



FOREWORD

Welcome to the first edition of *Score*, the new e-newsletter of Escor. We intend with this new media at informing you about the recent events and last changes that happened in our European Network. A focus on some success stories will also be made to let you know more about our technical capabilities. Furthermore, we intend to bring out information about a market situation that can impact our businesses. For additional information, you can log on our new web site, [www.escor.eu](http://www.escor.eu) or send us an e-mail to [contact@escor.eu](mailto:contact@escor.eu)

Ilda Cesari - Escor

Escor printing excellence awarded

News from our members

During the last Grand Prix Cyrel held in March in Valencia, Spain, two Escor members were awarded first and third prize in the preprint and corrugated categories. These awards, together with others won by other Escor members, recognise our ability to meet customers' printing needs through creativity in design and manufacturing.

Initiated by Dupont in 1982 the Grand Prix Cyrel honours the best printers in different categories and best prints were selected this year among 1700 applicants.

Hans Kolb Wellpappe, Germany, won the first and third prize in the pre-print category for 2 Electrolux packages.

Cart-One, Italy, won two awards in the category for corrugated packaging

for a Pampers (Procter and Gamble) case and a packaging for Althea Spa, an Italian ready-made sauce producer.

Escor's printing expertise was also recognised in other countries. In Spain, Cartonajes La Plana won the Prize Atef Graphispack and Grand Prix two years ago (first

and second prize) for a Productos Churruc S.A. packaging.

In France, Emin Leydier earned awards for 3 consecutive years by Les Etoiles de L'Ondulé in the printing category.



Either in offset or in flexography, Escor commits itself to offering outstanding printed packaging solutions.

Cart-One in Pontecagnano (Italy) extended its printing machinery by installing an offset printing machine Boenig & Bauer (6 colors + varnish) which comes in

addition to the existing offset lamination capability in the Network.

Hans Kolb Wellpappe in Germany has a pre-print facility (up to 8 colors with a paper width of 2.45 meters) and works in close cooperation with the other Escor members for pre-print requirements.

For shorter runs, all other members are also equipped with high quality post-print machines.

As secondary packaging is increasingly becoming a selling tool and printing quality ever more determining the **visual impact of the package**, we want the **excellence of our printing to be an asset** not only to our business, but to yours as well.

New products roundup

"Délices Box": 100% Food Contact

Elytra has developed the Délices box for bulk delivery of "choux parisiens".

Délices du Palais is an important partner for professionals in the bakery industry. The main activity is the manufacturing of ready-to-fill pastries with more than 1000 products manufactured in two plants.

The Délices Box 100% food contact application was generated through a packaging optimisation and reduced raw material process. Though the design is that of an American box, the innovative packaging solution lies in the process: the removal of the plastic bag results in the reduction of material and withdraws all problems of humidity which creates moisture on food.

Délices Box is made only with papers suitable for food contact which are strictly regulated and controlled. The goods can be directly packaged and stored in the corrugated box which meets all the requirements of food packaging hygiene standards (BRC/Iop).



A genuine packaging innovation which brings many benefits to our client:

- \* 100% food contact material warranty
- \* a mono material and ecological solution
- \* 100% recycling with positive impact on waste reduction
- \* packaging line optimization: no need for a plastic bag
- \* better ventilation of the goods: increased shelf life

**WHEN A AMERICAN BOX BECOMES A SHELF  
READY PACKAGING**



Emin Leydier Emballages designed this new SRP based on the traditional American box style for snack food products.

Thanks to its easy opening system with tear out panels which enable an aesthetic and harmonious shelf presentation, this packaging solution ensures that efficiency is not at the expense of the presentation.



Clear and simple opening instructions and a suitable design are provided on the top cover which can be removed in one touch. The bottom of the box is the tray that lies on the shelf. This architecture can be adapted to any kind of products.

**The asset**, a quick opening in 3 steps:

- ① push on both sides,
- ② tear out the top cover according the perforations,
- ③ lay out the tray on the shelf.

**A NEW PACKAGING FOR RINGO MINIBALL**

Ringo Miniball has been launched by Pavesi (**Barilla Group**) to target the market of the 6 to 14 year age bracket. Ringo Miniball is a tasty chocolate snack with a playful and original football form, haft white and half black.



The **cylindrical primary packaging** is a veiled reference to the origins of Ringo. This chocolate snack exists in 3 different formats, tubes of 3, 6 and 11 pieces, according to the different sales circuits. Cart-One developed for Ringo an astute Shelf Ready Packaging. The 2-part packaging is assembled on a Twin-box machine, with a brown lid that protects the goods during the freight and an appealing tray in E-flute with holes for an effective product stability on shelf.



The clear identification of the product and the simplicity to remove the upper part **maximise the labour efficiency in**

**store**. The high-end graphic tray with clean edges that sits on the shelf ensures a **good branding of the Miniball tubes**.

**"MULTI-TOUR" SHELF READY: IT WILL TURN AROUND RETAILING!**

"Multi-tours" is a SRP designed as a tray in FC fluting with stacking ledges, a tear out panel on one side and handles for easier portability.



**In store you simply have to swing down the**

**SRP**: the bakery products sit in stackable trays during transport and are set upright when the packaging is swung forward on the shelf to avoid any risk of crushing.

The rapid identification of the content optimises the supply chain and the high-end graphic of the packaging makes it attractive and maximises Harry's brand image.

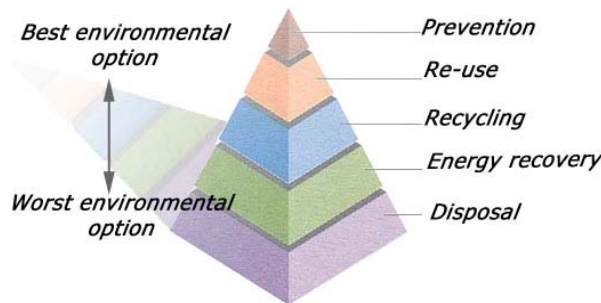


**Its assets**: it combines different store presentations possibilities: promotional gondola shelves; merchandising unit, tray displayed on-shelf ...**in one simple move**.

**European waste legislation project favours reuse over recycling**

Finally after a first tricky lecture of the European commission report mid of February, European Parliament has confirmed its support for the five-stage hierarchy for waste production. This controversial hierarchy favours reuse over recycling, which according to different packaging producers and users associations, cannot always be considered as the best environmental solution.

In fact, the European waste management policy would give a preferential treatment to reusable packaging over recyclable materials. Industrials would rather consider a waste hierarchy as a "guiding principle", as European commission suggested, than a prescriptive rule.



The main aim of the Directive revision is to freeze the constantly increasing waste production within the EU bloc by 2012 at the 2008 levels. Whereas only 33% of current waste is recycled or composted, prevention and reduction of waste production is the "linchpin" of this draft legislation.

Alongside these discussions, another European Commission report issued in December 2006 about the Packaging Waste Directive states that paper and cardboard benefit from the highest recycling level of all packaging materials with a 70% rate. In the light

of these results, corrugated is one of the sole packaging materials which can be manufactured in a closed-loop recycling system: raw materials are from recycled paper or renewable resources, and the finished product is used as raw material again. So reusable packaging cannot always be considered more environment-friendly if we add the necessary energy and resources to have it suitable again for use.

Parliament members' views differ about this hierarchical system which will undoubtedly lead to difficult discussions before reaching a final consensus about this directive.