

An “INDUSTRIAL DEAL” for the printing ink industry

Concretisation of asks from Antwerp Declaration

Simplification of Regulatory Framework – *linked to raw material supply & innovation potential*

OUR ASK

A streamlined and coherent regulatory environment is critical.

- Current regulations often impede innovation and create competitive imbalances across Europe.
- Simplified compliance and reduced administrative burdens are necessary to support the Green Deal and foster industrial growth.

How can this be achieved?

1. Reducing bureaucracy by avoiding unnecessary new regulatory requirements and by reviewing existing regulatory requirements to determine whether they are sensible and necessary including considering viability of new concepts (e.g. scientific necessity and effects of the “Mixture Allocation Factor”)
2. Timely collaboration between authorities and affected stakeholders (manufacturers, downstream users, end users, & their associations) to discuss and reflect on concerns & potentials prior to the initiating and adopting of new regulations.

What has EuPIA done/can EuPIA do?

- Exclusion Policy
- Development of concepts for food contact materials regulation

Circular Economy/Sustainable Products

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Circular economy is looking at the entire product life cycle and therefore it needs to be ensured that all stakeholders play their part. This applies to the design phase, but also to the optimization of recycling processes and efficient collection and sorting. In particular, the interaction between printing and the recycling process must be considered holistically.

How can this be achieved?

1. EU incentives should encourage the use of circular and sustainable products, such as bio-based and recyclable inks. This will support the industry's sustainability goals and align with market demands for greener products.
2. Recognize and establish **deinking** as an important part of the recycling process in the field of plastics recycling.
3. Define **Design-4-Recycling** criteria which are practical, realistic, and adaptable to technological advancements in order to further promote circular economy. They should be grounded in scientifically sound findings and developed together with the industry.

4. Ensure the expansion and development of a comprehensive, cross-border **recycling infrastructure** in Europe for a functioning European secondary raw materials market.

What has EuPIA done/can EuPIA do?

- Tool for member companies to calculate the environmental footprint of their individual products to create transparency and enable consumers to choose net-zero and circular products.
- Deinking position paper & working on D4R criteria

Raw Materials and Energy

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- **Raw Materials:** Functional & stable supply chains to ensure availability of components for inks and coatings – resins, pigments, additives and solvents – and the raw materials for these components. Industry's dependency on specific raw materials requires strategic partnerships, improved recycling technologies, and initiatives that secure long-term raw material security.
- **Energy:** High energy costs create a significant competitive disadvantage. Competitive energy supplies are needed to maintain economic viability while transitioning towards greener technologies. A reliable supply of energy at competitive price is equally essential to secure access to affordable and low-carbon energy sources.

Relevant to all EU Industries