INTERGRAF

PRESS RELEASE

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INITIATIVE ONLINE PRINT & INTERGRAF PRESENT EUDR-X: NEW INDUSTRY STANDARD FOR EUDR DATA EXCHANGE

The European printing industry is facing significant challenges with the implementation of the EU Deforestation Regulation (EUDR), particularly regarding the traceable documentation and exchange of supply chain information required under the new rules.

To support the sector, Intergraf will host a dedicated webinar on **8 September 2025 (12:00–13:00 CEST)** to present EUDR-X – a newly developed, open, and interoperable data exchange standard specifically designed for the print media value chain by **Initiative Online Print**.

Registration is now open: REGISTER HERE

EUDR-X enables automated, standardised, and secure exchange of EUDR-relevant data between all market participants, helping companies meet their due diligence obligations efficiently and transparently.

EUDR-X has been developed by the ESG working group of the Initiative Online Print e. V. (IOP) in close cooperation with BVDM (the Germany printing industry association), software providers, print service providers and suppliers. It was developed by the industry for the industry and supports both large and small market participants. The data standard can be seamlessly integrated into existing ERP and production systems. It is based on JSON (recommended) but also supports XML and – with restrictions – CSV.

Intergraf supports EUDR-X and sees it as a further step in the implementation phase. It is particularly important that all actors of the chain work together to ensure a smooth transfer of data and increase interoperability.

The Intergraf webinar will provide a comprehensive introduction to the EUDR-X standard, its technical framework, and its integration potential within existing systems. It will also feature **practical insights** from leading companies already preparing for EUDR compliance:

- **Annette Hillig**, Managing Director, Cologne Book Manufactory (Germany)

- **Dominik Haacke**, CCO, mediaprint solutions & Board Member, Initiative Online Print (Germany)

- **Triin Nuudi**, Sustainability & Compliance, Print Best (Estonia)

Key discussion points:

- Requirements of the EU Deforestation Regulation (EUDR)

- Industry collaboration through the EUDR-X

- How EUDR-X facilitates reliable data exchange and compliance

- Real-world implementation experiences and lessons learned

Who should attend?
Printing companies, paper and board suppliers, print buyers, and all stakeholders in the print media value chain.

REGISTER HERE

For more information on the EUDR, including all publicly available guidance, resources, and advocacy materials from Intergraf to help the printing industry comply, visit this page.

– ENDS –

Notes to editor

The **European graphical sector** is made up of some 100,000 printing companies (95% SMEs), which employ 600,000 people, and generate a combined turnover of €80 billion (EU27 + UK, Switzerland, Norway and Iceland).

Intergraf (www.intergraf.eu) is the **European printing industry association**, representing employers in the graphical sector. We are a Brussels-based umbrella federation with 22 members from 21 countries and 14 Associate Members from across Europe. Our primary goal is to represent and advocate for Europe's printing industry, working with European Union to support the sector's competitiveness through advocacy, information-sharing, networking, social dialogue, and European projects.

Contact **Sergejs Mikaeljans**, Communications & Events Officer, for more information: smikaeljans@intergraf.eu