

A large industrial roller, likely part of a film processing machine, is shown in motion. The roller is a dark, metallic cylinder. A multi-colored film strip, featuring vertical bands of yellow, red, blue, and white, is being processed by the roller. The film strip is moving from left to right, creating a sense of motion. The background is slightly blurred, showing industrial structures and lighting.

INTERGRAF ACTIVITY REPORT

June 2025 - June 2026

EUROPEAN AFFAIRS TEAM

THE EUROPEAN PRINTING INDUSTRY



100.000
PRINTING COMPANIES



95%
FEWER THAN 20 EMPLOYEES



540.000
EMPLOYEES



€70 BILLION
TURNOVER (EU27+UK; CH; NO; IS)



€1.2 BILLION
POSITIVE TRADE BALANCE

FOREWORD

2025 was once again a very eventful year for the European printing industry. Global market uncertainties, geopolitical tensions, and ongoing economic pressures continued to make long-term planning difficult. Yet these challenges are not unique to our sector. Across industries, companies are learning to remain flexible, adapt quickly, and recognise that every crisis also brings new opportunities.

This transformation is clearly visible within our own industry. Certain traditional segments, such as newspaper printing, continue to decline, while new business areas are emerging, often driven by the possibilities of digital printing, automation, and increasingly sophisticated digital processes. At the same time, print is becoming more visible all around us. From decorative applications and printed wall panels to customised everyday objects, print continues to expand into new spaces and markets. Mass customisation, as the experts call it, is no longer a niche concept but an increasingly important part of modern production and communication.

Our customers also increasingly understand that printed communication cannot simply be replaced by digital alternatives. Studies analysing the removal of printed advertising leaflets from supermarket chains have demonstrated very clearly that print remains highly effective in reaching consumers and driving engagement. And once customers stop receiving that printed impulse, they do not necessarily come back so easily when the leaflet returns. Or, as I recently saw written on a billboard advertisement: "You may have a fantastic webshop, but the billboard is what makes people find it in the first place."

At the same time, customers increasingly expect more than just a printed product. Reliability, strategic support, and genuine improvements to communication processes are becoming ever more important. This is where printing companies can further strengthen their role as trusted experts and solution providers. Customers are not simply looking for the cheapest offer, they are looking for comprehensive, reliable, and intelligent solutions. In particular, the continued growth of digital printing requires increasingly streamlined and efficient processes in order to remain competitive and successful.

All of this creates exciting prospects and long-term opportunities for our industry, while also requiring continuous adaptation and strategic realignment. In this rapidly evolving environment, the role of industry associations remains essential. Intergraf continues to actively support the printing industry through advocacy, guidance, cooperation, and representation at the European level.

With this in mind, I encourage everyone in our sector to remain agile, curious, and ready for the future. Intergraf stands ready to support our members and the wider printing industry as we continue shaping the future of print together.



Ulrich Stetter
President

FOREWORD

The past year clearly demonstrated the importance of strong European representation for the printing industry. As the EU focused on simplification, digitalisation, sustainability, and competitiveness, Intergraf worked to ensure that the needs of our sector were understood and reflected in policy discussions.

A major part of our advocacy focused on the EU Deforestation Regulation and the revision of pharmaceutical legislation. On EUDR, Intergraf worked closely with members and partners across the value chain to secure a more workable framework. The simplification of the Regulation is an important achievement, helping to reduce unnecessary administrative burden and supply chain costs for printers. The exclusion of chapter 49 from the requirements is certainly an achievement for publishers but will also help those companies who were overwhelmed by the administration linked to EUDR. Through MLPS (Medical Leaflets = Patient Safety), we also continued to defend the availability of printed medical leaflets, ensuring that patient information remains accessible, reliable, and inclusive.

Beyond advocacy, we strengthened our communication work through #PrintAhead, positioning print as an essential part of today's society. The campaign helps correct misconceptions about print, particularly on environmental questions, and highlights research demonstrating the value of printed materials for education, learning, and effective communication.

Cooperation across the sector also remained central to our work. Intergraf strengthened its collaboration with the Initiative Online Print, including through a joint webinar on EUDR-X and a presentation at the Online Print Summit. This cooperation will continue as IOP, bvdn, and Intergraf work together on Google's Universal Commerce Protocol to ensure that printing companies are represented in the emerging field of agentic commerce.

The Intergraf network continued to grow, with new associate members joining our community. Our events also brought the sector together, notably the successful Shaping the Future with Books conference in Brussels, which gathered representatives from across the entire book value chain. Internally, we improved the flexibility and service capacity of the Secretariat with the arrival of Fernando de Groot as Registration Officer and Membership Assistant, supporting both Intergraf Currency+Identity and Intergraf's advocacy activities.

Looking ahead, 2026 will be a year of implementation and guidance, particularly on EUDR and Packaging and Packaging Waste Regulation. It will also be an important year of celebration. Intergraf Currency+Identity marks 50 years of conferences, having grown from the first Security Printing conference in Milan in 1976 with around 80 participants into one of the leading global events in the sector, bringing together more than 1,000 delegates and over 100 exhibitors in Milan in 2025. Intergraf Certification has also reached an important milestone, with 200 certified production sites worldwide, while the Intergraf Academy continues to support certified companies, having already delivered some 10 trainings, with more planned.

On a personal note, 2026 also marks 25 years since I started working for Intergraf. I am truly grateful for the continued input and support of our members, the Board, and the Steering Committee, as well as for the fantastic team I can rely on every single day.



Beatrice Klose
Beatrice Klose
Secretary General

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PART 1:
KEY TOPICS

PART 1.1 REGULATORY DEVELOPMENTS IN THE EU

The second half of 2025 and the first half of 2026 were marked by a strong shift in the EU regulatory landscape towards **simplification** and **industrial competitiveness**. Following several years of intensive legislative activity linked to the European Green Deal and the EU digital agenda, the European Commission increasingly focused on implementation, regulatory streamlining, and reducing administrative burdens for businesses.

A central element of this approach was the launch of a series of “Omnibus” packages aimed at simplifying existing legislation across multiple policy areas. These initiatives covered sustainability reporting, product legislation, digital compliance procedures, and industrial regulation, with the objective of improving Europe’s economic competitiveness while reducing complexity for companies, particularly SMEs. At the same time, the EU accelerated the deployment of **digital compliance tools**, including e-invoicing under the VAT in the Digital Age package and the gradual introduction of Digital Product Passports. This broader transition towards “digital-by-default” regulation reflects the EU’s ambition to modernise administrative processes and strengthen the resilience and strategic autonomy of European industry amid increasing geopolitical and economic pressures.

Against this evolving regulatory backdrop, Intergraf remained actively engaged across a broad range of policy files relevant to the printing industry.

The **Packaging and Packaging Waste** Regulation formally entered into force in February 2025 and will apply from 12 August 2026, replacing the previous directive with directly applicable and harmonised rules across all Member States. The Regulation

introduces new requirements covering the full lifecycle of packaging, including design, recyclability, labelling, and extended producer responsibility. It sets ambitious objectives, such as ensuring that all packaging placed on the EU market is recyclable by 2030, increasing recycled content in plastic packaging, and reducing unnecessary packaging. The Regulation also establishes obligations affecting printing companies involved in packaging production. In response, Intergraf closely monitored developments and published a dedicated guidance document in September 2025 to support members in understanding the new legal framework and preparing for implementation.

Intergraf also continued to monitor developments related to **environmental claims** and the implementation of the Empowering Consumers for the Green Transition Directive. Printing companies are increasingly required to review and adapt their marketing and communication practices to comply with the new rules governing environmental claims. Particular attention is being given to the use of generic “green” claims, which are now largely prohibited unless properly substantiated, as well as to the use of sustainability labels, which must be based on recognised certification schemes. Intergraf has been supporting members in understanding the implications of these new requirements for communication and branding practices within the printing sector.

Another major area of activity concerned the **digitalisation of printed instructions** under the European Commission’s Omnibus IV proposal. Intergraf actively advocated against the complete removal of printed instructions from product



2025 and 2026 have shown how well industry associations in Brussels can work together towards a common goal. The joint work on EUDR and obtaining the simplification and postponement was a great success.



Beatrice Klose, Secretary General, Intergraf

legislation. The proposal aims to generalise the possibility for manufacturers to provide instructions for use in digital format only for a broad range of consumer products covered by EU legislation, including household appliances and IT equipment. Although the legislative process did not fundamentally alter the overall digitalisation approach, advocacy efforts by Intergraf and other stakeholders contributed to the inclusion of several important safeguards. Consumers will retain the right to request a paper version of instructions both at the time of purchase and for up to 24 months thereafter. Manufacturers will also be required to ensure that such requests can be made through accessible communication channels, not limited exclusively to online systems.

Intergraf also remained closely involved in discussions surrounding the revision of the EU **pharmaceutical legislation** through its participation in MLPS (**Medical Leaflets = Patient Safety**). As the legislative process approaches its final stage, expected in 2026, advocacy efforts from the sector have contributed to a more balanced final wording compared to the European Commission’s initial proposal. The revised text recognises that printed medical leaflets should remain the default format for patients. While Member States may decide to allow QR-code-only solutions at national level, they will first be required to consult relevant stakeholders before implementing such measures. In addition, the emerging compromise foresees that the responsibility and funding for ensuring patients’ right to obtain a printed copy of the leaflet will remain with pharmaceutical companies.

Since 10 October 2025, the EU Regulation on the **transparency and targeting of political advertising** has become applicable across the European Union. The Regulation applies to both online and offline political advertising and introduces obligations aimed at ensuring greater transparency for citizens regarding the origin and financing of political advertisements. Intergraf published a dedicated factsheet to clarify the role of printing companies and support compliance efforts across the sector. While printers acting solely as suppliers of printed political advertising generally do not fall under direct obligations of the Regulation, companies may nevertheless be affected where they participate in the preparation or dissemination of political advertising, for example through design services or direct mailing activities. Intergraf therefore provided guidance to help printers support their customers in producing compliant political advertising materials, including recommendations regarding labelling requirements.



Promoting print today means defending choice, access, and trust in an increasingly digital-first world. Print is not the opposite of digitalisation; it is its necessary counterpart. It ensures that information remains visible, understandable, and available to everyone in education, consumer protection, democracy, healthcare, and daily life. As the EU institutions are keen to move towards more digital-first regulation, we must make sure that efficiency does not come at the expense of the people, especially those who are the most vulnerable.



Sergejs Mikaeljans, Communications and Events Officer, Intergraf



PART 1.2 PROMOTING PRINT

PROMOTING PRINT.

In a policy environment increasingly shaped by **digitalisation, simplification, and “digital-by-default”** approaches, Intergraf continued to **actively defend and promote the value of print**. While digital tools can bring important efficiencies, their growing use in legislation and public communication must not result in the exclusion of citizens, the weakening of consumer rights, or the disappearance of printed information where it remains essential.

Throughout 2025 and the first half of 2026, Intergraf worked to ensure that print is recognised not as a legacy medium, but as a modern, reliable, inclusive, and effective form of communication. Its value lies not only in the products it delivers, but also in the trust, visibility, permanence, and accessibility it provides.

A major focus for Intergraf during this period was the **defence of printed instructions in EU product legislation**. Intergraf actively engaged in advocacy to prevent the complete removal of paper-based information and to safeguard the interests of consumers who depend on printed instructions for safety, accessibility, and ease of use. Although the overall digitalisation approach of the proposal remained in place, Intergraf’s advocacy contributed to the inclusion of important safeguards.

Our broader work to promote print was also carried out through targeted campaigns, strategic messaging, and cooperation with European partners. These initiatives aim to address misconceptions about the printing industry, demonstrate the continued societal relevance of printed communication, and ensure that policymakers understand the risks of replacing print with digital-only alternatives.

The **#PrintAhead** campaign continued to make progress during this cycle. Developed as Intergraf’s forward-looking messaging framework, the campaign is built around the **10 Key Messages from the Print Industry**, supported by data, research, and concrete examples from across the sector. Through visual materials, social media content, printed collateral, direct stakeholder engagement, and policy messaging, #PrintAhead helps reposition the printing industry as innovative, resilient, and indispensable in a changing communication landscape.

The **Keep Me Posted EU** campaign also progressed well during 2025 and 2026. Relaunched by Intergraf together with CEPI, FEPE, and PostEurop, the campaign defends the right of every citizen to choose how they receive important information, on paper or digitally.

This message has become increasingly important as more services, companies, and public authorities move towards digital-only communication.

Intergraf also continued to support and cooperate with other **initiatives promoting the value of print and paper**. Two Sides remains an important campaign in countering environmental misconceptions and providing fact-based information on the sustainability, renewability, and recyclability of paper and print. Together, these initiatives reinforce a clear and consistent message: print remains essential. It is not simply a communication channel of the past, but a practical, inclusive, and future-oriented medium that continues to serve people, businesses, and society.

YOUNG TALENT AWARD 2026

Intergraf remains committed to supporting young people in the printing industry and encouraging them to contribute to the future of the sector. **The Intergraf Young Talent Award provides students, apprentices, and young professionals from member countries with a platform to share their ideas, expectations, and vision for print**. Established in 2017, the award reflects Intergraf’s belief that the future of the industry must be shaped together with the next generation.

The 2026 edition invited participants to address the theme: **“What opportunities do you see for print in a hyper-personalised future?”** This topic encouraged young people to reflect on how print can respond to changing consumer expectations, new technologies, customised communication, and the growing demand for more personal and meaningful experiences.

The first prize was awarded to Irina Pinta from Romania. Annika Nürk from Germany received second place, and Izelda Lala from the United Kingdom was awarded third place. Their submissions demonstrated creativity, strategic thinking, and a strong understanding of how print can remain relevant in increasingly personalised and technology-driven markets.

By giving visibility to young voices, the Intergraf Young Talent Award continues to support innovation, intergenerational dialogue, and the attractiveness of the printing industry. It also reminds the sector that print’s future will depend not only on technology and regulation, but also on the ideas, skills, and imagination of the people entering the industry today.



Over the past 2.5 years, we have provided extensive support to our members on EUDR compliance through information sharing, webinars and presentations. While the exclusion of printed products may reduce the industry's focus on EUDR, we will continue to demonstrate that printed products manufactured in the EU comply by default with EUDR requirements and contribute to preventing global deforestation. The same applies to printed products manufactured in neighbouring countries using EU-sourced paper.



Laetitia Reynaud, Senior Policy & Economic Advisor Intergraf

PART 1.3 DEFORESTATION

DEFORESTATION.

Since mid-2025, the EU Regulation on deforestation-free products (EUDR) has undergone significant political and regulatory adjustments, shifting from imminent application towards a **delayed and partially simplified framework**. In late 2025, the EU co-legislators agreed on a one-year postponement of the Regulation, moving the application date to 30 December 2026 for most operators. This decision was primarily driven by concerns regarding the preparedness of companies and the operational readiness of the EU Information System required for implementation.

Alongside the postponement, targeted simplification measures were introduced to reduce administrative complexity and clarify the obligations of operators throughout the supply chain. These included additional **clarifications** regarding the responsibilities of downstream operators and the allocation of due diligence obligations. The revised framework also mandates a European Commission review of the Regulation's administrative burden by April 2026.

A major development for the printing industry was the **exclusion of printed products** classified under HS 49 from the scope of the Regulation. This category includes products such as books, newspapers, magazines, maps, plans, colouring books, catalogues, trade advertising materials, postcards, calendars, photographs, stamps, banknotes, and various commercial printed products. However, other printed items classified under different HS codes remain fully covered by the Regulation. This notably includes printed packaging, labels, wallpaper, and certain stationery products.

Although many printed products have now been excluded from the scope, paper itself remains covered by the EUDR. As a result, printing companies may still face obligations under the Regulation in specific circumstances, particularly depending on the sourcing of the paper or board and their position within the supply chain.

As the political negotiations have concluded, the focus has progressively shifted towards **implementation and operational guidance**. The European Commission continued updating its Frequently Asked Questions documents and advancing technical work related to the EU Information System and Due Diligence Statement procedures.

Over the past years, Intergraf has invested significant **efforts into securing a workable and proportionate regulatory framework** for the printing industry. During the last year in particular, Intergraf co-signed numerous joint industry statements and issued dedicated position papers advocating for simplification measures and legal clarity. In parallel, Intergraf organised multiple meetings and webinars to support members in understanding the evolving framework and preparing for compliance. Following the publication of updated Commission guidance documents, Intergraf also prepared a revised version of its own guidance document for the printing industry.

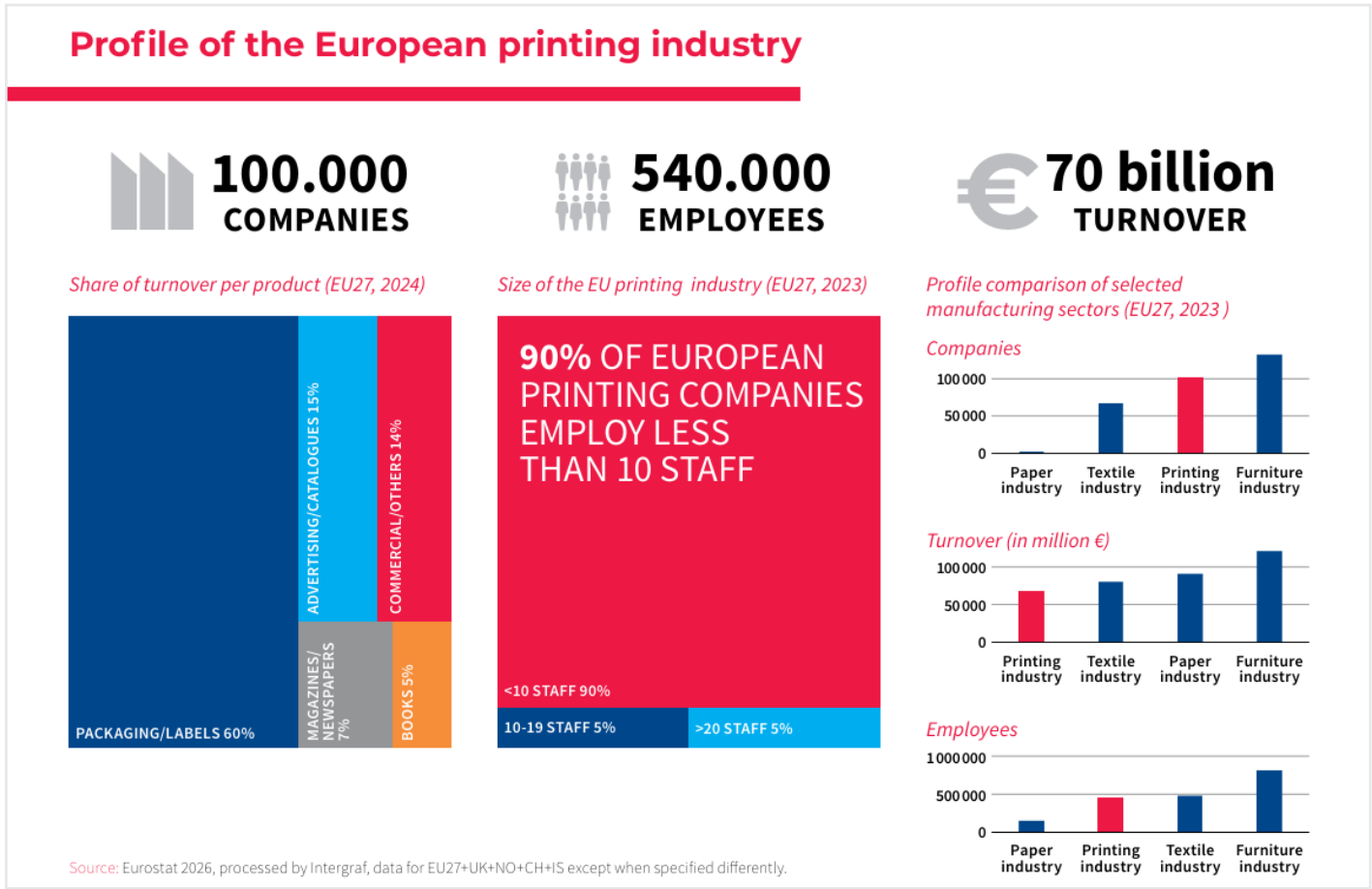


2.1 ECONOMIC INFORMATION

Intergraf’s flagship publication is the **Annual Economic Report**, released each year in June. The report is **free of charge for Intergraf members** and **available for purchase by non-members**.

The Intergraf Annual Economic Report offers a comprehensive statistical overview of the European graphic industry (EU27 plus the UK, Norway, Switzerland, and Iceland). It includes all relevant data, which is primarily sourced from Eurostat and our member associations, on the printing industry and related sectors such as ink, paper, publishing, books, press, energy, and postal services. **The report also features a four-year market forecast provided by our research partner Smithers through the European Print Market Review.**

To keep our members informed throughout the year, we also publish the monthly Economic News. This shorter update is supplemented three times per year by the more detailed Economic Newsletter, which provides extended analysis and insights.



Economic report, 2026



2026 Intergraf Economic Report Abstract

To learn more about the Economic report or receive a copy, contact Laetitia Reynaud at lreynaud@intergraf.eu.

2.2 COMMUNICATIONS & TOOLS

Intergraf’s mission is to serve as the unified voice of the printing industry at the European level. We communicate our messages through a growing range of channels and produce policy tools to support our members in addressing the most important industry issues.



NEWSLETTERS

- Newsflash
- News in Brief
- Economic News
- Regulatory News



SOCIAL MEDIA

- LinkedIn Intergraf
- LinkedIn Intergraf C + I
- X (formerly known as Twitter)



REPORTS & TOOLS

- Activity Report
- Economic Report
- Intergraf Messaging Guide



PRESS

- Press Releases
- Interviews
- Commentary



POLICY COMMS

- EU Policy Webinars
- Position Papers
- Joint Statements
- EU Policy Guides & Factsheets



WEBSITES

- www.intergraf.eu
- www.intergrafconference.com
- www.printyourfuture.eu

We encourage our members to translate the tools we provide into their respective languages to improve understanding at national level. For example, our new guide on obtaining EU funding can be translated and adapted by members to make the information more accessible to printing companies across Europe.

EU-FUNDING OPPORTUNITIES FOR EU PRINTING COMPANIES.

FEBRUARY 2026

INTERGRAF

1. HOW EU FUNDING WORKS

EU funding supports activities that **aligned with EU priorities**, such as:

- Reducing energy use and emissions
- Transitioning to more sustainable materials and processes
- Digitalising workflows and production
- Training workers in new skills
- Developing innovative or circular products

→ See the detailed policy objectives identified for the programming period 2021-2027 in [appendix 1](#).

The key question for any company seeking EU funding is:

Which EU policy goal does my investment support?

EU funds come with **detailed reporting obligations**, audits, and monitoring.

Misuse or failure to deliver the project can lead to:

- Partial or full repayment of the funds
- Exclusion from future EU funding opportunities

EU funding is **never**:

- Automatic
- Retroactive (you usually can't fund something already finished)
- 100% of the costs (co-financing is the norm)

2. CATEGORIES OF EU FUNDING

2.1. DIRECT EU GRANTS

- Apply directly to the European Commission
- Compete with companies across Europe
- Higher funding amounts, but more complex
- Often requires partners

→ This is best for **innovation, R&D, pilots, new technologies**

2.2. EU FUNDS MANAGED NATIONALLY OR REGIONALLY

- EU funding but distributed by regions, ministries or national agencies
- Calls look local but the funding is EU-backed
- Most relevant for SMEs

→ This is best for **machines, energy upgrades, digitalisation, training**

2.3. EU-BACKED LOANS AND GUARANTEES

- Not grants
- Provided through banks

→ This is best for **large investments** where grants are limited

Intergraf’s EU funding guide

2.3 CAMPAIGNS

#PRINTAHEAD

Intergraf continues to roll out **#PrintAhead**, a forward-looking messaging framework designed to redefine the perception of the print industry across EU institutions, the media, NGOs, and stakeholders. The initiative puts the spotlight on the vital role print plays in European society, highlighting how printed information supports learning, inclusion, accessibility, cultural life, democratic participation, and personal security. In a rapidly digitalising world, #PrintAhead reminds policymakers and stakeholders that not everyone has equal access to digital tools, and that print remains an essential, trusted, and inclusive medium.

The campaign is built around **10 Key Messages from the Print Industry**, developed by Intergraf and supported by research, data, and practical examples. These messages demonstrate that print is sustainable, recyclable, essential for quality education, vital for inclusion and choice, present across every industry, supportive of local economies, embedded in daily life, effective as a communication tool, important for democracy, and crucial for security and data protection. Together, they provide a clear and evidence-based narrative showing that print is not a medium of the past, but a modern and necessary part of Europe's communication ecosystem.

Through targeted outreach, digital content, printed materials, and advocacy messaging, #PrintAhead seeks to showcase print as an innovative, sustainable, and irreplaceable medium. It also promotes a balanced understanding of how print and digital communication can work together, while emphasising the importance of preserving people-centred choices in the future of communication in Europe.

www.intergraf.eu/campaigns/print-ahead



Selected assets of the #PrintAhead campaign



KMPEU event at European Parliament - Inclusive Communication for All: Lessons from "Why Choice Matters", November 2025

priority will be the development of a public **Choice Tracker** monitoring EU legislative files that may affect the right to receive physical communication. The campaign also aims to activate more MEP supporters and provide clearer evidence on how digital-only approaches impact citizens.

www.keepepostedeu.org



KEEP ME POSTED EU

Keep Me Posted EU is a European campaign defending the right of citizens to choose how they receive important information, on paper or digitally. Relaunched in 2024 by Intergraf, together with CEPI, FEPE, and PostEurop, the campaign responds to the growing digital divide and gives visibility to people excluded by enforced digitalisation. Under the tagline **"Why Choice Matters"**, it places human stories at the centre of its advocacy.

Since its relaunch, the campaign has published the **Why Choice Matters** report and organised two events with MEPs and stakeholders at the European Parliament in Brussels. In 2026, Keep Me Posted EU will focus on expanding political support, strengthening media and NGO engagement, and positioning itself as the reference on consumer choice in EU policy. A key

TWO SIDES

The printing industry's primary raw material is renewable, and its recyclable products are part of Europe's circular economy. However, misconceptions about the environmental credentials of our sector and its products remain widespread. The **Two Sides** campaign works to combat common myths about paper, print, and paper packaging by providing verifiable information on why print and paper are attractive, practical, and sustainable modes of communication.

A key part of this work is **Love Paper**, a global **consumer-focused campaign** run by Two Sides. Launched to improve perceptions of print, paper, and paper-based packaging, Love Paper highlights the positive environmental and social story of paper: its renewability, recyclability, and its role in supporting learning, creativity, and wellbeing. The campaign also helps address persistent misconceptions among consumers, including misunderstandings about European forest growth and paper recycling rates. Through advertising, social media, brand use, and industry engagement, Love Paper brings this message directly to the public and encourages a more balanced understanding of paper and print in today's digital world.

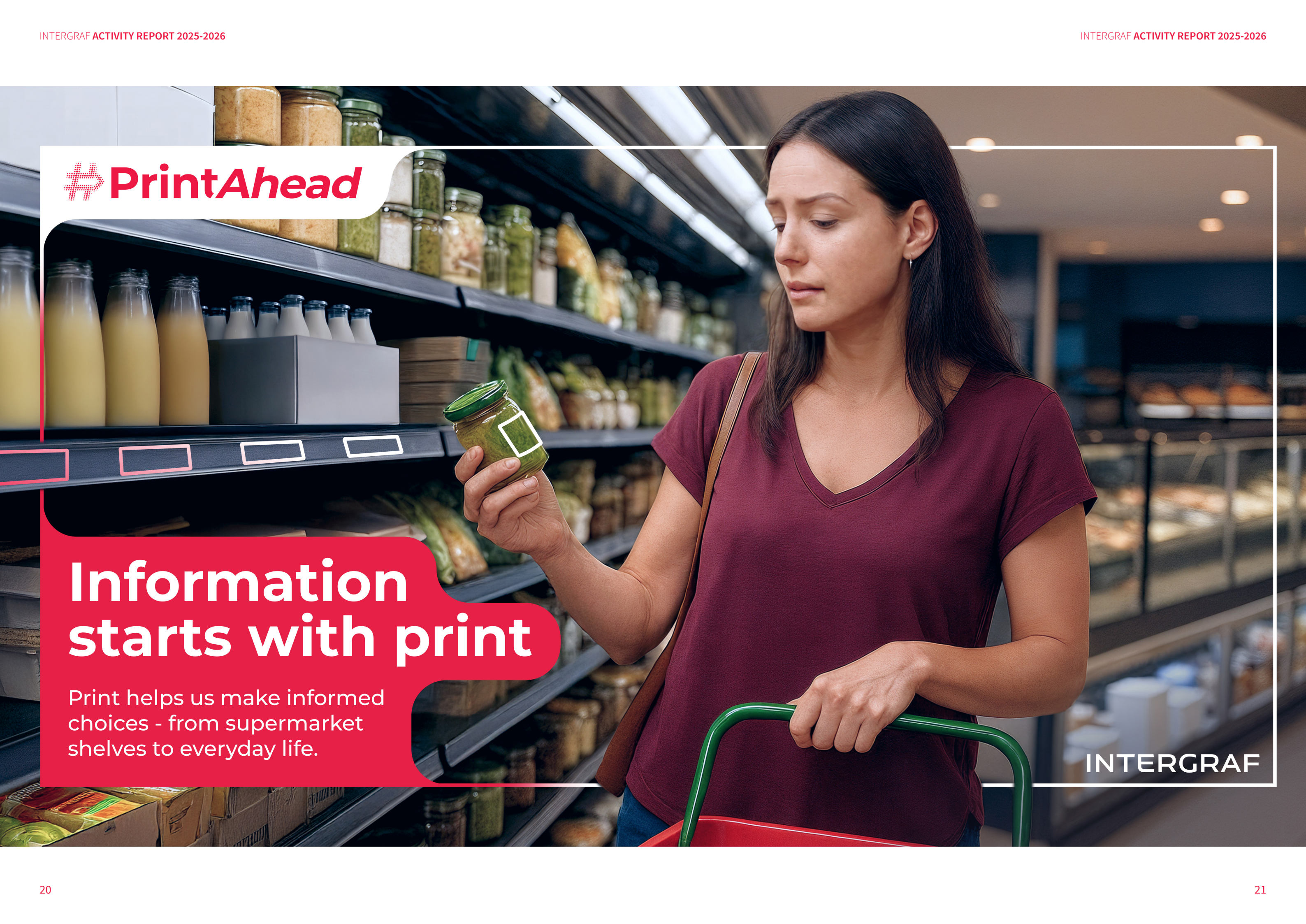
www.twosides.info



MLPS

Intergraf is a member of MLPS (**Medical Leaflets = Patient Safety**) and thus advocates against proposed amendments on medical leaflets in the pharmaceutical legislation. MLPS stresses that printed pharmaceutical **leaflets** must remain the **primary source of information** for patients and healthcare professionals, ensuring the safe and accurate delivery of medication information. Established in 2020, MLPS is a coalition of regulated healthcare packaging manufacturers led by the European Carton Manufacturers Association (ECMA).

www.mlps-leaflet.org



#PrintAhead

Information starts with print

Print helps us make informed choices - from supermarket shelves to everyday life.

INTERGRAF

2.4 EVENTS

Intergraf hosts a portfolio of events that have become key fixtures in the calendars of stakeholders across the printing industry. These events provide valuable platforms for addressing critical industry topics and fostering meaningful connections.

During this cycle, the Intergraf EU Advocacy Team organised events in **Switzerland, the Netherlands, Belgium, Hungary** and **online**. In June 2025, members gathered in Zurich for the **General Assembly** and the **Print Matters 2025** conference. In September, the **Directors' Conference** brought together heads of national associations in the Hague.

In spring 2026, Intergraf organised the **Shaping the Future with Books 2026** conference in Brussels, in partnership with Smithers.

The EU Advocacy Team also hosted the **General Assembly 2026** and the **2026** edition of **Print Matters** in Budapest. In addition, several public and members-only webinars were held, offering guidance on essential EU legislation impacting the printing sector.



Print Matters, Zurich, June 2025



Shaping the Future with Books, Brussels, February 2026



Directors' Conference, The Hague, September 2025



Shaping the Future with Books, Brussels, February 2026

2.5 INTERGRAF CURRENCY+IDENTITY

Every 18 months, Intergraf brings the industry together for **Intergraf Currency+Identity**, a neutral platform where central banks, government bodies, identity authorities, security providers, and digital innovators connect to shape the future through innovation, expertise, and collaboration. The three-day event has become one of the key events world-wide combining expertise in currency and identity documents. Networking continues into the evenings, with the welcome cocktail, exhibition aperitif, and dinner part creating memorable opportunities to reconnect with colleagues and partners from across the globe.

Ahead of the main conference, two exclusive invitation-only gatherings, **Intergraf Identity High** and **Currency High**, create space for high-level discussions in a secure and trusted environment. Meanwhile, **Intergraf Certification** expanded the learning experience with a **full-day workshop** on security standards and a **Tender Tactics** session for document and currency procurement.

Now, we are looking ahead to the next chapter: **Intergraf Currency+Identity returns to Copenhagen from 14 to 16 October 2026** for a special **golden edition marking its 50th anniversary**. The conference programme offers parallel sessions for currency and identity with **60+ speakers** from central banks, governments, and law enforcement and the exhibition already features **over 120 booths** and will be the largest so far. The Industry Innovation Arena will continue to bring fresh energy to the exhibition floor with fast-paced, TED-style talks from leading innovators.

Once again, the event will offer a **unique opportunity** for the global community to exchange knowledge, explore new ideas, strengthen international connections, and **shape the future of the industry together**.

www.intergrafconference.com

INTERGRAF 14-16 COPENHAGEN
CURRENCY + IDENTITY 10/2026 DENMARK **50 YEARS**

“

Intergraf Currency+Identity has been more than a conference to me, it's been a trusted gathering place where central banks, governments, industry leaders and innovators come together to build something greater than any one organization could alone. Over the past twenty years, I've seen how Intergraf's platform fosters real collaboration, shared learning, and the quiet but powerful reinforcement of trust in the most sensitive domains of currency and identity. The certification framework, in particular, stands as a beacon of integrity not just a standard, but a shared promise to protect public confidence.



Malik Alibegovic, INTERPOL



Intergraf Currency+Identity, Milan, March 2025

2.6 INTERGRAF CERTIFICATION



Intergraf Certification Workshop at Intergraf Currency+Identity, Milan, March 2025



Security Manager Training, Dubai, June 2025



Security Manager Training, Brussels, January 2026

Intergraf plays a key role in setting standards in the competitive field of security printing. It offers two main certification schemes: **ISO 14298** (for security printers and hologram manufacturers) and **Intergraf 15374** (for their suppliers). These certifications provide a comprehensive framework addressing logical and physical security, as well as supply chain assurance. Audited by independent bodies (VPGI and SQS), these certifications help reduce operational risks, boost customer confidence, and enhance tender prospects. They are globally recognised, with endorsements from authorities like the UPU and IOTA.

To stay relevant, the **Intergraf Certification Requirements (ICR)** are reviewed annually, supported by an Expert Working Group of auditors and certified company experts. Intergraf also contributes to the ISO TC 130/ WG 10 committee, which maintains ISO 14298.

The Intergraf Certification community is rapidly growing. **As of April 2026, more than 200 printers and suppliers are Intergraf Certified, with a presence in more than 58 countries across all continents.**

The **Intergraf Academy** further expanded its activities with webinars, training sessions and practical exchanges bringing together security managers, auditors and industry experts from around the world. Following several successful training sessions in Dubai, Brussels and Milan, preparations are now underway for the next Certification Workshop during Currency+Identity Copenhagen in October 2026. Moreover, several in-company trainings were organized to meet the individual needs of our customers.

In parallel, Intergraf continued to raise awareness of the importance of sector-specific certification within public procurement and tender processes through dedicated workshops and “Tender Tactics” sessions for authorities and industry stakeholders.

www.intergrafcertification.com

2.7 PARTNERSHIPS

FTA EUROPE

Since 2015, Intergraf has been allocating the time of its Secretariat in Brussels to its **sister association FTA Europe**. FTA Europe represents and promotes the flexography printing sector.

The key activity of FTA Europe is the Diamond Awards, which recognises exceptional flexo printers from across Europe and beyond every other year. Diamond Award entries are already winners in national flexo awards of FTA Europe member countries, establishing them as the pinnacle of flexographic excellence.

On 10–11 April 2025, FTA Europe also co-organised the Shaping the Future with Packaging conference in Brussels alongside Intergraf and Smithers.

The next edition of the FTA Europe Diamond Awards will **take place in Barcelona, Spain, on 29 October 2026**, bringing together leading flexographic printers and industry stakeholders from across Europe and beyond to celebrate excellence and innovation in flexographic printing.

www.fta-europe.eu

WORLD PRINT AND COMMUNICATION FORUM (WPCF)

Intergraf is a founding member of the **WPCF (World Print & Communication Forum)**, the leading collaborative platform for the world's major national and transnational printing associations. Intergraf also administers the platform's Secretariat.

The next WPCF Congress will take place in Seoul, Republic of Korea, from 18–21 August 2026, hosted by the Korean Printers Association alongside K-PRINT WEEK at the KINTEX Exhibition Center II. Held under the theme “The Future of Printing Culture in the Age of AI,” the Congress is expected to bring together industry leaders, associations, and experts from more than 40 countries. The programme will combine conference sessions, exhibition visits, technical site tours, and cultural activities, while addressing topics such as artificial intelligence in printing, sustainability, innovation, and digital transformation.

WPCF 2026 will provide an important platform for international exchange and collaboration, further strengthening global industry connections and offering valuable insights into the future of the printing and graphic communications sector.

www.worldprintforum.org



SMITHERS

Intergraf has collaborated with **Smithers** on a wide range of activities since the beginning of the partnership in 2013. Smithers is a **global authority** on the packaging, paper, and printing industry supply chains, providing in-depth market intelligence, technical expertise, and strategic analysis.

Each year, Smithers contributes a review of the European print market to the **Intergraf Annual Economic Report**, complementing the data and insights provided by Intergraf and its member associations. Intergraf and Smithers also collaborate on the “**Shaping the Future with Print**” conference series, through which Smithers provides expert market analysis and dedicated industry reports covering major print segments and evolving market trends.

In 2026, Intergraf and Smithers jointly prepared the European Book Market Report, offering a comprehensive analysis of market developments, consumer trends, production dynamics, and key challenges affecting the books segment of the European printing industry.

www.smithers.com

EPRC

Intergraf is a member of the European Paper Recycling Council (EPRC). The EPRC was set up as an industry self-initiative in 2000 to **monitor progress towards meeting higher paper recycling targets**. These are set out in the European Declaration on Paper Recycling first published in 2000 and renewed every five years since. The current target for the 2021-2030 European Declaration is set to 76%.

www.paperforrecycling.eu

UNI EUROPA GRAPHICAL

As the **European Social Partner** representing **workers** in the graphical sector, **UNI Europa Graphical** is Intergraf's counterpart in the sectoral **Social Dialogue**. In 2024, the unions and Intergraf published a new Work Programme, committing to address digital transformation, environmental sustainability, labour shortages, skills development, responsible restructuring, fair competition, and the sector's public image, ensuring a competitive, inclusive, and future-proof graphical industry aligned with EU priorities.

In 2020, Intergraf and the trade unions launched the first leg of joint project **Print Your Future**, funded by the European Commission's Social Dialogue programme, to address the graphical sector's image and attractiveness challenges. In 2026, this project received EU funding to roll out its second phase.

www.uni-europa.org



2.8 SOCIAL DIALOGUE

Intergraf serves as the European Social Partner representing employers in the graphical sector. We regularly engage with our counterpart trade union, UNI Europa Graphical. This collaboration is formalised through the European Sectoral Social Dialogue Committee for the graphical industry, established in 2013 with the support of the European Commission. **The Committee facilitates ongoing dialogue between employers and workers, aiming to strengthen European governance by involving social partners in decision-making and policy implementation processes.**

Through this platform, Intergraf and UNI Europa Graphical have intensified their cooperation, working together on various projects and joint initiatives addressing key industry challenges, including skills development, sustainability, labour shortages, and the role of print in the digital economy.

In 2026, Intergraf and UNI Europa Graphical secured European Union funding for the implementation of the second phase of the Print Your Future project: **Print Your Future 2**. Building on the success of the original initiative, the new project aims to improve the attractiveness of the printing industry among younger generations and strengthen the long-term sustainability and competitiveness of the sector. **The project focuses on addressing labour and skills shortages through targeted communication campaigns, cooperation with educational institutions, social dialogue activities, and the promotion of modern printing technologies, sustainability, diversity, and career opportunities within the industry.**

Print Your Future 2 will also support the capacity-building of European social partners and promote stronger cooperation on issues affecting young workers and the future workforce of the graphical sector. The initiative includes social media campaigns, video content, partnerships with influencers and vocational schools, and activities promoting specialised skills and modern career pathways within the printing industry.

Intergraf members and other stakeholders are invited to participate annually in two Working Groups and one Plenary session of the graphical industry's European Social Dialogue Committee.

www.printyourfuture.eu

2.9 EUROPEAN NETWORK

One of Intergraf's key strengths is its network of relationships at the European level. To effectively influence EU policy, such contacts are essential, both within the European institutions and beyond.

The printing industry does not operate in isolation. We are both a user of products and services from many other sectors and a supplier to them. We also function within the broader social and economic system. As a result, the policy areas Intergraf covers are wide-ranging, with content that is often vast and complex.

By pooling knowledge and resources through **European platforms, coalitions, and networks**, Intergraf enhances its ability to advocate effectively for the printing industry. In addition to maintaining regular contact with individual associations, we are a member of—or regularly engage with—the following European-level platforms:

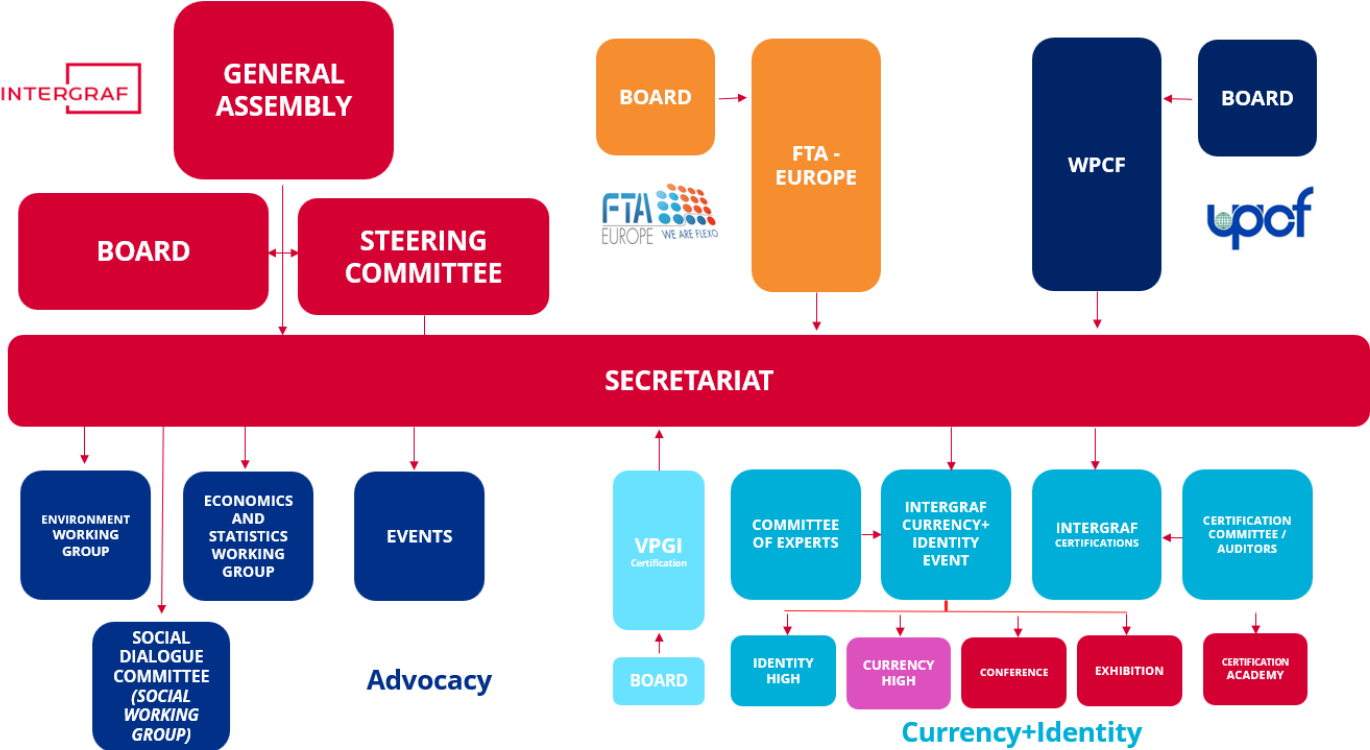
- BusinessEurope via European Employers Network
- European Platform for Chemicals-Using Manufacturing Industries (CheMi)
- European Solvents Downstream Users Coordination Group (ESVOC)
- Industry4Europe Coalition
- XSG (Cross Sector Greoup) on Food Contact Materials
- Packaging Ink Joint Industry Task Force (PIJITF)
- Packaging Chain Forum
- Print Media Group (managed by Intergraf)
- The Cross-sectoral Coalition for Circular Choices for the EU's Bioeconomy



Intergraf Board, 2025

PART 3:
GOVERNANCE

3.1 WORKING STRUCTURE



The strategic direction of Intergraf is set by the **Board**, a group of ten company representatives appointed by Intergraf's member associations. The countries currently represented are **Denmark, Germany, Hungary, Italy, Latvia, the Netherlands, Sweden** and **Estonia**. FTA Europe also holds a seat on the Board.

The decisions of the Board are implemented by the **Steering Committee**, a body comprising Directors or other high-level representatives from national printing associations. The countries currently represented are **Denmark, Germany, Italy, the Netherlands, Portugal, Sweden, Switzerland** and **France**.

The Intergraf Secretariat is composed of four teams: European Affairs, Security Printing, Certification and a cross-functional team. All teams are managed by the Secretary General. The Secretariat carries out the day-to-day work of the association.

Intergraf chairs two active Working Groups:

- » **Economics and Statistics Working Group**
- » **Environment Working Group**

These groups bring together experts from our national member associations. They meet regularly to discuss relevant EU policy issues affecting the industry. Social affairs issues are discussed among members of the Social Dialogue Committee.

Intergraf's annual General Assembly is the association's main decision-making body, where members approve the work and finances of Intergraf. The General Assembly also grants discharge to the Board and Steering Committee for carrying out their work during the previous year.

www.intergraf.eu/about-us/governance

3.2 SECRETARIAT

EUROPEAN AFFAIRS



Beatrice Klose.
Secretary General



Laetitia Reynaud.
Senior Policy & Economic Advisor



Sergejs Mikaeljans.
Communications & Events Officer

CURRENCY+IDENTITY



Simona Barbulescu.
Event Manager



Meike van der Veur.
Marketing & Communications Officer



Cristina Munteanu.
Exhibition Coordinator

CERTIFICATION



Doris Schultz-Pätzold.
Customer Relations and Certification Director



Jeremy Tawedian.
Certification Officer

CROSS-FUNCTIONAL TEAM



Fernando de Groot.
Event Officer & Membership Assistant



Elsa Lopez.
Digital & Graphic Design Officer



Reka Sipos.
Account, HR & Admin Officer

www.intergraf.eu/about-us/team



As a printing company strongly committed to sustainability and accountability, Grafotisk recognises the importance of taking meaningful steps forward by aligning with the European graphic standard for carbon calculation. Our decision to become an Intergraf Associate Member and to adopt **ClimateCalc** stems from the need to provide our customers with transparent, comparable, and industry-recognised carbon footprint data—both for our corporate operations and the printed products we deliver. By joining this community, alongside other European printing companies working towards measurable climate impact reduction, Grafotisk is not only reinforcing its commitment to sustainability but also empowering our customers to make informed, climate-conscious choices. We are proud to be members of Intergraf and would like to thank Intergraf for being a strong voice for the graphic industry in Europe. We look forward to contributing to a more transparent, accountable, and sustainable future for print.



Nikola Vranješ, General Director, Grafotisk d.o.o. Grude

PART 3.3 MEMBERSHIP

NEW ASSOCIATE MEMBERS.



The **LEIPA GROUP** is an owner-managed and independent family business with over 175 years of history, offering future-proof solutions and products in the field of paper and packaging made from 100% recycled paper. With a passion for environmentally friendly processes and technologies, LEIPA has continuously developed and is now a European group of companies and a pillar of the circular economy.



MBO Postpress Solutions is a global provider of postpress and print finishing solutions and part of the KOMORI Group. Based in Oppenweiler, Germany, MBO develops folding machines, automation, robotics, and smart workflow solutions for the printing, packaging, pharmaceutical, and mailing industries. With a focus on digitalisation and smart factory concepts, the company helps customers worldwide improve efficiency, flexibility, and sustainability. Its portfolio includes high-end folding systems, web finishing solutions, robotics applications, and cloud-based software for modern production environments.



Müller Martini is a global provider of print finishing and postpress solutions for the graphic arts industry. The Swiss family-owned company develops, builds, and installs systems for the evolving needs of offset and digital printing, supporting the industrial production of books, magazines, brochures, and other printed products. With more than 70 years of expertise, Müller Martini combines innovative end-to-end solutions, smart factory technologies, and worldwide service to help printers adapt to digital transformation and changing market demands.

ASSOCIATE MEMBERS



MEMBERS

- Austria **PROPAK**
- Belgium **FEBELGRA**
- Bulgaria **PRINTING INDUSTRY UNION OF BULGARIA**
- Denmark **GRAKOM**
- Estonia **AEPPi**
- Finland **FINNISH PRINTING ASSOCIATION**
- France **UNIIC**
- Germany **BVDM**
- Hungary **FEDPRINT**
- Iceland **FEDERATION OF ICELANDIC INDUSTRIES**
- Italy **ASSOGRAFICI**
- Latvia **LATVIAN PRINTERS ASSOCIATION**
- Lithuania **LISPA**
- Luxembourg **FLAG**
- The Netherlands **KVGO**
- Norway **NORSK INDUSTRI**
- Portugal **APIGRAF**
- Romania **TRANSYLVANIA PRINTERS ASSOCIATION**
- Sweden **GRAFISKA FÖRETAGEN**
- Switzerland **DPSUISSE**
- Switzerland **VSD**
- United Kingdom **BPIF**

ASSOCIATE MEMBERS

- Austria **Exceet**
- Austria **OSD**
- Belgium **ECO3**
- Belgium **Sappi**
- Bosnia and Herzegovina **Grafotisak**
- Germany **Heidelberg**
- Germany **Kurz**
- Germany **Leipa**
- Germany **MBO Postpress Solutions**
- The Netherlands **Contiweb**
- Poland **PWPW**
- Slovenia **Evrografis**
- Spain **FNMT**
- Switzerland **Koenig & Bauer**
- Switzerland **Müller Martini**
- UK **Canon**
- UK **ICA**
- UK **Smithers**

www.intergraf.eu/members/members
www.intergraf.eu/members/associate-members



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