been identified as one of the Top3 challenges keeping business leaders in the label industry awake at night. This not only concerns talent in technical and commercial functions but also in management roles. As a relatively young, dynamic and technology driven industry itself, the European label value chain is competing with even younger, digitalized industries that did not even exist two decades ago. With the evolution of digital technology, also the skills and competences of our workforce have to be upgraded. But how to make sure that

permanent education of our existing and ageing workforce goes hand in hand with the recruitment and motivation of talent among younger generations to succeed the former upon their retirement? And most recently, how will the new found balance between 'work' and 'life' following Covid affect work behaviours among an engaged, purpose driven and diversity minded new generation? These and other questions will feature in today's interactive session, hosted by FINAT's Young Professionals Network but determined to connect the different generations in our industry!

14:30 - 15:00 | Event platform open for visitors, highlights from the previous day

15:00 - 15:05 | Opening, by Mikaela Harding, Programme Leader



15:05 - 15:35 | New Ways of Organising the Work Environment

Markus Wörner is head of PR at einhorn (unicorn), a company that invented the term 'fairstainability', a contraction of 'fair trade' and 'sustainability'. As an unconventional company, einhorn not only distinguishes itself by their marketing of the 'vegan condom', it has also successfully introduced alternative business models and manages to attract young talent by offering an inspirational work environment.





FUTURE WORKFORCE DAY

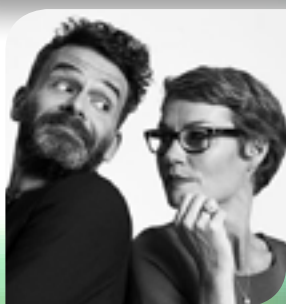
Programme Thursday 3 June 2021

15:35 - 16:00 | Panel discussion



After his Keynote speech, an intergenerational panel of industry leaders and professionals will be joining **Markus Wörner** to discuss his ideas and how they relate directly into our industry

16:00 - 17:00 | Interactive Webinar:
Understanding the Cornerstones of an Inclusive Company Culture



This interactive webinar is hosted by Mind Gym, an organisation that specialises in transforming the way people think feel and behave in the workplace. Creating the feeling of inclusion is a powerful way to get the most out of our workforces, and yet it is so often mistaken for political correctness or tokenism. There are four cornerstones to an inclusive culture at any organisation. By understanding what these are and what you can do to build and strengthen them, you can create an inclusive culture that defines legacies and lasts through ages. During these 60 minutes, you will have understood the latest behavioural science of inclusion, and what that means for your organisation. You will have explored the four cornerstones of an inclusive culture, what they are, the tensions they present and how you can use them. You will have focused on clear tangible actions you can take to move the dial on inclusion in your organisation.

17:00 - 17:30 | Backstage after-sessions



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COMMUNITY CELEBRATION DAY

Programme Friday 4 June 2021

The final day of the online European Label Forum promises to be a lasting experience combining the virtual connectivity of the Internet with the in-person feeling of engagement interaction competition and team spirit. We will not only celebrate the winners of FINAT's annual label awards, but we will also take care of the ceremonial

hand-over of the FINAT Presidency Chain from **Chris Ellison** of OPM Labels and Packaging (UK), to his designated successor **Philippe Voet of Etivoet (B)**. And finally, against a Eurovision-like backdrop we will celebrate the European principle of Unity in Diversity that also characterises the history, present and future.

14:30 - 15:00 | Event platform open for visitors, highlights from the previous day

15:00 - 15:05 | Opening, by Bert van Loon, Master of Ceremonies



15:05 - 15:30 | Cultural diversity and awareness pays

Pellegrino Riccardi (I), a global TED keynote speaker, combines the diversity of Mediterranean, Nordic and Anglo-Saxon cultures in one person. No wonder he is convinced that diversity pays. The science and research tell us so. But only if you work on it. It will not happen by itself. Colleagues from different countries, colleagues from different walks of life, with different personal life stories ... how do you capture and harvest the often-untapped potential energy and value that is out there in your organisation? How can business leaders align the mindset of their people and create a culture of change?





COMMUNITY CELEBRATION DAY

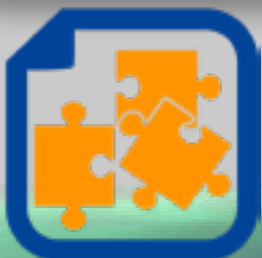
Programme Friday 4 June 2021

15:30 - 16:15 | FINAT Label Awards Ceremony 2021



Following last November's success (meanwhile viewed by more than 800 people), Master of Ceremonies and 'Moderator in Residence' **Bert van Loon** will again host the online ceremony of FINAT's prestigious annual label awards. Integrated into this ceremony will also be the formal handover of the FINAT Presidency.

16:15 - 17:00 | The Eurovision Cliché Community Club



As co-hosts **Pellegrino Riccardi** and **Bert van Loon** will host an interactive, 'hybrid' session connecting members of the label community from different in-person networking hubs around Europe, as well as online participants, in a competitive team and personal exercise to identify the hidden treasures and strengths in the different business cultures in the wider Europe (including the UK), and how to turn these strengths into a competitive advantage.

17:00 - 17:30 | Backstage after-sessions



'Cocktail of the Day'. Engage with speakers, informal get together with peers, connect with key suppliers to the industry.

HOW TO PARTICIPATE

FEES

- FINAT 'Enterprise Fee' € 150 (unlimited access for all company personnel for all days*)
- FINAT 'Guest Enterprise Fee' € 250 (unlimited access for all company personnel of non-members for all days*)
- Members of the packaging press, Presidents and Secretary-General of national & regional label associations can register for free

REGISTRATION

*The registration process is split into two parts. Firstly, we would like to invite companies to buy their enterprise tickets which will give all their personnel unlimited access to the online forum. Secondly, we will provide a separate delegate registration link for your personnel to register in order to give them their unique log-in to the online platform.

Buy enterprise ticket here: <https://lejeune131.typeform.com/to/vWiNEZ5W>

Delegate registration link: will follow soon

FINAT's online European Label Forum 2021

Business-to-Business Marketing Opportunities

Although there is no physical tabletop exhibition this year, the virtual platform that FINAT has selected for the online ELF does give you the tools to be visible during the entire event and reach your customers in an online setting.

Going online: multiple topics, multiple audiences

Whereas the live editions of the European Label Forum normally attract between 250 – 300 participants, we expect the online audience to be much larger, as we have seen with the over 800 viewers who saw last year's online FINAT label awards ceremony.

And not only that! Since each day of the 5-days x 3-hour event will have a different theme and topic, we also expect a variety of different audiences to attend, from business owners, sales and marketing staff, young professionals, sustainability managers, production managers etc.

We therefore invite our supplier members to become a sponsor and put their company in the limelight via the following features, which will be accessible when the forum starts. Furthermore, since we have

shifted FINAT activities to an online setting during this second year of the Covid19 Pandemic, online ELF sponsors will benefit from enhanced online visibility of their companies throughout 2021 via additional features.

Apart from funding the organisation costs of the event (speaker bookings, event platform, AV and studio technology, back-office programme and event management), the net sponsor revenues of the ELF will be used to support the strategic programmes that FINAT is developing to support the healthy development of our industry.

FINAT thanks our valued supply chain member partners in advance for their continued support in these exceptional circumstances.

NOTE: the various sponsor packages described do not include the possible live co-hosting on location of the Community Celebration Day, Friday 4 June.

SPONSORSHIP PACKAGES

I. 'GOLD SPONSOR' € 2,750

- Listing as **Gold Sponsor** in all official FINAT ELF documentation and promotion on the FINAT and ELF websites, social media as well as event platform as of mid-April 2021.
- **Opportunity to share a 30 second company video** via FINAT's social media outlining why label companies should attend the online ELF 2021.
- **6-second video clip** included in 'bumper' video before opening of the event.
To be supplied: MP4 file
- **Special 'exhibitor page'** (virtual stand) on the FINAT/Event Insights platform including the following features:
 1. Name & contact details (address, tel., e-mail, URL) of your company
 2. Company logo
 3. Company description (text max 100-150 words)
 4. Social media addresses (Linked-in, Twitter, Facebook)
 5. 1 video upload (provide URL)
 6. 1 document (provide URL)
 7. 5 pdf documents to be uploaded to the 'lobby' of the platform, visible to all visitors.

To be supplied (see sample page of platform):

- See items 1-7 above, plus;
- Header image (banner): 1400x480 pix (wxh)
- Footer image: 280x112 pix (wxh)
- Image left: 240x1200 px (wxh)
- Image right: 240x1200 px (wxh)
- Stand colour: provide HEX code (# number)



- **Ability to contact and be contacted** through chats with and from visitors of the event platform on conference days.
- **Unlimited access for all your designated staff members** (normal enterprise fee for FINAT member companies € 150). *Note: everyone who wishes to attend, needs to register via the online registration form in order to receive their unique access code.*
- **30 vouchers for free, 'hosted' participation** for clients who are not yet associated with FINAT. *Note: designated guest participants must also register upon invitation via the online registration tool to receive a unique access code from FINAT. In the comment field they can mention which supplier member invited them. Suppliers are requested to also notify the FINAT secretariat which companies they wish to invite. You can check whether a company is a member of FINAT on our website. <https://www.finat.com/members/member-directory>*
- Listing as **Gold** sponsor during the online FINAT Label Awards Ceremony on 4 June 2021.
- **Company banner rotating on the FINAT website** (1 May - 1 July)
Supply in 2 formats: • 728 x 90 w x h [animated] GIF | • 300 x 250 w x h [animated] GIF
- **Company banner on the ELF website**
Supply as: 320 x 460 px wxh in [animated] GIF
- **Logo, company description and link to video** on the ELF website
Supply company description, max 150 words (see also under requirements exhibitor page)

SPONSORSHIP PACKAGES

II. 'SILVER SPONSOR' € 1,500

- Listing as **Silver Sponsor** in all official FINAT ELF documentation and promotion on the FINAT and ELF websites, social media as well as event platform as of mid-April 2021.
- **Opportunity to share a 15 second company video** via FINAT's social media outlining why label companies should attend the online ELF 2021.
- **3-second video clip** included in 'bumper' video before opening of the event.
To be supplied: MP4 file
- **Special 'exhibitor page'** (virtual stand) on the FINAT/Event Insights platform including the following features:
 1. Name & contact details (address, tel., e-mail, URL) of your company
 2. Company logo
 3. Company description (text max 100-150 words)
 4. Social media addresses (Linked-in, Twitter, Facebook)
 5. 1 video upload (provide URL)
 6. 1 document (provide URL)
 7. 5 pdf documents to be uploaded to the 'lobby' of the platform, visible to all visitors.

To be supplied (see sample page of platform):

- See items 1-7 above, plus;
- Header image (banner): 1400x480 pix (wxh)
- Footer image: 280x112 pix (wxh)
- Image left: 240x1200 px (wxh)
- Image right: 240x1200 px (wxh)
- Stand colour: provide HEX code (# number)



- **Ability to contact and be contacted** through chats with and from visitors of the event platform on conference days.
- **Unlimited access for all your designated staff members** (normal enterprise fee for FINAT member companies € 150). *Note: everyone who wishes to attend, needs to register via the online registration form in order to receive their unique access code.*
- **20 vouchers for free, 'hosted' participation** for clients who are not yet associated with FINAT. *Note: designated guest participants must also register upon invitation via the online registration tool to receive a unique access code from FINAT. In the comment field they can mention which supplier member invited them. Suppliers are requested to also notify the FINAT secretariat which companies they wish to invite. You can check whether a company is a member of FINAT on our website. <https://www.finat.com/members/member-directory>*
- Listing as **Silver sponsor** during the online FINAT Label Awards Ceremony on 4 June 2021.
- **Company banner rotating on the FINAT website** (1 May - 1 July)
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Supply as: 320 x 460 px wxh in [animated] GIF
- **Logo, company description and link to video** on the ELF website
Supply company description, max 150 words (see also under requirements exhibitor page)

SPONSORSHIP PACKAGES

III. 'BRONZE SPONSOR' € 950

- Listing as **Bronze Sponsor** in all official FINAT ELF documentation and promotion on the FINAT and ELF websites, social media as well as event platform as of mid-April 2021.
- Logo along with other bronze sponsors included in 'bumper' video before opening of the programme each day.
- Special 'exhibitor page' (virtual stand) on the FINAT/Event Insights platform including the following features:
 1. Name & contact details (address, tel., e-mail, URL) of your company
 2. Company logo
 3. Company description (text max 100-150 words)
 4. Social media addresses (Linked-in, Twitter, Facebook)
 5. 1 video upload (provide URL)
 6. 1 document (provide URL)
 7. 1 pdf documents to be uploaded to the 'lobby' of the platform, visible to all visitors.

To be supplied (see sample page of platform):

- See items 1-7 above, plus;
- Header image (banner): 1400x480 pix (wxh)
- Footer image: 280x112 pix (wxh)
- Image left: 240x1200 px (wxh)
- Image right: 240x1200 px (wxh)
- Stand colour: provide HEX code (# number)



- **Ability to contact and be contacted** through chats with and from visitors of the event platform on conference days.
- **Unlimited access for all your designated staff members** (normal enterprise fee for FINAT member companies € 150). *Note: everyone who wishes to attend, needs to register via the online registration form in order to receive their unique access code.*
- **10 vouchers for free, 'hosted' participation** for clients who are not yet associated with FINAT. *Note: designated guest participants must also register upon invitation via the online registration tool to receive a unique access code from FINAT. In the comment field they can mention which supplier member invited them. Suppliers are requested to also notify the FINAT secretariat which companies they wish to invite. You can check whether a company is a member of FINAT on our website. <https://www.finat.com/members/member-directory>*
- **Company banner rotating on the FINAT website** (1 May - 1 July)
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- **Company banner on the ELF website**
Supply as: 320 x 460 pix wxh in [animated] GIF
- **Logo, company description and link to video** on the ELF website
Supply company description, max 150 words (see also under requirements exhibitor page)

SPONSORSHIP PACKAGES

IV. SPECIAL ADDITIONAL PACKAGES

- **Countdown of the Day sponsor: € 500** (for Gold and Silver sponsors only; one company logo for each count from 10, as long as counts are available)
- **Backstage after-session co-host: € 250**
- **Gold sponsors receive a 25% discount on an advertisement in the FINAT Yearbook 2020/2021** (publication date: August/Sept. 2021), or an advertisement in **FINAT's biweekly LNO**. For details see <https://www.finat.com/documents/753/finat-media-rates-2021.pdf>
- **Silver sponsors receive a 15% discount on an advertisement in the FINAT Yearbook 2020/2021** (publication date: August/Sept. 2021), or an advertisement in **FINAT's biweekly LNO**. For details see <https://www.finat.com/documents/753/finat-media-rates-2021.pdf>
- All sponsors will receive up to **50% discount on the sponsor fee for an upcoming FINAT event in the autumn of 2021** (details to be provided).

SPONSORSHIP REGISTRATION:

INFORMATION

For more information about the platform or options, please contact Jakovina van Haeringen at info@finat.com or jvhaeringen@lejeune.nl



**The Association for the European Self-Adhesive
Labelling and Adjacent Narrow Web Industries**

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