

## Meeting Notes EMPHA General Assembly

## 17 June 2022

# Yachthafenresidenz Hohe Düne, Rostock (D)

**Present** Gunnar Althoff (Yamaton Paper GmbH), Arjen Bergevoet (Axxor Group),

Tom Bewley (Dufaylite Developments Ltd), Iain Hulmes (Pallite),

Matej Lang (Forlit a.s.), Gilles Latil (l'hexagone), Roman Markech (Forlit a.s.), Ashley Moscrop (Dufaylite Developments Ltd), Tony Moscrop (Dufaylite Developments Ltd), Gabriel Neumann (Yamaton Ltd), Ram Peleg (Yamaton Paper GmbH), Mathias Pluntke (Yamaton Paper GmbH), Harel Raz (Yamaton Ltd), Dirk Schut (Honicel Nederland bv), Wieger Wiegersma (Axxor Group)

Minutes: Barbara Ginter EMPHA Secretariat

#### 1. Opening and President's Message

President Tony Moscrop opened the meeting and welcomed the members to the first physical meeting in 2 years. He was glad to see everyone again and was happy for the networking opportunities during dinner the evening before which was kindly hosted by the colleagues from Yamaton.

The President reported that since the last General Assembly in 2021 the Board met 6 times and we have been liaising with CITPA regarding lobby activities for items that directly affect our industry. Information on legislation has been forwarded to the members and can be found on the members only part of the website. Furthermore we have received industry enquiries from Bosch, Grudem and Assa Abloy. The technical standards have been re-issued (see point 7) and the European Honeycomb Paper Industry Report 2021 was well received by the members and resulted in a new member (Pallite).

The President's message started where we left of last year and following the industry report (which showed market growth of 18%) we are moving from the driving phase into the breakthrough phase. We are growing the pie in different segments and different members will look at segments differently. Mr. Moscrop concluded by saying that we have come to a good place with a better place to go to and he looked forward to going there together with to focus on sustainability as a key industry.

#### 2. EMPHA Antitrust Reminder

The Secretary General of EMPHA, Ms. Barbara Ginter, referred to the EMPHA Antitrust Guidelines. The proceedings of this meeting will be in accordance with these guidelines. A statement summarizing these Guidelines was shown on the screen. Mrs. Ginter then requested all members to read these guidelines and to comply with the statement both in the meeting and during the breaks.

All members present agreed to comply with the EMPHA Antitrust Guidelines.



### 3. Minutes General Assembly 18 June 2021

The minutes of the last meeting were adopted as a true reflection of the proceedings.

#### 4. Round Table

All members present were invited to share developments at their companies, a tour around the table followed in which all members contributed.

To summarize we can say that 2021 was a hard year for some companies and a good year for others. Members have been struggling with increasing paper prices and how to charge these to their customers. Also legislation on sustainability will continue to be developed but it will probably slow down due to other problems such as high gas prices, the threat of Putin, pending recession etc.

#### 5. Finance

#### a. Report Audit Committee on financial outcome 2021

Wieger Wiegersma and Dirk Schut as members of the Audit Committee reported that the financial outcome of 2021 had been checked by the Committee and was approved. The result is less negative than budgeted and this is mainly due to more income from membership fees and less expenses due to no physical meetings having taken place in 2021. With a total income of € 35.500 and total operating costs of € 48.024 the result at the end of 2021 was - € 12.524 (budgeted was - € 16.310).

The Audit Committee proposed to the members to discharge the EMPHA board for the financial outcome of 2021. This proposal was accepted by the members.

Both Mr. Wiegersma and Mr. Schut confirmed that they are available to check the finances again next year.

### **b.** Budget 2023

The budget for 2023 was based on 11 active members + 1 new active member and 1 associated member + 1 new associate member which (including entry fees) will result in a total income of € 42.750.

The total expenses for 2023 had been budgeted at € 40.395 which was in line with previous years. However after discussing the marketing activities (under point 6) for the upcoming year the members approved another € 5.000 to be spent on creating a social media presence. The total expenses were now budgeted at € 45.395.

The members present approved the budget for 2023 (see attached).

#### 6. EMPHA Awareness Marketing Project

Mr. Moscrop reported that he had joined a podcast with Brunton Business Publications about alternative uses for containerboard. Also 2 white papers are ready to be published about packaging design and production design. The launch of these papers will be combined with a social plan to increase the knowledge of paper honeycomb products. The Board has been working on putting together a webinar to highlight the use of paper honeycomb. We have been in touch with Kongsberg regarding their cutting tables but the



Board would be interested to hear from the members what would be a useful topic for them. The members commented that they would like to see more focus on social media rather than organising an online event.

Regarding social media it was mentioned that we need more members to follow the EMPHA LinkedIn page and share the content. The Board is looking into how to get more content for social media and tell the story of paper honeycomb. The idea was raised to make a 60 second animation of which you can use different clips on social media. Some more money would help create a larger social media presence so the members agreed to add an extra € 5.000 to the budget (see point 5b).

#### 7. EMPHA Technical Standards

In 2021 the EMPHA Technical Committee reviewed all current technical standards available on the EMPHA website. The following changes were made:

- References updated
- Section 'Moisture Content' added to Determination of Compressive Strength After the last General Assembly all members received the draft versions of the updated technical standards with the request if they approved of these changes. Without any further comments the changes were approved and the updated versions have been added to the website.

#### 8. EMPHA Industry Report

We launched the EMPHA Industry Report in July 2021. For input on the honeycomb paper market 44 industry companies were approached by NOA-PRISM of which 13 were actually interviewed (a mixture of members and non-members). The members indicated that they have seen real value in the EMPHA Industry Report. It gave a clear direction of where the market is going, people can argue about the numbers but the message of growth is clear. All agreed that the report should be updated next year in 2023.

So far 2 copies have been sold to Green Ox Pallets (USA) and Romcarton (Romania). Members are welcome to promote the report to their suppliers who are interested in having more information on the market. An order form is available on the website.

#### 9. Next EMPHA General Assembly

The next EMPHA General Assembly was scheduled for 15 & 16 June 2023 and will be hosted by Pallite in the United Kingdom.

#### 10. Any Other Business

No other matters were raised so the President thanked all those present for their attendance and contribution and closed the meeting.

#### Disclaimer

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