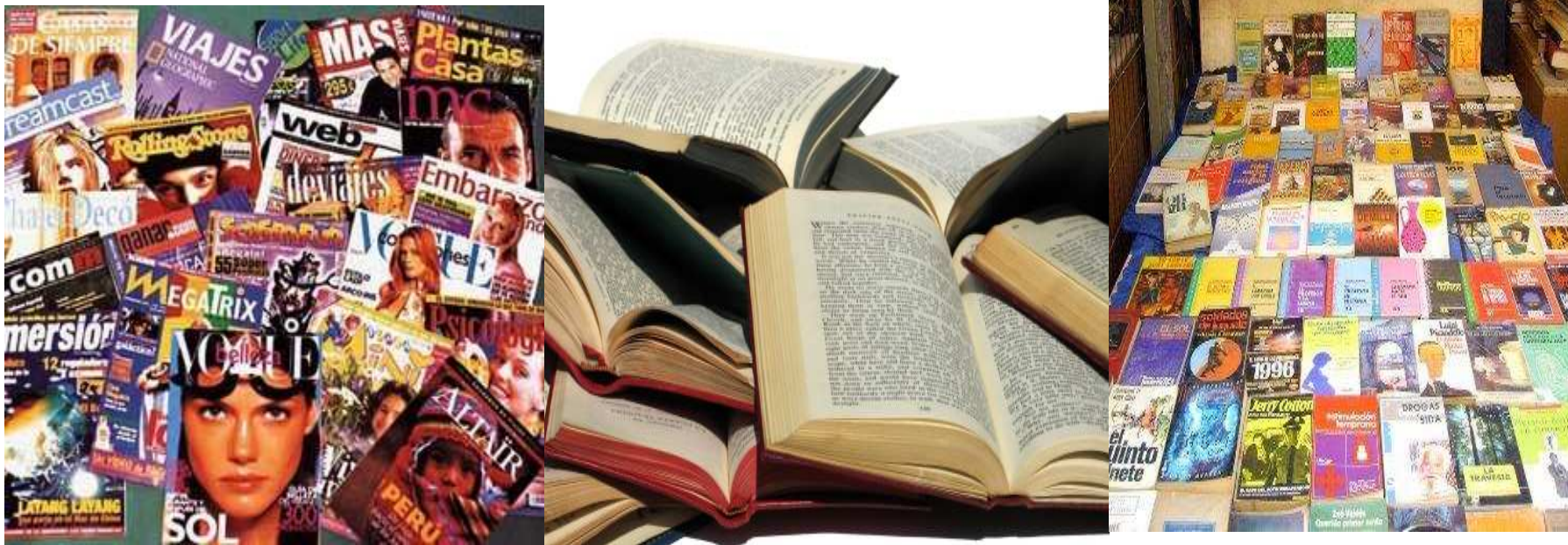


12647 IMPLEMENTATION AND CERTIFICATION

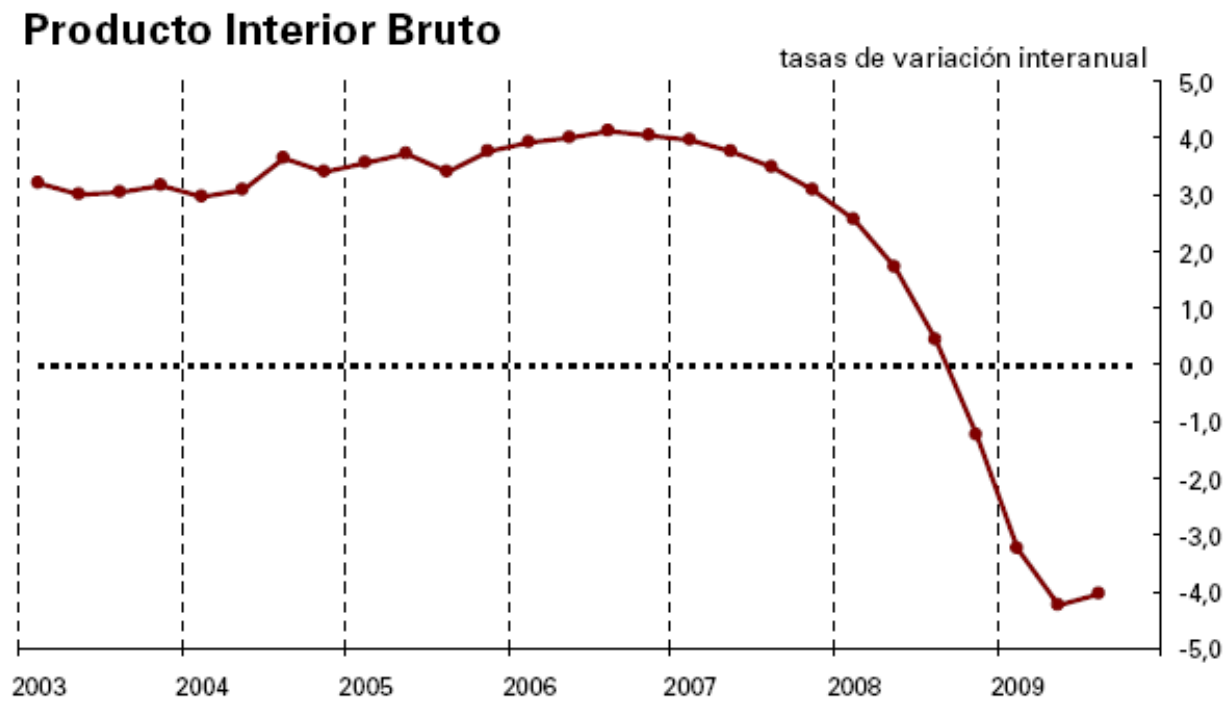


PSN MEETING – MILANO NOV/2009



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ESPAÑA

INTRODUCTION



Last IN – last OUT



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ESPAÑA

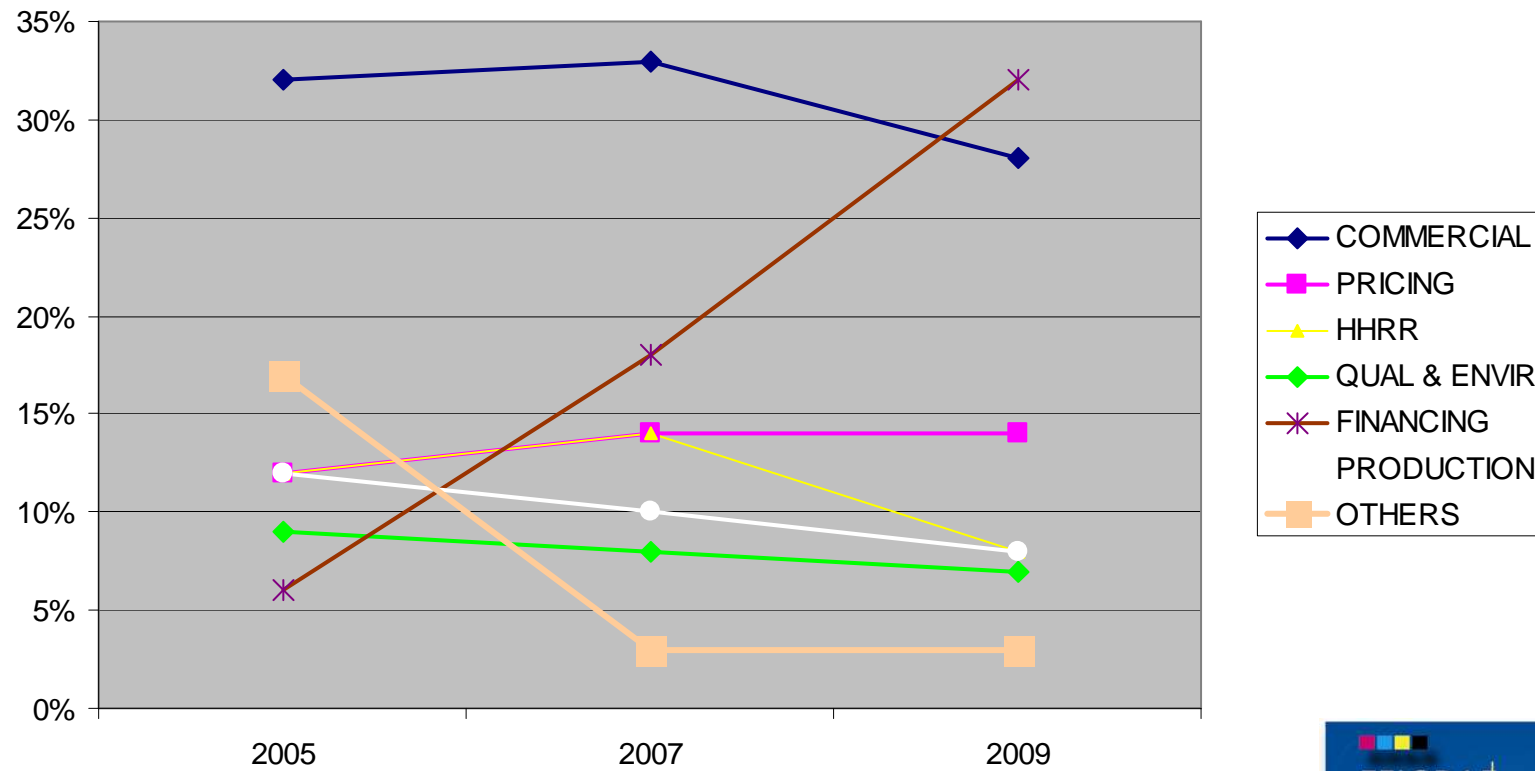
INTRODUCTION

Spanish graphic arts industry is fighting a multiple negative impact

**{ Global
National
Graphic arts**

ISO 12647 matters, BUT...

MANAGEMENT PRIORITIES

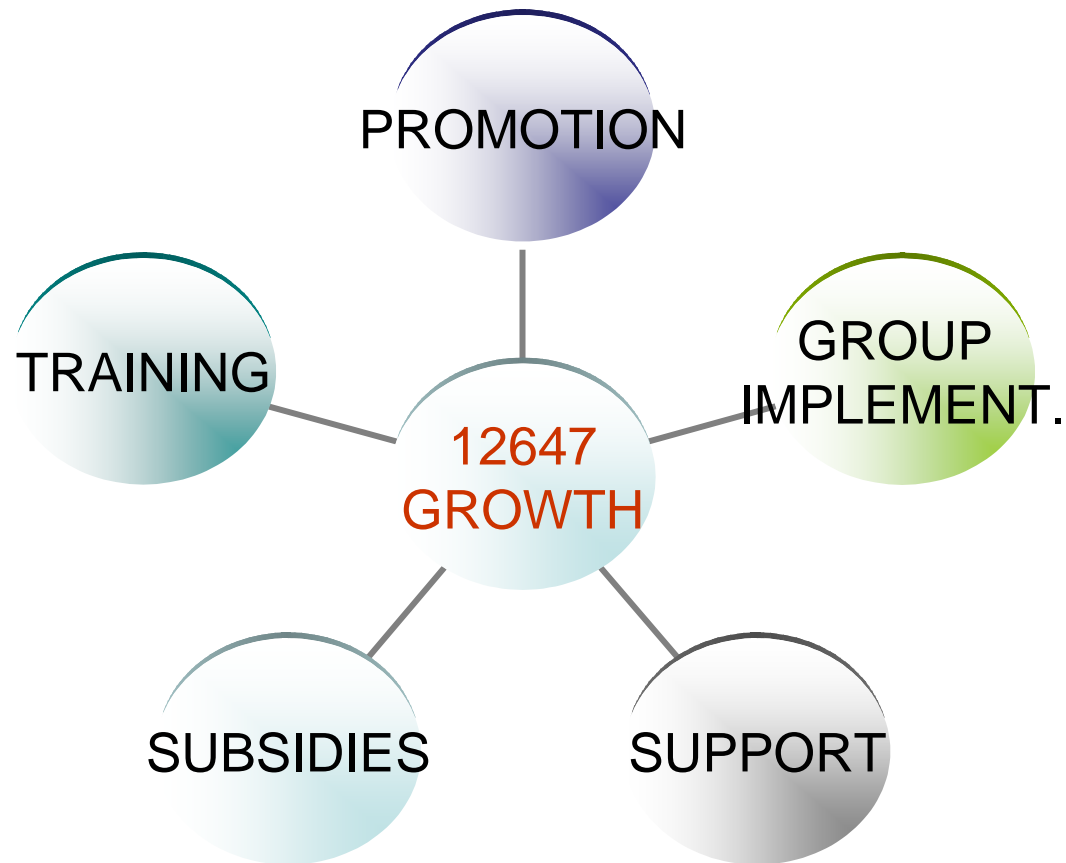


ISO 12647 STRATEGIES

Three different strategies

- Implementation & NO certification
- bvdm-FOGRA certification
- new certification

ISO 12647 TENDENCIES



LESSONS FROM FSC & PEFC

Triggered by client's demand

Unify certification bodies!

One stop shopping

Low correlation with subsidies

Government is critical

SPAIN

Julio Garcia-Maroto

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on behalf of FEIGRAF

(Spanish National Printers Association)

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