



[www.europeanlabelforum.com](http://www.europeanlabelforum.com)



**YOUR RECIPE FOR SUCCESS BEYOND THE PANDEMIC**

31 May - 4 June 2021

The Online European Label Forum 2021

RECONNECTING THE EUROPEAN LABEL COMMUNITY



See also [www.europeanlabelforum.com/register](http://www.europeanlabelforum.com/register)

Organized by:





Dear member of FINAT,

***When you receive this booklet and corresponding package, there are still a few days to go till our annual European Label Forum 2021. Regretfully, after last year's cancellation of the ELF in Rome, we have to pass another year without live events.***

I am confident that soon, FINAT members will meet again at some live event or meeting like Labelexpo, our Technical Seminar, our Young Professionals Network, a committee or taskforce meeting or, at the latest, at our European Label Forum 2022 in Baveno.

### **Reconnecting**

To bridge the gap, I am very pleased to invite you to join our online ELF from 31 May – 4 June.

Under the header *'Reconnecting the Label Community Beyond the Pandemic'*, our programme committee has put together a very interesting programme spanning the entire week.

Each day has a different focus that is symbolised by a different colour and brand. The different topics each represent an area of FINAT's remit as the source of strategic knowledge and inspiration for European label companies in a changing European landscape: on business strategy and marketing, on sustainability and innovation, on workforce development, and on promoting and rewarding technical excellence.

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.

In case you haven't registered yet, please have a look at the programme in this booklet. The gift that you found in this package is intended to encourage you to sign up and join our event. Just visit [www.europeanlabelforum.com](http://www.europeanlabelforum.com) or scan the QR code on the cover to sign up for yourself and the entire company throughout the week!

I look forward to seeing you soon!

Chris Ellison  
FINAT President





Dear participant,

This is the 6th edition of the European Label Forum (it should have been 7th...). It is the first ever digital edition. And hopefully the last one, so we can meet up face to face again next year.

In challenging times and after 1.5 years of unprecedented uncertainty, we have ensured that FINAT's online ELF will be as insightful, up-to-date and informative as ever before. In keeping with our more than 60 year tradition, the 2021 ELF programme will provide market updates, strategic intelligence and top presenters and insights regarding important topics for any member of the Label Industry value chain.

The one aspect that is different this year is the very important aspect of networking and interactive connections. The online ELF is using a state-of-the-art platform that will enable the whole label industry to connect before, during and after the presentations. We encourage every participant to make use of the unique network of our industry that FINAT offers, and to utilize all opportunities to engage him or herself in dialogue and connection.

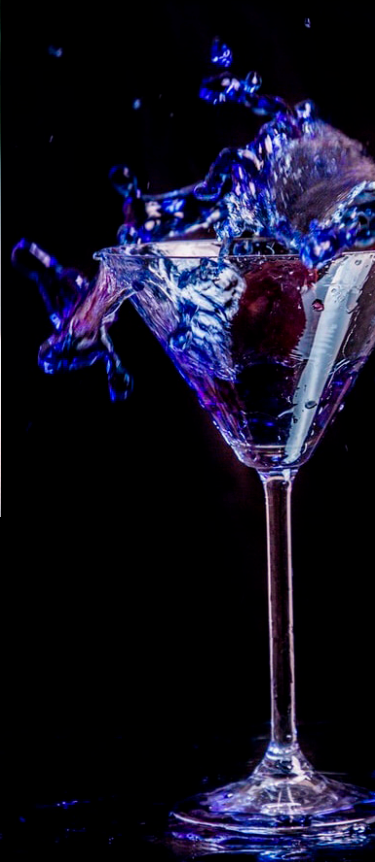
The preparation of a conference programme is a long and interactive process that starts almost immediately after the preceding event and involves the collective thinking power of volunteers and professionals. I would therefore like to take this opportunity to thank the following members who contributed their ideas and connections to the development of this year's programme: Will Parker, Noel Mitchell, Jakob Landberg, Ralph Olthoff, Mikaela Harding, and Jules Lejeune.

And what would the ELF be without the professional support of the FINAT Office in The Hague? A special thanks to Jules, Elke, Bert, Jakovina, Stephanie, ... who each played their part in ensuring a smooth planning and execution of an excellent programme.

I wish you a successful Forum!

Niklas Olsson

FINAT ELF Programme Committee Chairman

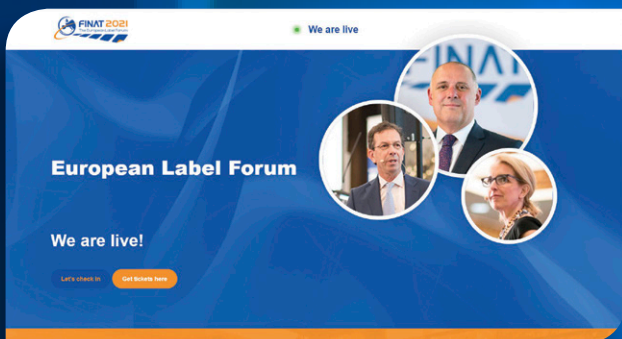


## Let's get digital!

### Finding your way on the online conference platform

The Let's Get Digital, the platform that FINAT has selected for the virtual 2021 ELF, offers you added value in terms of:

- **Experience:** participate digitally from anywhere in the world, but experience the event as though you were there in-person.
- **Content:** You can take part in presentations, discussions and workshops online.
- **Connections:** Network with speakers, participants, sponsors, via chat or video.
- **Long-term value:** Leave the event with new contacts and relevant insights to implement in your company's infrastructure.



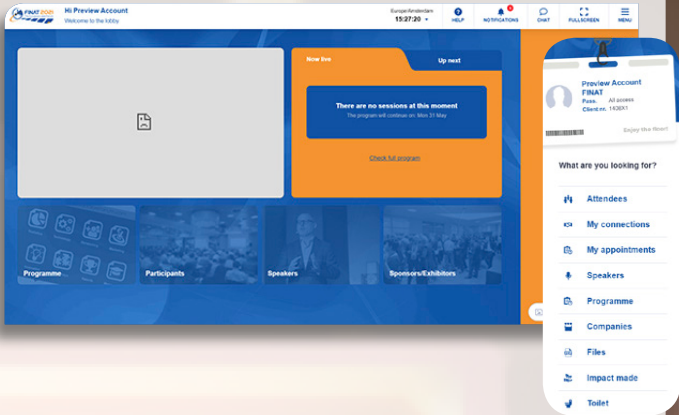
## HOW IT WORKS

### *Preparing yourself*

After you have registered and received your access code you can enter the platform (as of 28 May), the system will ask you to:

- Accept privacy settings
- Complete your personal profile. You can access and edit your profile any time.
- Select audio & video. We request that you switch off your camera and mute your computer during the presentations.

## Exploring the platform



You will then be redirected to the lobby. From there you can choose where to go and what to do:

- Check out the programme, see who is speaking, visit the sponsors or check out other participants via the tiles.
- You also have easy access to all content via the 'Menu' button at the top right (your profile, appointments, even additional information on sponsors and presentations we have posted, etc.)

### **Attending a meeting**

- Click on programme (either via the tiles or in the menu)
- Click on the session of your choice
- Click on enter room

### **During the session you can:**

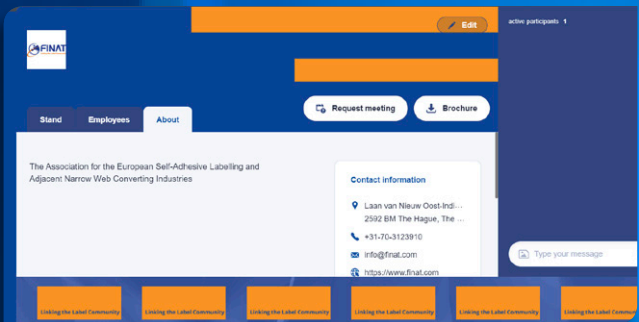
- See the list of other participants
- Chat via the chatbox
- Ask questions
- Answer polls

## Networking

We understand that even in the current circumstances it is key that people can interact with each other. The platform offers you various options to get in touch with other participants.

- Via the lobby-chat
- Directly via the profile of a participant (1 on 1 meeting, start a chat or video call)
- Via a networking-carousel (this option is only available before and after the event)

## Visiting the exhibitor area



Supplier companies have been given the opportunity to put their business in the limelight. They are eager to welcome you to their virtual booth. Just click on the exhibitor area and you will see a list of names. Select the ones that you wish to visit and enter by clicking on their name(s). The booths contain a video, document, general contact details and of course the names of the company representatives. You can chat with them in the general chatbox of the booth, or click on the profile of a company representative and start a 1-2-1 discussion.



## Information

The FINAT team will be present in the background and answer any queries you might have during the meetings. We will also keep you informed of any important issue coming up via notifications (see button on the top right).

If you have questions you can chat with us via the chat button on the top right. Of course you can also send us an email: [info@finat.com](mailto:info@finat.com). Please mention **URGENT ELF PLATFORM QUESTION** in your email so that we can identify it comes from a participant.

Enjoy the experience. We look forward to seeing you.





# 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**

Engage with speakers, informal get together with peers, connect with key suppliers to the industry.

**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**

**15:30 - 16:00 | FINAT Market Trends Report**

*Jules Lejeune*, Managing Director of FINAT  
and *Jennifer Dochstader*, LPC



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

Moderated by FINAT Board members



**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.

Each day of the online European Label Forum has a different colour that symbolises the programme of that day. As a conversation starter during the backstage after session, our programme committee chair and 'Master of Cocktails' and 'Colour Fanatic' Niklas Olsson has made a selection of matching cocktails and mocktails which you can find on the next page.

**Make sure to have your cocktail ready at Five PM CET!**





# ASSOCIATION MATTERS DAY

Programme Monday 31 May 2021



Today's colour is **Orange**. This is not only because FINAT chose orange as its original corporate colour and has been headquartered in the Netherlands since 1970. Orange is also one of the most commonly used fruits in cocktails. Without oranges, many cocktails would not exist. In a way, FINAT is the orange juice of the industry cocktail!

The Cocktail of The Day is the **Harvey Wallbanger**:

- 45 ml of vodka
- 120 ml of orange juice
- 15 ml of Galliano L'Autentico
- Orange slice, garnish
- Maraschino cherry, garnish

Pour Vodka into a highball glass filled with ice. Fill with orange juice, leaving a little room on top of the glass. Add a Galliano float by slowly pouring it over the back of a bar spoon. Garnish with an orange slice.



Or try these alternative cocktails or mocktails via <https://www.europeanlabelforum.com/cocktails-2021>

- Screwdriver
- Fuzzy Navel
- Mockmosa
- Bocce Ball
- Freddie Fuddpacker
- Sex on the Beach





# BUSINESS STRATEGY DAY

## Programme Tuesday 1 June 2021

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, Welcome by the FINAT President

### 15:00 - 15:05 | Opening

*Will Parker*, Programme Leader



### 15:05 - 15:35 | General economic Assessment

*Prof. Andrea Boltho*, Oxford University (UK)



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

*Nick Mockett*, Moorgate Capital (UK)



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

*Norman Bremer*, IK Investment Partners/  
Optimum Group (NL)



### 16:15 - 17:00 | Industry Panel

### 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



Today's colour is **Blue**. In our minds, especially around this time of the year, blue is often associated with blue skies and sunny places. Not only because after a year of lockdowns we are all yearning to break away from this environment, but also because as business people, we need to look beyond the horizon and create a blue ocean for our business.

The Cocktail of The Day is the **Blue Lagoon**:

- 30 ml vodka
- 30 ml blue curaçao
- 120 ml lemonade
- Garnish: lemon wheel
- Garnish: maraschino cherry



Or try these alternative cocktails or mocktails via <https://www.europeanlabelforum.com/cocktails-2021>

- Blue Margartita
- Jellyfish
- Blue Shoe
- Blue Hawaiian
- Jack Frost





# CIRCULAR ECONOMY DAY

Programme Wednesday 2 June 2021

'Climate change is a pandemic in slow motion'. 'Corona' has confronted us with the burning need to provide structural 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 led 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 days, Welcome by the FINAT President

15:00 - 15:05 | Opening

*Noel Mitchell*, Programme Leader



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

*Maja Desgrées-Du Loû*,  
EU DG Environment (EU)



15:30 - 16:00 | CELAB-Europe – Towards a Circular Economy for Label Material

*Ophelie Gourdou*, CELAB-Europe (EU)



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

*An Vossen*, AIM, the European Brands Association (EU)



16:30 - 17:00 | Brand Owner Packaging Experts on Sustainability

*Arno Melchior* (Reckitt), *Gian de Belder* (Procter & Gamble), *Keenan Thompson* (Anheuser-Busch InBev nv/sa)



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





# CIRCULAR ECONOMY DAY

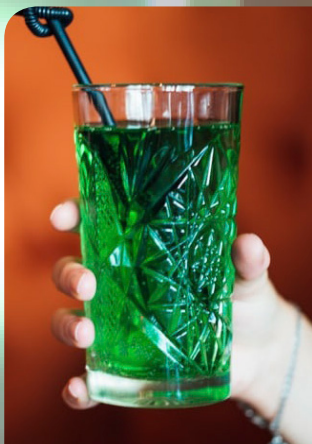
Programme Wednesday 2 June 2021



Today's colour is, not surprisingly, **Green**. After all, green is the 'natural' choice of connecting our brain to the themes of sustainability and circularity. Unless of course you happen to be part of the colour blind minority that cannot distinguish between green and red. In which case we hope you did not ignore the warning signal that Mother Nature has given us during the Pandemic.

The Cocktail of The Day is the **Green Screwdriver**

- 30 ml Vodka
- 30 ml Blue Curacao
- 120 ml Orange Juice
- 60 ml lemon lime soda or club soda



Or try these alternative cocktails or mocktails via <https://www.europeanlabelforum.com/cocktails-2021>

- Green margarita
- Green wicked witch
- Grasshopper
- Midori sour
- Spicy cucumber margarita





# FUTURE WORKFORCE DAY

Programme Thursday 3 June 2021

Recruiting and retaining talent has been identified as one of the Top 3 challenges keeping business leaders in the label industry awake at night. The label industry is competing with other digitalised industries in the battle for talent. How to attract and motivate younger generations to succeed the existing workforce upon their retirement? And 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 days, Welcome by the FINAT President

15:00 - 15:05 | Opening

*Mikaela Harding*, Programme Leader



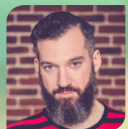
15:05 - 15:35 | New Ways of Organising the Work Environment

*Markus Wörner*, Einhorn (D)



15:35 - 16:00 | Panel Discussion

*Francesc Egea* (IPE Industria Gráfica), *Nanette Thomas* (Synthogra), *Matthias Vollherbst* (Vollherbst Druck GmbH), *Markus Wörner* (Einhorn Products GmbH)



16:00 - 17:00 | Interactive Webinar:  
Understanding the Cornerstones  
of an Inclusive Company Culture  
Coaches from Mind Gym (UK)



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.







# FUTURE WORKFORCE DAY

Programme Thursday 3 June 2021



Today's colour is **Purple**. Purple is the colour of imagination, creativity and spirituality, qualities that combined help us see today's physical reality and help us imagine the future. In the English language, there is also the expression 'having a purple patch', often connected to sports, in which someone having a prolonged period of notable success or good luck. And isn't that what we all wish for our future successors?

The Cocktail of The Day is the **Purple Rain Gin Cocktail**:

- 50ml gin
- 15ml blue curaçao
- 15ml lime juice
- 15ml lemon juice
- Soda water, to top up
- 40ml grenadine
- Lime slices, to garnish

Fill a highball glass with ice. Add the gin, curacao, lemon and lime, and stir well to chill. Top up with soda. Drizzle grenadine over the top to "rain" through the drink, then garnish and serve.



Or try these alternative cocktails or mocktails via <https://www.europeanlabelforum.com/cocktails-2021>

- Purple dragon Martini
- Unicorn kisses
- Maleficent purple





# 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 days, Welcome by the FINAT President

### 15:00 - 15:05 | Opening

*Bert van Loon*, Master of Ceremonies



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

*Pellegrino Riccardi (I)*, global TED keynote speaker



### 15:30 - 16:15 | FINAT Label Awards Ceremony 2021 Reflections by the new FINAT President

*Bert van Loon*, Master of Ceremonies

(see <https://www.finat.com/awards-nominations> for nominations)



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

*Pellegrino Riccardi, Bert van Loon*



### 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.





# COMMUNITY CELEBRATION DAY

Programme Friday 4 June 2021



Today's colour is **Gold**. After all, gold features in our celebrations. In our personal life when we commemorate a special event or achievement. In sports, especially in this post-Covid year to which last year's Olympics and European nations' football championships have been postponed. And in FINAT we use Gold not only to celebrate the winners of this year's label competition, but also the golden opportunity that FINAT offers to unify the label community in a diverse Europe.

The Cocktail of The Day is the **Cranberry Aperol Spritzer**

- Champagne or Prosecco
- 60 ml Aperol
- 60 ml cranberry juice
- 120 ml sparkling water

In a shaker, combine ice, Aperol and cranberry juice. Add Champagne or Prosecco into a tall glass, pour in Aperol and juice mixture, leaving room to top with Sparkling water. Garnish with an orange peel.



Or try these alternative cocktails or mocktails via <https://www.europeanlabelforum.com/cocktails-2021>

- Golden night cocktail
- Golden dram
- Five golden rings
- Moët Diamond
- Bitter amoré









# FINAT

Linking the Label Community

60th ANNIVERSARY



we are #labelcommunity  
#FINAT60







# FINAT 2021

The European Label Forum



[www.europeanlabelforum.com](http://www.europeanlabelforum.com)

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