

# Dutch Folding Carton Platform

One Platform for the  
Dutch Folding Carton Industry

# The Platform



- ECMA Netherlands and Pro Carton Netherlands decided to merge
- New Platform to attract more members (currently 20 converters, 18 suppliers and 3 associated members)
- Platform should operate as a networking organisation to link different stake holders within the supply chain

# A strong network!



**Public Affairs national level and European level via ECMA**

**Strong network for the Dutch Folding Carton Industry**

**New (temporary) coalitions**

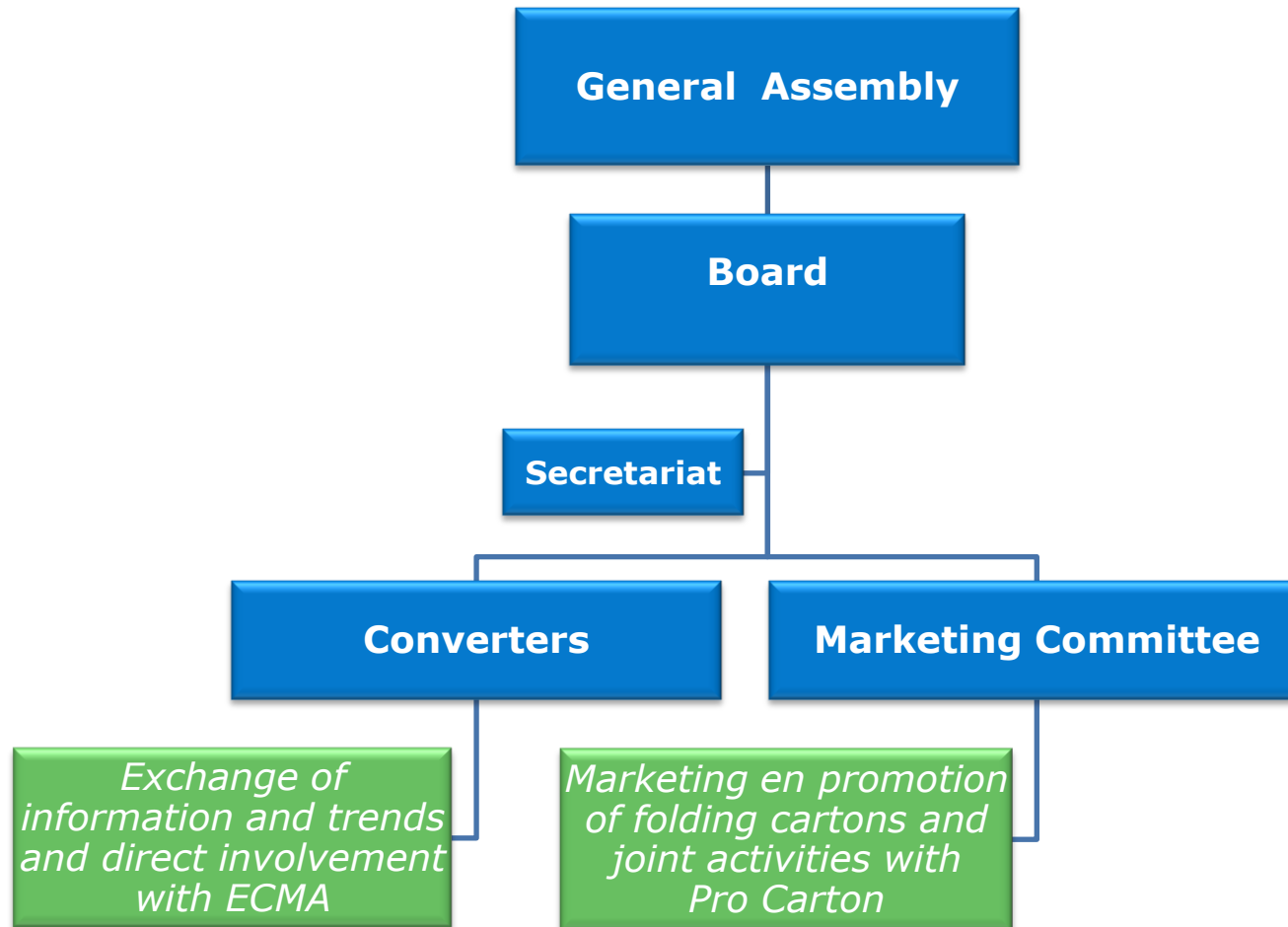
**Advantages one association (synergy)**

**Know your own members**

**Promotion folding cartons in The Netherlands supported by Pro Carton**

**First goal: To preserve and expand a valuable network!**

# Structure



# Membership



# Three Pillars

## Association

- *Members*
- *Board*
- *Platforms / Committees*

## Network

- *Member meetings*
- *Company visits*
- *ECMA*
- *Pro Carton*

## Promotion

- *Seminars*
- *Fairs*
- *Media*
- *Website*
- *Newsletters*
- *Publications*

# New Website



The screenshot shows a web browser window displaying the homepage of 'vouwkarton PLATFORM NEDERLAND'. The browser's address bar shows the URL 'www.vouwkartonplatform.nl'. The website header includes a navigation menu with links for 'HET PLATFORM', 'VOUWKARTON', 'CREATIVITEIT', 'DUURZAAMHEID', and 'NIEUWS'. A search bar with the text 'zoeken' is also present. The main content area features a large image of two boxes of 'Danerolles' cookies, one standing upright and one lying flat. A black text box with white text reads 'Vouwkarton: veelzijdig, creatief en duurzaam'. Below the image, there is a green banner with the text 'WELKOM BIJ VOUWKARTON PLATFORM NEDERLAND' and 'Vouwkarton Platform Nederland is een uniek netwerk voor de Nederlandse vouwkartonnageindustrie gericht op'. To the right of the banner, there are social media sharing icons and an 'AGENDA' section. At the bottom of the browser window, there is a cookie consent banner with 'ACCEPTER COOKIES' and 'COOKIES NEGEREN' buttons. The Windows taskbar at the bottom shows various application icons and the system clock indicating 7:24 on 3-6-2014.

# Projects / Activities

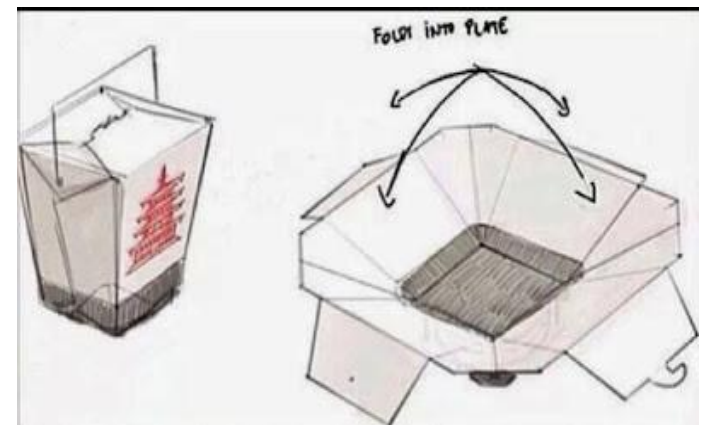


- Participation and organisation of a seminar at Packaging Innovations by easyFairs (fourth year in a row)
- Statistics for our converter members
- Annual Networking Day (this year interactive discussion on sustainability)
- Follow-up round table meeting with brand owners on sustainability (is being prepared)
- Speakers on 'hot issues' (food safety, Chinese carton board production, digital printing, etc.)
- Folding Carton Academy (annual introduction course for member companies)
- Publication: 'Folding Cartons: Facts and Myths' (is being prepared)



# ‘Unfolding The Future of Packaging Design’

- Design Competition 2014 – 2015
- To involve all stake holders (designers, packaging specialists, brand owners)



# Questions?



- Thanks for your attention and please don't hesitate to contact me!

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