Andritz to modernise tissue machine at Cartaseta

EUWID + 09 April 2025 | ~ 1 min | Published in issue 15/2025

Technology group Andritz has received an order from Cartaseta AG to supply a combustion system upgrade for a tissue machine at its mill in Gretzenbach, Switzerland. The start-up of the new technology is scheduled for the third quarter of 2025, Andritz informs in a press release.

Cartaseta AG reports that the modernisation will improve the tissue machine's efficiency in the long run and lead to significant cost savings. Besides improving energy efficiency, the modernization is to contribute to the reduction of CO_2 emissions and increase operational safety and system reliability, explains the company.

Cartaseta AG has 334 employees, an annual production capacity of 70,000 tpy and is a manufacturer of handkerchiefs, napkins, toilet and household paper, among other products.

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Valmet Signs Multi-Year Service Agreement with Saica Paper UK

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Valmet has signed a three-year service agreement with **Saica Paper UK Limited** to support the availability and performance of the 430,000 tpy recycled containerboard machine at Saica's Partington mill. The agreement, which can be extended by an additional two years, became effective immediately. Under the agreement, Valmet will provide comprehensive services including roll maintenance, process and equipment audits, preventive maintenance with spare parts, and remote support for the winder.

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Asia remains the growth engine in the global recovered paper trade

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The recovered paper markets in Southeast Asia, China and India are becoming increasingly important and now form the most important market in the global recovered paper trade. As Hannah Zhao, Director Fibre at Fastmarkets, explained at the Bvse International Recovered Paper Conference in Bonn, demand in this region rose by around 20 million t to about 60 million t between 2016 and 2024. At the same time, recovered paper imports increased by 15 million t. The most important regions of origin were Europe, with a share of 36 per cent, and the USA, with 43 per cent.

The largest recipient country in Asia is India, which imported almost 6 million t of recovered paper in 2024, 25 per cent less than in 2023. Unlike other recipient countries in Asia, the country is relatively independent of developments in China.

China remains an important player even after banning recovered paper imports

Although China has withdrawn from the international recovered paper trade with its “national sword” policy by 2020, the important Chinese paper industry still plays a significant role in the recovered paper trade in Southeast Asia. According to Zhao, at least one third of recovered paper deliveries to Southeast Asia are related to the production of recycled pulp or recycled containerboard for the Chinese market. The main supplier countries of recycled pulp to China are Thailand, Malaysia and Taiwan, while recycled containerboard mainly comes from Malaysia, Laos, Vietnam, Taiwan and Indonesia.

However, recycled pulp shipments to China fell by almost 9 per cent in 2024 because of lower demand due to weak economic growth in the country and a higher use of woodpulp in paper production.

In 2024, recovered paper imports to Asia as a whole fell by 15 per cent. Zhao attributes this decline to several factors: weak economic growth, particularly in China; longer transport routes due to the diversion via the Cape of Good Hope; and uncertainties resulting from industrial action in US East Coast ports.

Malaysia was the only country in Southeast Asia to increase its recovered paper imports in 2024, namely by 18 per cent, bringing the import volumes to 4 million t, the same as Vietnam. While Malaysia is expanding its recovered paper converting capacities (including for recycled pulp for the Chinese market), Vietnam has completed its phase of rapid growth and is now increasingly relying on measures to better monitor recovered paper imports.

Increasing regulation influences global trade flows

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Zhao emphasises that legislation will continue to have a strong influence on the recovered paper trade in the future. Restrictions already apply in several countries: China has imposed a general ban on imports, Vietnam and Malaysia have banned the import of mixed paper, and Vietnam and Indonesia have restricted the granting of import licences.

In addition, there are regulatory proposals at EU level – such as the Packaging Waste Regulation (PPWR) and the Waste Shipment Regulation (WSR) – which are likely to both increase internal recovered paper consumption and curb exports.

What is more, the looming global trade war will impact the recovered paper trade. In Zhao's opinion, it is not only the tariffs imposed by the US that are harmful to economic growth – and thus to the development of the paper industry – but also the uncertainty surrounding the tariffs, which has a negative impact. However, Asia remains one of the most important players in the global recovered paper trade, and the market will continue to grow.

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Groupe Gascogne's 2024 results weaker, new PM to go into operation at the end of 2026

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The fact that financial results of French kraft paper and flexible packaging producer Groupe Gascogne are down in the 2024 financial year compared to the previous year is almost exclusively due to the Paper Division's performance. The company said that economic conditions were uncertain in the past financial year, which had a negative impact on demand. The financial year was also split in two, with sales and earnings falling significantly in the first half of the year, which was partially made up for in the second half.

The main reason for lower results of the Paper Division was the two-month production stop of PM 2 at the company's Mimizan plant in the south-west of France. The oldest of the three paper machines had a planned technical shutdown, which took longer than planned and ultimately lasted two months. The Paper Division (sack kraft paper, kraft paper) therefore recorded the most significant decline in earnings compared to the other divisions.

Although the paper sacks division also generated slightly lower Ebitda due to weaker sales markets, above all the construction and chemicals industries, the division's results were more resilient, according to Groupe Gascogne. The same applies to the flexible packaging division, whose order intake picked up in the second half of the year.

Groupe Gascogne has been vindicated in its decision to upgrade its production facilities at the Mimizan mill with a new paper machine due to the technical difficulties encountered at the paper mill. As announced two years ago, a new paper machine for kraft sack paper and kraft paper is to replace the three oldest of the four paper machines in operation at the site.

The building for the new paper machine is currently under construction, the company explains. Gascogne plans to commission the new machine at the end of 2026 and ramp up production during 2027.

According to machine supplier Valmet, MG (machine-glazed) kraft paper is to be produced on the new paper machine. It will have a production capacity of 125,000 tpy and will replace the three older machines 4, 5 and 6. MG kraft papers with basis weights from 32 to 125 g/m2 are being produced on these machines. PM 3 at the Mimizan mill produces kraft sack papers in the grammages from 70 to 155 g/m².

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Groupe Gascogne results

million €	2024	2023
Key figures		
Sales	391.2	411.2
EBITDA	28.6	40.0
Operating result	6.1	18.0
Net result	-0.6	9.7
Business area review		
Paper		
Sales	105.6	119.5
EBITDA	0.0	13.3
Operating result	-10.7	4.1
Sacs		
Sales	117.6	126.7
EBITDA	11.2	13.6
Operating result	7.5	9.0
Flexible		
Sales	126.1	131.7
EBITDA	14.4	13.8
Operating result	10.7	9.7

Source: Gascogne

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Danish postal service will stop delivering letters

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Denmark's postal service Post Nord informed that it will stop delivering letters in the country from 2026. In the wake of growing digitalisation, the number of letters in Denmark has fallen rapidly. Since the year 2000, the volume of handled letters has fallen by over 90 per cent, Post Nord said, explaining its decision. The move will be flanked by the loss of 1,500 jobs. In 2024 alone, the number of letters receded year-on-year by over 30 per cent, Post Nord added. Furthermore, the company's responsibility for universal postal service ended when Denmark's revised postal law took effect on 1 January 2024.

Post Nord will collect and deliver letters for the last time on 30 December 2025. From 2026, the company plans to focus more on the growing parcel delivery business. The decision to stop delivering letters in Denmark will not affect Sweden, where Post Nord is responsible to provide universal postal services, the company said in its press release.

"Digitalisation is changing the way we communicate and make purchases. It is also affecting Post Nord's business, as letter volumes decrease and parcel volumes continue to rise. As a group, we need to adapt our business constantly to accommodate societal developments and customer demand – but we need to do so slightly differently on our different markets. In Denmark, we are now taking the tough decision to discontinue our mail business. This is not something we take lightly, but demand speaks for itself," Annemarie Gardshol, president and CEO of Post Nord, remarked.

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Holmen adds lightweight kraftliner to Braviken mill production portfolio

EUWID + 09 April 2025 | ~ 1 min | Published in issue 15/2025

Holmen group's Board and Paper division has rebuild the PM 52 at the Braviken paper mill in Sweden with the aim of increasing the machine's flexibility, i. e. expanding production capacity for book paper while adding packaging paper production to the machines portfolio. According to Holmen, the rebuilt was carried out in October and November last year and final adjustments on the PM 52 were still underway at the end of March. After commissioning, the paper machine will start with both an increased book paper capacity as well as the production capability for extra lightweight primary fibre-based corrugated case material. The corrugated case material grades include kraftliner as well as fluting paper with basis weights below 100 g/m², the company explained. These products were unique and represented the first-ever introduction of kraftliner and fluting based made from thermomechanical pulp (TMP), Holmen said.

Besides lightweight corrugated case material such as kraftliner, fluting and interleaving paper, Holmen group's portfolio of packaging papers also includes void fill paper and protection and interleaving paper. All products are made of primary fibres and are certified for food contact. They can be used in contact with dry, moist and fatty foods.

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Grenadier Packaging buys Kentmere Packaging

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Grenadier Packaging has acquired Kentmere Pa-ckaging in a move that expands its presence in the cartonboard packaging sector. Kentmere Packaging, based in Staveley, Cumbria, produces be-spoke printed cartonboard packaging for the Food & Drink, Household & Beauty and other industries. The portfolio comprises cartons, sleeves or trays, window patching, foiling and embossing. Kentmere Packaging will continue to operate under its existing brand, with no immediate changes to its operations, employees, or supplier relationships, said Grenadier Packaging.

The addition of Kentmere complements Grenadier's existing folding carton operations at Trenton and aligns with its strategy of expanding capabilities across both corrugated and cartonboard packaging. Grenadier Packaging also operates Dean Packaging and Smithpack within its portfolio. It is part of Grenadier Holdings, a privately held investment group based in Dublin, Ireland. The group reports annual sales of €1.7bn and employs more than 10,000 people across over 40 countries.

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Price hike attempt underway in recycled CCM market in Germany

Rising prices for recycled cartonboard but little change for GC board

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The corrugated case material and cartonboard markets in Germany continue to be moving. Producers have announced new price hikes for recycled corrugated case material. But, as these were presented on such short notice, the adjustments could not be implemented by the envisaged dates. The size of the mark-ups also varied, the EUWID survey found in early April 2025.

There seems to be a clearer picture when it comes to price hikes on the market for GD board (WLC) in Germany. Board mills had previously communicated the price hikes they want to achieve as of April. A number of folding cartons producers confirm they have agreed to higher prices. It is a similar picture in the unlined chipboard segment. However, things look different on the market for GC board (FBB).

RCCM producers announce price increase for April at short notice

Because of their snap decision to introduce a second price step, producers of recycled corrugated case material ran out of time to implement it as of the targeted date – at least in those cases where the announcement was presented in writing with a specific date identified.

Written announcements are rare, say respondents to the EUWID market survey. Hikes were slated to take effect as of 1 April or various later dates and there is no uniform amount, according to insiders. If the announcements were presented in writing, producers were targeting €60/t to be implemented as of 1 April. However, players in the German market surveyed on 1 April told EUWID this had not yet taken effect at any of their companies.

They say that 7 April, 14 April or 17 April are now being negotiated as potential implementation dates in Germany. Producers who had only verbally announced price increases by the time of the EUWID research often left the exact timing open. These players also did not want to commit to a specific figure and had mentioned mark-ups of €40, €60 or even as much as €80/t – provided the step applies in April.

In the meantime, the sharp rise in recovered paper prices set off a hectic phase in the run-up to Easter, leading to "wild speculation" about a RCCM price increase of €100 or more – assuming the adjustments would be postponed until May on account of the Easter bank holidays and holiday leave in April. Most of the companies surveyed said implementing a triple-digit

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sum in May is too far away, as paper mills acutely need this increase to cover their rising costs and cannot wait until next month.

Even if the second adjustment for recycled CCM prices goes through in the current month, players did not rule want to fully rule out the possibility of a third step in the near future if the situation on the recovered paper market intensifies further.

Following a price hike as of €80/t in February, the latest round of announcements was triggered not only by higher recovered paper prices but also by the actions of a key supplier, who also led the vanguard in the second price round. As previously reported, demand on the German market is far from satisfactory and business is mainly being driven by improved demand from Europe, so announcements made in non-German markets currently have a stronger influence on domestic activities, players say. Prices will also reportedly rise in the export market and price hikes will not only apply for customers within Germany.

GD producers worried about RCP costs and availability

On the market for GD board, the implementation of the targeted price hikes seems to be more certain than it appeared last month. In March, more paper mills joined in the calls for higher prices as of April. With these price demands becoming more widespread, there are also a growing number of folding cartons producers who tell EUWID that they have accepted higher prices. Some buyers also reportedly managed to push back the implementation until 15 April or 1 May.

At the time of the market survey in early April, it appeared that mark-ups for GD would amount to €20-30/t in most cases. These increases either took place in individual steps from the beginning of the year or in one step as of 1 April if companies had not been able to reach agreement in the first quarter, according to market insiders. In the latter case, there was a further attempt to hike prices as of April, according to industry insiders. Capacity utilisation on many GD board machines is said to be good, even though there is “room for improvement.” Board is still readily available but lead times are slightly longer.

This is also true for unlined chipboard (greyboard). Suppliers say order backlogs and capacity utilisation have improved recently. Producers of unlined chipboard had also announced higher prices from the beginning of April at the latest. In some cases, they have already implemented these– although not always to the same extent, say insiders. According to insiders, there are accepted mark-ups of €30-40/t from 1 April. Other suppliers whose announcements aimed for 15 April are reportedly still in negotiations. Yet, producers stress that the implemented increases are not sufficient to offset the growing pressure from higher recovered paper costs.

In general, there is growing concern in the recycled cartonboard market about the recovered paper situation in early April. Amidst sharply rising costs for their main raw material, board mills are also worried that they may not be able to source sufficient fibre if the recently scant collection volumes do not sustainably improve prior to Easter and the Easter holiday period.

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On the market for GC board, there were barely any changes in early April compared with the previous month. The order situation for GC is described as “stable at a low level” and “largely decent.” Yet, board producers say they face rising cost pressure due to pulp. “A price increase of €50-70/t is actually urgently needed,” said one GC producer.

However, availability is not a problem given the underutilised board machines, which will be even more noticeable in future due to the new capacities in Oulu, say players throughout the supply chain. Delivery times are also said to be at a normal level.

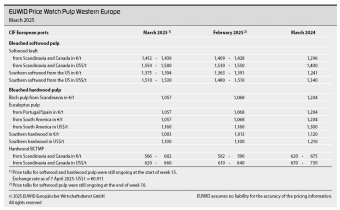
The majority of folding cartons producers surveyed by EUWID report unchanged GC board prices, with price roll-overs for either April, the quarter or even until the end of the year. There was no mention of new or ongoing talks about further increase announcements for GC at the time of the market survey.

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Little price movement so far on the pulp market in March with negotiations still ongoing

EUWID + 09 April 2025 | ~ 4 min | Published in issue 15/2025



EUWID Price Watch Pulp Western Europe
March 2025

CIF European ports	March 2025 [1]	February 2025 [2]	March 2024
Bleached softwood pulp			
Softwood kraft			
from Scandinavia and Canada in €/t	1,412 – 1,420	1,409 – 1,420	1,296
from Scandinavia and Canada in US$/t	1,550 – 1,580	1,530 – 1,550	1,400
Southern softwood from the US in €/t	1,375 – 1,394	1,365 – 1,391	1,241
Southern softwood from the US in US$/t	1,510 – 1,530	1,480 – 1,510	1,340
Bleached hardwood pulp			
Birch pulp from Scandinavia in €/t	1,057	1,068	1,194
Eucalyptus pulp			
from Portugal/Spain in €/t	1,057	1,068	1,194
from South America in €/t	1,057	1,068	1,194
from South America in US$/t	1,160	1,160	1,300
Southern hardwood in €/t	1,083	1,113	1,220
Southern hardwood in US$/t	1,190	1,190	1,270
Hardwood BCTMP			
from Scandinavia and Canada in €/t	566 – 602	562 – 590	620 – 670
from Scandinavia and Canada in US$/t	619 – 660	619 – 640	670 – 730

[1] Price talks for softwood and hardwood pulp were still ongoing at the start of week 15.
Exchange rate as of 7 April 2025: US$ 1 = €0.911
[2] Price talks for softwood pulp were still ongoing at the end of week 10.

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EUWID assumes no liability for the accuracy of the pricing information.

The upward price momentum on the European pulp market has recently slowed. Various participants from both sides of the market increasingly say the positions are becoming entrenched and the negotiations are drawn-out. Some other EUWID respondents, however, report that both suppliers and buyers are definitely willing to compromise. The parties are also said to be exploring possibilities for smaller mark-ups or stepwise increases.

In this context, the price negotiations on the European pulp market are still ongoing in the second week of April. Players in the softwood pulp market had generally inked more deals by early April. Here, the size of the price hikes can vary and the range of quoted and possible prices is wide, the market survey found. On the market for hardwood pulp, which is dominated by talks about bleached eucalyptus kraft (BEK) pulp, signed contracts were far less common at the start of April. However, players expect in the coming days to get more clarity about where prices will be heading.

Once again, suppliers of BEK pulp entered into the price talks calling for price increases of $60/t. With this they aimed at raising list prices from $1,1160/t to $1,220/t for March deliveries.

One producer announced another hike for April

So far, though, it is unclear how successful this price round has been. The majority of suppliers contacted by EUWID said negotiations typically required more effort but they believe they will ultimately be able to raise prices yet again. It is all a matter of time, believes one supplier.

A major pulp producer has reportedly underscored its position by announcing a further price hike of $60/t for April. Other producers have so far adopted a wait-and-see attitude or are undecided as they are concentrating their efforts on the March price hike.

On the buyers' side, it seems this matter is nowhere as clear and unambiguous. When asked about March prices, various buyers said prices were unchanged at the previous month's level in most cases, although they added they were still in negotiations with suppliers. In these talks, certain producers have reportedly abandoned their maximum demands and are instead offering smaller hikes to $1,200/t. In other cases, buyers are working with their suppliers on gradual price increases or have asked for

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price guarantees or fixed prices for a few months.

On the softwood pulp market, the pattern seen in recent months was more or less repeated in March. Insiders report modest price increases of up to $30/t and numerous different prices being paid in the market. Here, too, there has been a further price hike announcement for April, which would bring list prices up to $1,630/t. But some market players have major doubts whether this can be implemented, given that $1,600/t cannot even be reached right now in the market. In most cases, list prices for NBSK pulp in March were said to be within a bracket of $1,560-1,580/t. Outliers slightly above and below this range were also reported. In this segment as well, negotiations were not fully concluded by the beginning of the second week of April.

Many pulp buyers say another attempt to hike prices for NBSK and BEK pulp in the current situation is a long-shot, or they dismiss it as simply an empty threat. Although paper mills are generally happy to use the news of another rise in pulp prices to argue for their own price increase plans, they are not particularly willing to actually pay those higher prices, explained one market participant.

According to various players, pulp producers do not have the arguments to support another mark-up. The supply situation on the European market is good and there is more than sufficient pulp to meet current demand, EUWID was told. And at the global level, there is unlikely to be much impetus in the coming months – as was readily apparent after the latest industry meet up in Shanghai – that could sustainably change the global market dynamic and turn the situation on the pulp market in Europe to the advantage of suppliers.

Some market participants believe the European pulp market already reached a turning point at the end of the first quarter. Others say the upward price trajectory has likely come to an end, but they predict price stability is more likely than an immediate trend reversal.

Players from both sides of the market surveyed in early April pointed to the tough macroeconomic situation in Europe, which is unlikely to improve anytime soon following the introduction of the USA's import tariffs and retaliatory measures by the EU and China.

In these uncertain times, it is difficult to plan and deciding to keep prices stable is understandable, explains one buyer. Another buyer notes that some suppliers have changed their approach: Prices were the main focus until recently, but suppliers are now prioritising higher volumes and regular deliveries, he explains.

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EUWID Price Review Pulp Western Europe

First quarter 2025

per tonne CIF European ports	First quarter 2025	Fourth quarter 2024	First quarter 2024
Bleached softwood pulp			
Softwood kraft			
from Scandinavia and Canada in €/t	1,409 - 1,475	1,391 - 1,446	1,197 - 1,296
from Scandinavia and Canada in US$/t	1,480 - 1,580	1,480 - 1,530	1,290 - 1,400
Southern softwood from the US in €/t	1,363 - 1,445	1,353 - 1,417	1,150 - 1,241
Southern softwood from the US in US$/t	1,450 - 1,530	1,450 - 1,470	1,240 - 1,340
Bleached hardwood pulp			
Birch pulp from Scandinavia in €/t	964 - 1,068	945 - 983	1,058 - 1,204
Eucalyptus pulp			
from Portugal/Spain in €/t	964 - 1,068	945 - 983	1,058 - 1,204
from South America in €/t	964 - 1,068	945 - 983	1,058 - 1,204
from South America in US$/t	1,000 - 1,160	1,000 - 1,060	1,140 - 1,300
Southern hardwood in €/t	915 - 1,013	898 - 927	975 - 1,120
Southern hardwood in US$/t	950 - 1,100	950 - 1,000	1,050 - 1,210
Hardwood BCTMP			
from Scandinavia and Canada in €/t	562 - 605	575 - 612	583 - 675
from Scandinavia and Canada in US$/t	610 - 660	610 - 660	640 - 730

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February market pulp deliveries fall month-on-month, but cumulated deliveries are higher year-on-year

EUWID + 09 April 2025 | ~ 4 min | Published in issue 15/2025

In February this year, there was another slight decline in global deliveries of market pulp. According to statistics from the Pulp and Paper Products Council (PPPC), deliveries of all grades of market pulp amounted to 4.52 million t, down by 2 per cent compared with January. For bleached hardwood pulp, the decrease was just 1 per cent to 2.50 million t, while suppliers of bleached softwood pulp shipped around 1.85 million t, down by roughly 3 per cent compared with the previous month.

However, global pulp deliveries in the second month of this year were basically unchanged compared with February 2024. The volume decline for bleached softwood pulp amounted to 5 per cent, but was nearly statistically offset by a 4 per cent increase in deliveries of bleached hardwood pulp.

The drop in deliveries between January and February 2025 was apparent in all of the major regional markets. Deliveries to China declined by 3 per cent compared with the same month of the previous year to 1.65 million t. In North America, deliveries were down by 7 per cent to 590,000 t,while the decline in volumes sold to Western Europe was 2 per cent to 932,000 t.

Compared with the same month of the previous year, China's volumes in February were up by 6 per cent, while Western Europe (-5 per cent) and North America (-1 per cent) recorded modest to mild declines.

Despite the mixed situation in February, producers delivered a total of 3 per cent more market pulp in the first two months of the year compared with the prior-year period. In general, the delivery momentum at the beginning of the year can therefore be described as positive. It was primarily driven by sales of bleached hardwood pulp. Here, growth of 5 per cent year-on-year boosted volumes to 5 million t, according to PPPC. Deliveries of bleached softwood pulp, on the other hand, stagnated at 3.76 million t.

From a regional perspective, it was particularly noticeable in early 2025 that markets in China saw growth of 11 per cent to 3.35 million t, while Western Europe declined by 5 per cent to 1.88 million t. Market pulp deliveries to the North American market edged higher by just over 1 percent in the first two months of 2025 to reach 1.23 million t.

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The pulp stocks held by producers in February 2025 amounted to 43 days. This figure was unchanged compared with the previous month and 1 day longer than in February 2024. The 40 days of bleached softwood pulp inventories were 3 days lower than in January and 2 days below the level of February 2024. In February, the stocks of bleached hardwood pulp stood at 45 days, up by 2 days compared with January and 6 days higher than in the same month of 2024.

World market pulp statistics
February 2025

1,000 t	Feb. 2025	Jan. 2025	Feb. 2024
Shipments	**4,519**	**4,596**	**4,505**
Bleached Softwood	1,852	1,906	1,945
Bleached Hardwood	2,501	2,524	2,415
Unbleached kraft pulp (UKP)	164	164	143
Sulphite	2	2	3
Producer inventories (Days of supply at month-end)	**43**	**43**	**42**
Bleached Softwood	40	43	38
Bleached Hardwood	45	43	45

Compiled data based on a sample of 20 countries (17 current producers and 3 past producers included in the historical data) which together account for 82 per cent of world chemical market pulp capacity.

Source: Pulp and Paper Products Council

Utipulp: market pulp consumption downand consumer inventories up in February

European consumers used less market pulp in February. According to Utipulp, a representative body of market pulp users in Europe, consumption fell by 4 per cent against January to 803,000 t, with bleached softwood and hardwood kraft pulp both declining at the same rate.

Compared to February 2024, the overall decline was even more pronounced at 7 per cent. According to Utipulp statistics, 234,000 t of bleached softwood kraft pulp were consumed in February 2025, almost 9 per cent less than in the same month last year. The decline in consumption of bleached hardwood kraft pulp was just under 7 per cent year-on-year to 520,000 t.

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The development of inventories also indicatedthe weakening of pulp consumers' demand in February 2025. At almost 747,000 t, Utipulp mem-bers had a total of 3 per cent more pulp in stock than in January and 11 per cent more in stock than in the same month last year. Bleached hardwood kraft pulp inventory totalled 477,000 t, 4 per cent higher than the January 2025 level and 13 per cent higher than February 2024. At 223,000 t, inventories of bleached softwood kraft pulp, were only about 1 per cent higher than in the previous month, but stood 10 per cent higher than the same month in 2024.

Total pulp inventory in February lasted for 27 days of production. This was one day more than in January 2025 and February last year.

Inventories and consumption of pulp consumers in Europe
February 2025

tonnes		UNBLEACHED	BLEACHED / SEMI-BLEACHED					
		Sulphite & Kraft	Softwood sulphite	Hardwood sulphite	Softwood kraft	Hardwood kraft	Total	Previous year
Inventories								
January	2025	8,645	26,375	8,261	226,209	457,840	727,330	681,295
February	2025	8,259	29,315	8,729	223,315	477,042	746,660	670,280
Consumption								
January	2025	7,397	28,605	11,598	244,217	542,537	834,354	842,557
February	2025	8,863	28,413	11,406	234,022	519,861	802,565	862,156

NB: Total and previous year total do not include DIP and CTMP, figures are constantly revised.
Each national Association has to provide an estimation for 100% of the national volumes out of their samples (from 80% to 100% depending on the countries).

Source: UTIPULP

European port stocks unchanged in February

According to data published by Europulp, European port pulp stocks remained largely stable in February compared with January. At 1.44 million t, total stocks remained almost unchanged from the previous month's level.

However, there were strong regional differences. Stocks in the Netherlands, Belgium, France and Switzerland increased by 19 per centage to 773,000 t in February, and Great Britain also increased its stocks by 21 per cent to 39,000 t.

By contrast, Italy and Germany saw a significant month-on-month decline in pulp stocks at 353,000 t and 195,000 t, or 17 per cent and 21 per cent respectively. In Spain, February port stocks were down approximately 11 per cent from January, at 81,000 t.

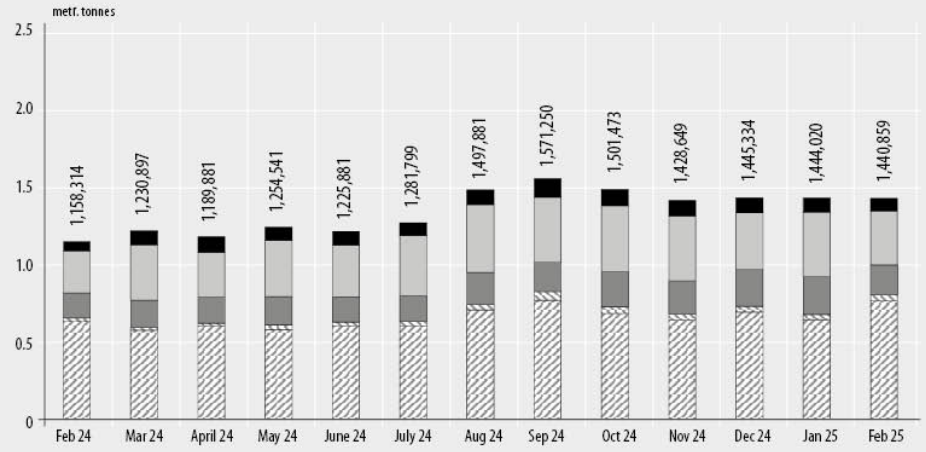
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According to Europulp, however, total stocks in February 2025 were 24 per cent higher than in the same month of the previous year. The increase in percentage terms varied between 18 per cent in Germany and 77 per cent in the UK compared to February last year. However, the largest increases in volume compared to the same month last year were observed in the ports of the Netherlands, Belgium, France and Switzerland (+137,000 t) and Italy (+79,000 t).

Stocks of woodpulp in European ports

February 2024 - February 2025



	Feb 25	Jan 25	Feb 24
ES	81,222	91,171	61,918
IT	352,628	422,822	273,280
GER	194,676	247,182	164,757
GB	39,188	32,474	22,170
NL/BE/FR/CH	773,145	650,371	636,189
Total	1,440,859	1,440,020	1,158,314

Source: Europulp

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Tariffs threaten heavily integrated paper industry in North America

EUWID + 09 April 2025 | ~ 3 min | Published in issue 15/2025

The recovered paper industry in Canada and the USA is facing a multitude of global challenges: Declining collection volumes and restrictions on export opportunities due to import restrictions and tariffs could have a significant impact on the market. Kelly McNamara, Director at Numera Analytics, analysed the most important trends at the Bvse International Recovered Paper Conference.

According to McNamara, trade barriers and political crises have been shaping the market since 2017: China's gradual ban on waste paper imports from 2017 to 2020, the Covid-19 pandemic in 2020, the outbreak of the war in Ukraine in 2022 and the Gaza conflict in 2023 caused disruptions in supply chains, massive energy cost increases and logistical bottlenecks – for example, due to the blocked shipping route in the Red Sea. The situation is currently being exacerbated by US trade policy: new import tariffs, the details of which were not yet known on 1 April, are posing new challenges for paper manufacturers' procurement strategies.

In addition to geopolitical factors, a structural decline in paper production is also affecting the availability of waste paper. In the USA and Canada, the production of containerboard has only increased slightly since 2009 (CAGR 1.2 per cent), while graphic papers have seen a 7 per cent decline – "This is your recovered paper supply," said McNamara. However, the decline is not evenly distributed across all RCP grades.

The decline in woodfree papers was drastic: the volume collected halved from 12 million t in 2014 to 6 million t, while demand fell only slightly to around 5 million t. An even more dramatic decline was recorded for old newspapers (ONP): here, the collection quantities fell from 11 million t to 3 million t. Although there are no manufacturers of recycled graphic papers in North America, ONP is used in the production of boxboard or plasterboard for the construction industry.

In the case of mixed paper and board, supply declined by almost 5 per cent, while domestic demand remained stable and export demand declined significantly, mainly due to measures taken in Asia to regulate waste exports: in addition to China's complete ban on recovered paper imports, other countries (Vietnam, Malaysia) had also prohibited the import of mixed paper.

North America needs RCP exports to prevent oversupply

By far the most important RCP grade is old corrugated containers (OCC), which accounts for 70 per cent of the collection volumes in the USA and Canada. Demand for OCC increased between 2015 and 2024 – with strong fluctuations – at a CAGR of 1.9 per cent to 24.7 million t. At the same time, capacity at recycled containerboard machines in the region has increased by 3.7

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million t since 2019. Further capacity changes are on the cards for 2025, when Nine Dragons is set to restart production at its machine in Biron, Wisconsin, but at the same time capacity in Port Angeles, Washington (McKinley), Fitchburg, Massachusetts (Greif) and Red River, Louisiana (IP) will be closed.

Despite the growing demand, OCC exports play an important role as a market valve that prevents oversupply. While 24.7 million t of OCC was used in Canada and the USA last year, 8.2 million t were exported. The majority of exports, 85 per cent, went to Asia – with the most important recipient countries being Thailand (26 per cent), India (22 per cent), Malaysia (21 per cent) and Vietnam (18 per cent).

Tariffs threaten cross-border supply chains

One particular source of uncertainty is the US customs policy regarding the USA's closest trading partners, Canada and Mexico. The packaging industry in particular is highly integrated on an international level – similar to the automotive industry. Historically, a flow of goods oriented north-south has been established in North America, which could now be severely disrupted by potential tariffs.

For the production of cardboard boxes, material is crossing the Canadian-US border multiple times. Each border crossing would be subject to tariffs – an economic risk for the entire value chain. The situation is exacerbated by a lack of planning certainty: since February, the announced tariffs have been adjusted or postponed several times, making investment decisions and supply contracts more difficult, said McNamara.

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Kimberly-Clark's Koblenz mill to be switched to renewable energy only

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US sanitary paper producer **Kimberly-Clark (K-C)** announced that its tissue plant in Koblenz, Germany would become the group's first site to be switched entirely to renewable energy. The transition would be made by the electrification of the mill's heating supply system, while procuring power generated from renewable sources only. The transition is to be concluded by 2029 at the latest and is being supported by a Carbon Contract for Difference Award from the German Federal Ministry for Economy and Climate Protection. The company has further signed long-term power purchase agreements for renewable energies on a European level.

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A.Celli Group acquires Sipack

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Italia Technology Alliance (ITA Holding), an **A. Celli Group** company, has acquired **Sipack Srl**, a company specialising in packaging lines for the corrugated products industry such as case makers, printer-slotters, rotary die cutters, flexo printers, and folder gluers. Sipack reportedly integrates with the existing offering within the A.Celli Group, particularly with the industrial automation company Sadas and the fully integrated intralogistics equipment supplier and management company Smartlogistix. The acquisition of Sipack would also expand the possibilities for retrofitting existing lines, both in terms of mechanical components and automation and control systems.

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Altri delivers strong 2024 result despite volatility and a weaker final quarter

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Portuguese pulp producer Altri has recorded significant profit growth in 2024 despite geopolitical uncertainties and volatile markets. Sales rose by 9 per cent year-on-year to €855m and Ebitda jumped by 59 per cent to €218m. The group recorded a 151 per cent increase in profit to €107m.

Altri says it benefited above all from good market conditions, especially in the first half of the year, and higher pulp prices for both bleached softwood pulp (BHKP) and dissolving pulp. These higher prices drove sales and profit growth. In addition, more efficient production processes and the implementation of cost control measures to address the problem of increased costs for energy, raw and auxiliary materials also improved profitability.

The fourth quarter of 2024 showed a slight weakening compared to 2023, primarily due to developments in China. Although Europe and North America performed positively in 2024, the downward correction in China, in both pulp demand and prices, ultimately affected momentum in all regions of the world, Altri writes.

As a result of weaker demand in the final quarter of the year, Altri sold 20,000 t or 7 per cent less than in the same quarter of the previous year. Despite higher average pulp sales prices, this resulted in smaller declines in sales revenue, Ebitda and operating profit. However, thanks to lower financial expenses, the company still posted a respectable increase in net profit of 21 per cent to almost €18m.

The market stabilised again towards the end of 2024 and Altri expects pulp prices for bleached softwood kraft pulp (BHKP) to rise again in 2025. Price increases for BHKP were announced at the beginning of the year and are being implemented in both Europe and China, the company informed.

However, Altri said that the effects of higher sales prices and better demand will not be felt until the second quarter of 2025. In the first quarter, Altri still expects to see the negative consequences of the failure of the CHP turbine at the Celbi pulp mill, which was not expected to return to normal operation until the end of March 2025. In addition, the gradual conversion and increase in the production of dissolving pulp at the Biotek plant, as well as higher prices for electricity, gas and caustic soda, will increase variable costs in the short term, according to Altri.

Gama project: The regional government of Galicia has no environmental concerns

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Altri is preparing for future challenges by investing in sustainable production methods and strategic partnerships, and, not least thanks to its strategic reorientation, sees itself as well-positioned to continue to succeed in the pulp market.

Part of this is the planned investment in a new plant for the production of speciality pulp and fibres for the needs of the textile industry. According to Altri, an important step in the approval process and towards the construction of the new dissolving pulp factory was taken in March of this year when the Council of Ministers for the Environment of the Galician regional government (Xunta de Galicia) published the positive environmental impact statement for the project.

The so-called 'Gama Project' in Palas de Rei, in Galicia's Lugo region, involves the construction of an integrated production and processing site with a production capacity of 400,000 tpy of dissolving pulp (DP) from eucalyptus pulpwood and 200,000 tpy of lyocell fibre. In the first phase of the project, the DP capacity will be 250,000 tpy of DP and 60,000 tpy of lyocell fibre.

The new plant is to be build by Greenfibre, a joint venture company in which Altri has a 75 per cent stake and the Spanish renewable energy company Greenalia holds 25 per cent.

Global demand for dissolving pulp grew by just over 6 per cent to 7.6 million t in 2024, Altri reports, citing statistics from Numera Analytics. The greatest demand comes from Asia, which represents about 85 per cent of total market volume. For example, demand in China rose by 4 per cent to 4.6 million t in 2024, while the Rest of Asia region saw a demand increase of 10 per cent to 1.4 million t. The markets in Europe and North America are considerably smaller by comparison, at 560,000 t and 530,000 t respectively, but they both registered growth of 15 per cent last year.

In order to support the Gama project and strengthen its raw material base in Galicia, Altri signed a takeover agreement at the end of last year with Smarttia, the major shareholder of its JV business partner Greenalia, for the forestry and management company Greenalia Forest and the associated logistics division Greenalia Logistics. The takeover was reported to the relevant competition authority in Portugal in February and, according to original announcements, was expected to be completed by the end of the first quarter 2025.

Protests against the new dissolving pulp mill in Palas de Rei continue

However, for months there have been repeated protests by environmentalists, citizens and residents expressing concerns about potentials impacts on environment, agriculture and tourism through the air emissions, high water consumption, the effluent discharge, and the high demand for eucalyptus wood fibre.

As the Spanish branch of Greenpeace and other environmental organisations have complained, the factory is allowed to take up to 46 million m³ of fresh water from the Ulla river every day and to return about 30 million m³ of treated wastewater to the river system and at the end of the road in the saline estuary of Ria de Arousa. In addition, the pulp mill requires 1.2 million t of eucalyptus wood in the first project phase, and 2.4 million tat full capacity after finalisation of the second phase.

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Environmentalist groups fear that the cultivation of monocultures and the expansion of eucalyptus plantation farming would have a major negative impact on biodiversity in Galicia.

On World Water Day on 25 March, according to media reports, more than 50,000 people gathered on land and sea to protest against the large-scale project. Greenpeace España is also running a petition against the "mega pulp mill" project.

Opponents of the project also point out that the pulp mill is in conflict with the EU's Green New Deal and other European and national investment programmes. They hope that the company will not be awarded the €250m in public funding requested from the Next Generation EU programme and that this will call into question the financing of the project.

Altri results

million €	October - December 2024	October - December 2023	January - December 2024	January - December 2023
Key figures				
Sales	185.6	187.3	855.3	788.2
Cellulosic fibres	149.5	149.0	710.4	645.2
EBITDA	38.3	39.8	218.3	137.3
Operating result	23.7	25	157.7	70.4
Net result	17.4	14.3	106.5	42.0
Business area review				
Pulp production, 1,000 tonnes				
BHKP	230	255	957	961
DWP	30	25	118	100
Pulp deliveries, 1,000 tonnes				
BHKP	232	249	959	984
DWP	19	21	120	97

Source: Altri

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EU Parliament agrees on roadmap for supporting energy-intensive industries

EUWID + 09 April 2025 | ~ 2 min | Published in issue 15/2025

At a plenary session held in early April, the EU Parliament agreed to support energy-intensive industries such as the paper, chemicals, steel, cement and glass industries. To this end the Parliament agreed to the "Motion for a resolution on energy-intensive industries" (2025/2536) on 3 April.

The sectors affected are of crucial importance to the EU economy and its decarbonisation efforts, underlines the EU Parliament in a statement. In the opinion of the MEPs, these industries render an essential contribution to the creation of jobs and Europe's strategic autonomy. Yet, they are facing big challenges in transitioning to cleaner technologies. The resolution stresses the need for a cost-efficient transition using various technologies to cut energy costs and avoid lock-in effects, with electrification as a key strategy.

The motion identifies several obstacles to EU industry competitiveness, including energy price disparities with global competitors and volatile fossil fuel prices. To overcome these issues, the MEPs call on the Commission to support energy-intensive sectors in adopting clean and net-zero technologies, including hydrogen, and energy-efficient production methods. This should be done, e. g. by strengthening funding mechanisms and ensuring that revenue from Emissions Trading Systems (ETS) is used effectively by the member states.

In order to master these challenges, the MEPs call for the acceleration of approval processes concerning projects in the area of clean energy, the implementation of electricity market design rules, the enhancement of energy system integration as well as increased investment in grid infrastructure. Moreover, they demand that additional ways to decouple fossil fuel prices from electricity prices should be explored.

"The technological innovation needed to accelerate the decarbonisation of energy-intensive in-dustries requires substantial investments, which the EU has a responsibility to support with public resources," MEP Giorgio Gori, who led the negotiations on the text in the EP's relevant committee, is quoted in a statement. "In the meantime, these industries must be protected: against dumping, tariffs, unfair competition, and overcapacity based on subsidies from other countries, to prevent carbon leakage and the relocation of companies outside Europe," he added. After having been ap-proved, the resolution was said to be submittedto the Commission, the EU Council and the go-vernments and parliaments of the EU member states.

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PPWR – guidance for cooperation with the UK and Northern Ireland published

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After the new EU Packaging and Packaging Waste Regulation (PPWR) was published in the Official Journal of the European Union at the end of January, a guidance notice on cooperation with the United Kingdom and Northern Ireland followed in early February. As certain provisions of the PPWR fall outside the scope of what is known as the applicable Windsor Framework, this guidance notice is reported to seek to assist the application of the regulation to and in the United Kingdom in respect of Northern Ireland. The notice is reported to affect numerous articles of the regulation concerning packaging. However, it points out that only the Court of Justice of the European Union is competent to authoritatively interpret Union law.

According to the guidance notice, the following are not covered by the Windsor Framework: Article 23 – information obligations of packaging waste operators – and Articles 29 to 33, which deal with reuse and recycling targets within the EU. Furthermore, the framework does not include Article 34 on measures regarding the use of plastic carrier bags and Article 56 paragraph 1 letter b,unless the United Kingdom takes measures regarding Northern Ireland to achieve a permanent reduction in the consumption of lightweight plastic carrier bags in accordance with Article 34 paragraph 1. Article 41 on early warning reports, Article 42 on waste management plans and waste prevention programs, Article 43 on the avoidance of packaging waste, Articles 44 to 47 on extended producer responsibility, Articles 48 to 50 on take-back and collection as well as deposit and return systems are not applicable either.

Furthermore, Articles 51 to 55 in Section 5 on reuse and refilling are not covered, as are Article 56 paragraph 1 letters a and c on reporting to the Commission, and paragraph 6. Article 57 – databases on packaging – and Article 63, which lists requirements for environmentally oriented procurement, also fall outside the scope of the Windsor Framework.

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Norske Skog lodges appeal against EU ETS decision

EUWID + 09 April 2025 | ~ 1 min | Published in issue 15/2025

Norske Skog has appealed against the decision announced last year by the Norwegian Environment Agency to exclude Norske Skog's Saugbrugs and Skogn paper mills from the European Union Emissions Trading Scheme (EU ETS). In November last year, the authority decided that the two plants no longer qualify for emissions trading for the period 2026-2030 based on revised qualification criteria of the EU ETS system. According to the revised criteria, plants are excluded from emissions trading if, on average, more than 95 per cent of their greenhouse gas emissions in the 2019-2023 qualification period come from sustainable biomass within the meaning of the Renewable Energy Directive II (RED II) instead of fossil fuels.

Norske Skog stated that it was being penalised for its efforts to find sustainable solutions with this decision. The company also stated that, in its view, the emissions from the two plants during the qualification period did not exceed the threshold set out in the regulations and that the plants should therefore continue to be included in the EU ETS system. The company has therefore decided to appeal the decision to the Ministry of Climate and Environment, as this is crucial for the competitiveness of its businesses.

If the authority's decision remains in place, the two plants would neither be allocated free allowances (EUAs) nor would they have to submit certificates to cover their greenhouse gas emissions in the period 2026-20230, explains Norske Skog. As a result, the two mills together were running a risk of losing approximately NOK120m per year, totalling NOK600m over the entire period.

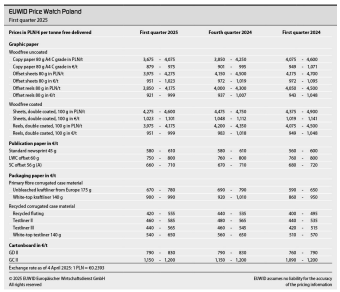
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A slow start to the year for many segments of Poland's paper and board market

High costs coincide with slack demand / First price hikes take hold

EUWID + 09 April 2025 | ~ 11 min | Published in issue 15/2025



EUWID Price Watch Poland
First quarter 2025

Prices in PLN/t per tonne free delivered	First quarter 2025	Fourth quarter 2024	First quarter 2024
Graphic paper			
Woodfree uncoated			
Copy paper 80 g A4 C grade ex PLNH	3,675 – 4,075	3,850 – 4,250	4,075 – 4,600
Copy paper 80 g A4 C grade ex KH	879 – 975	901 – 999	948 – 1,071
Offset sheets 80 g ex PLNH	3,975 – 4,275	4,150 – 4,500	4,275 – 4,700
Offset sheets 80 g ex KH	911 – 1,023	972 – 1,059	972 – 1,095
Offset reels 80 g ex PLNH	3,850 – 4,175	4,000 – 4,300	4,050 – 4,500
Offset reels 80 g ex KH	921 – 999	937 – 1,007	943 – 1,048
Woodfree coated			
Sheets, double-coated, 150 g ex PLNH	4,275 – 4,600	4,475 – 4,750	4,575 – 4,900
Sheets, double-coated, 150 g ex KH	1,023 – 1,101	1,048 – 1,110	1,078 – 1,141
Reels, double-coated, 100 g ex PLNH	3,975 – 4,175	4,200 – 4,350	4,075 – 4,500
Reels, double-coated, 100 g ex KH	911 – 999	963 – 1,018	948 – 1,048
Publication paper ex KH			
Standard newsprint 45 g	580 – 610	580 – 610	560 – 600
LWC offset 60 g	750 – 800	760 – 800	760 – 800
SC offset 56 g LW	660 – 710	670 – 710	680 – 720
Packaging paper ex KH			
Primary fibre corrugated case material			
Unbleached kraftliner from Europe 175 g	670 – 760	690 – 790	598 – 650
White-top kraftliner 140 g	980 – 990	920 – 1,010	868 – 950
Recycled corrugated case material			
Recycled fluting	420 – 555	440 – 555	408 – 490
Testliner II	460 – 585	480 – 565	448 – 535
Testliner III	440 – 565	460 – 545	428 – 515
White-top testliner 140 g	540 – 650	560 – 650	518 – 570
Cartonboard ex KH			
GD II	790 – 850	790 – 850	760 – 790
GC II	1,150 – 1,200	1,150 – 1,200	1,098 – 1,200

Exchange rate as of 4 April 2025: 1 PLN = €0.2393

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Poland's paper and cartonboard market started the year with little momentum. Demand was subdued, with structural changes and imports putting additional pressure on suppliers. Prices have stabilised in many segments.

The downward trend in fine paper and corrugated case material prices reached its end after months of price cuts. Many manufacturers are currently attempting to pass on higher costs for pulp, recovered paper, energy, and logistics to customers by raising their prices. Their level of success varies: moderate price hikes were accepted in some cases, but customers often refused to pay more. Only producers of corrugated case material instituted massive hikes and announced a second round of increases for recycled corrugated case material. By European standards, Poland is still considered to be a stable market, but the outlook remains mired in uncertainty. Producers and buyers continue to face pressure to adapt.

Cautious reaction to plans for higher fine paper prices

Poland's woodfree paper market remains under pressure. Demand is still at a low level, with competition from Asia palpable and structural changes hitting market players hard. Nonetheless, coated and uncoated paper manufacturers unveiled plans to charge more. They are underscoring higher raw material costs, especially for pulp. Prices seem to have hit rock bottom in the first quarter at the latest.

Demand remains stable but is permanently at a lower level than in years past. A return to earlier sales volumes is considered unlikely. The structural decline is especially evident for copy paper. Suppliers with a small share of the market have sometimes completely withdrawn from this segment. The gap between offset paper and office paper prices is now reportedly vast.

The Polish market for woodfree uncoated paper stabilised in the first three months of this year. Prices settled down in March at the latest after falling sharply up until December. A few market players have been reporting stable prices since January or February. Reports about how much prices have declined since the start of 2025 varied but often hovered around €20/t in the first quarter – or sometimes more for copy paper.

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In late February, sources informed EUWID that a few paper supplies in the Polish market were making their first attempts to increase prices, albeit without initial success. A new round of market-wide price hikes has now been announced for April. Experts think that a moderate hike of up to €20/t appears realistic. Manufacturers are highlighting very low prices after the downward spiral seen in recent months. These prices were not sustainable in the long term for many producers, especially because of higher pulp costs, they said.

The first quarter of the year was extremely sluggish for Poland's woodfree coated paper market. Demand from Polish buyers was slack. Polish printers found that their order intake was still failing to live up to expectations, with merchants also reporting subdued activity on the market. January was still stable, a trend that sellers primarily attributed to customers replenishing their stocks. Starting in February, though, a significant downturn was reportedly palpable, with no signs of a recovery by the end of March.

Market players believe that the primary reasons for the market's sluggishness are the structural slump in demand and imports from Asia, particularly an influx of cheap imports from South Korea. Despite lengthy lead times, these imports are highly sought-after because they offer attractive pricing, which is further raising the pressure on European manufacturers.

Experts told EUWID that reels were under more pressure than sheets, with demand for reels falling more quickly. Sources explained this by pointing out that applications, such as printing envelopes, were increasingly vanishing into thin air.

In line with the downward trend in demand, prices for sheets and reels declined by €10-30/t in the first quarter, according to sources on both sides of the market.

Despite this strained environment, key suppliers have disclosed plans to raise prices in April by seven to eight per cent or €40/t, citing higher pulp, energy, and logistics costs. Their likelihood of success remains uncertain, with nobody wanting to lose market share. Nonetheless, many companies want to raise prices in May at the latest.

Little momentum on the publication paper market

After a slow start, Poland's newsprint and magazine paper market remained largely stable in the first three months of 2025. That being said, structural pressure in the print and publishing sector continues to leave its mark. Demand met expectations, offering suppliers neither cause for complaint nor optimism, observers told EUWID in late March. Prices have remained largely unchanged of late after dipping by €5-10/t at the start of the year, depending on the grade in question. Overall, the market is fluctuating between cautious stability and continued decline. Insiders describe availability of all grades as good, with limited leeway for price negotiations.

In late March, discussions about prices for second-quarter deliveries were wrapped up in many cases. A few manufacturers targeted price hikes of up to €80/t but did not manage to reach this goal.

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Market players typically reported unchanged newsprint prices in the second quarter, rarely mentioning hikes of between €10 and €20/t that did not alter the existing spectrum of prices. Earlier notices of plans to invoice €60/t more met with widespread opposition. Transaction prices currently range from €580 to €620/t. Insiders said that demand had not worsened but remained weak. Machines were operating at stable capacity utilisation, with no production stoppages reported. Observers described UPM's plans to close its site in Ettringen in July as a potential cause of relief.

Experts told EUWID that LWC was the weakest grade within the magazine paper business. Despite a few attempts to raise prices, transactions essentially attracted stable or slightly lower prices in April. Manufacturers underscored higher costs but did not receive a warm reception with their plans. Current prices for standard, primary-fibre grades range between €750 and €800/t. Demand was characterised as somewhat better than expected here and there but remains subdued. Insolvency proceedings involving Kabel had no palpable ramifications in Poland, although a few customers adjusted their relationships with suppliers as a result.

The SC paper business was more robust by comparison. Prices were typically the same as in the previous quarter. In cases where talks are still in progress, sellers are hoping to tack on €10-20/t. Sources are currently quoting prices between €650 and €680/t. The closure of SC paper capacity at the Laakirchen mill and the planned shutdown of UPM's Ettringen mill may start to have an impact in the second half of the year, but supply remains plentiful.

Corrugated case material prices in Poland increase sharply in Q1

The first three months of 2025 brought a steep rise in Polish corrugated case material prices, with mark-ups reported for brown recycled grades and brown kraftliner. A single price increase prompted a significant turnaround after prices had fallen well into January. Several producers unveiled plans to tack on an additional €60/t due to significantly higher costs for recovered paper. As March ended, many contacts think that these higher prices might largely take hold in Poland.

Demand for paper and corrugated board shaped up well on the whole. Market players reported growth compared with last year. Business was especially strong in January, with February and March also described as satisfactory. Poland continues to stand out favourably among other European markets.

The outlook for the second quarter is optimistic, too. Insiders characterised order intake as stable and capacity utilisation as solid. The way that public holidays fall this spring is favourable as it allows production processes to be more continuous.

Recycled corrugated case material prices dropped by another €20/t in January. Altogether, prices have tumbled by €100/t since September 2024. One source told EUWID that this development had "brought the last holdouts to reason," and paved the way for a price increase of €80/t with effect from 1 February. Prices stayed the same in March, with another hike of €60/t unveiled for April. The price of the ordinary recovered paper grades has leapt by €60 within the span of two months. Many manufacturers feel compelled to pass these higher costs on to customers as a result.

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The supply situation for recycled corrugated case material is considered to be essentially balanced. However, buyers noted that they could not always source material at short notice.

White-top testliner reportedly became €40-60/t more expensive in March. One supplier that initially raised its prices by just €40/t intends to tack on another €20 in April. This grade is viewed as being more abundantly available, with machines running at weaker capacity utilisation.

Higher prices took hold for brown kraftliner, too. Prices rose by €60/t with effect from 1 March after falling in January and staying the same in February. This figure was exactly the same amount that prices had previously fallen between November and January. Manufacturers highlighted higher wood costs and a tighter relationship between supply and demand for recycled corrugated case material. Just a small number of suppliers are active on the market, limiting buyers' negotiating power. No additional changes in prices have been made public to date for April. Paper manufacturers told EUWID that the initial focus was on recycled grades.

The first quarter was a quieter period for the white-top kraftliner business, although a €60/t hike has been announced for April. Many converters describe this mark-up as ambitious after moderate price cuts totalling around €40/t in November and December. The supplier landscape is especially concentrated in this area, further limiting the leeway for negotiation.

A stable start to 2025 for Poland'scorrugated board market

A strong final quarter of 2024 helped Poland's corrugated board and packaging market to begin the new year with a tailwind. Many manufacturers reported satisfactory growth in sales in the first two to three months compared with the same stretch last year. This growth cooled off slightly at times in March, although companies remain confident on the whole.

Poland continues to stand out as a positive anomaly compared with other European countries. While other markets, such as Germany, are battling stagnant demand, Polish packaging manufacturers are benefiting from robust domestic demand. The way that the holidays fall is also helping production to run consistently.

Insiders anticipate additional growth in the second quarter. The spring and summer seasons are likely to deliver additional momentum, especially for food and beverages. The economic climate is underpinning this stability. Consumption remains high due to higher incomes and low unemployment rates. Furniture and industrial goods manufacturers are also in better shape. Online shopping is providing persistent demand, as is the construction and renovation business. The Polish automotive industry alone is battling export troubles and reducing its demand for packaging.

Raising prices is currently in the spotlight. As is customarily the case, manufacturers are finding it easier to increase prices for sheets than for packaging. Nonetheless, pressure has intensified noticeably after the latest hikes in paper prices. A much larger number of suppliers than last year are currently attempting to charge more for packaging, insiders noted.

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Initial signs of moving GD cartonboard prices but still a great deal of uncertainty

Insiders painted a mixed picture of Poland's cartonboard market between January and March. A few suppliers reported stable or slightly brisker demand, while others described it as more cautious. January was generally considered to be a strong month, underpinned by post-holiday inventory building and potential advance buying before higher GD (white-lined chipboard – WLC) prices were unveiled. Business activity cooled slightly in February before improving slightly in March, depending on the supplier in question. Poland remains a stable market by European standards but is still mired in uncertainty. Orders were placed late, with customers clearly cautious.

GC board (folding boxboard – FBB) prices remained largely unchanged in the first quarter. Standard GC 2 grades stayed at December's prices. Major buyers alone managed to institute price cuts of around €20/t, putting prices below the €1,100/t mark. Universal price adjustments were not reported.

A few market players anticipate that GC prices will come under greater pressure in the second half of the year, primarily due to the addition of capacity at a new folding boxboard machine in Oulu.

The trajectory in GD board prices was a little livelier. A lack of momentum on the demand side initially thwarted mark-ups slated for the start of the year. It took until March for the first increases to take hold, typically in the region of €20 to €30/t. Merchants report that these higher prices are expected to take hold more broadly from April onwards. Suppliers are underscoring higher costs and persistently slim margins. At the same time, demand for cartonboard and folding boxes in Poland remains weak, which is thwarting larger price hikes. Many market players thus view the current increases as a much-needed correction.

Lead times for GD are two to three weeks long. Machines are operating at slightly better capacity utilisation, although it remains unclear whether this is due to genuine demand or advance buying.

The mood within the cartonboard market was downbeat in early April. Sources mentioned initial signs of a recovery, but uncertainty about supply and demand remains.

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Q1 brings swift rise in supermarket paper and board prices on Polish RCP market

March and April marked by nervousness and speculation

EUWID + 09 April 2025 | ~ 3 min | Published in issue 15/2025

EUWID Price Watch Recovered Paper Poland
First quarter 2025

Prices in PLN/€ per tonne free delivered	First quarter 2025		Fourth quarter 2024		First quarter 2024	
Supermarket corrugated paper/board in PLN/t (1.04)	360 -	580	360 -	560	400 -	480
Supermarket corrugated paper/board in €/t (1.04)	86 -	139	84 -	131	93 -	112
New shavings of corrugated board in PLN/t (4.01)	400 -	620	400 -	600	440 -	520
New shavings of corrugated board in €/t (4.01)	96 -	148	94 -	140	102 -	121
Sorted graphic paper for deinking in PLN/t (1.11)	840 -	900	900 -	980	570 -	750
Sorted graphic paper for deinking in €/t (1.11)	201 -	215	211 -	229	133 -	175
White woodfree uncoated shavings in PLN/t (3.18.01)	2,100 -	2,150	2,150 -	2,200	2,120 -	2,300
White woodfree uncoated shavings in €/t (3.18.01)	502 -	514	503 -	515	494 -	536

Exchange rate as of 4 April 2025: 1 PLN = €0.2393
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The tide has completely turned on Poland's recovered paper market in recent weeks. Supermarket paper and board prices, which fell significantly in the final quarter of 2024 before stabilising at a low level in early 2025, began to soar in March. Market players noted, though, that the year had begun on a quiet note. The market saw balanced supply and demand, largely due to higher availability resulting from material that had gone uncollected in the December period. A shortage then emerged starting in mid-February, which intensified dramatically one month later, insiders said.

As March drew to a close, merchants told EUWID that paper mills in Poland and neighbouring countries were in panic mode, prompting a sharp rise in prices – in some cases driven by speculation. February was marked by relative price stability, with prices for supermarket paper and board remaining at or just above €100/t.

However, March saw a price increase totalling €30/t during the first half of the month. Prices then climbed by another €30/t, with supermarket paper and board fetching up to €160/t in early April. A few sellers began quoting April prices already in March, which experts said was indicative of a great deal of uncertainty.

Experts told EUWID that surprisingly low collection volumes in February and March were one reason why prices had exploded. At the same time, exports to Asia meant that less material was available for the Polish market. Adding to the pressure, packaging paper production was stable or rising slightly in Poland and neighbouring countries, boosting demand for recovered paper. Paper mills continued to operate with only low stock levels of recovered paper.

Easter and May Day holidays raise supply concerns

In light of this situation, paper mills were extremely concerned about potential recovered paper supply shortages, fearing they might be unable to keep production at normal levels over the Easter and the May Day holidays. One source suggested that mills had failed to replenish their stocks in a timely manner in February. And with Easter and May Day holidays being close together this year and delivery disruptions set to last longer than normal, converters need to prepare carefully for potential supply constraints.

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Companies collecting recovered paper are now in a speculative mood, too, as is often the case in times of rising prices. Merchants said that a few suppliers in Poland were deliberately holding back material in March to profit from additional price hikes in April.

Merchants reported that high prices in Poland have brought overseas exports to near complete halt, with more recovered paper staying in Poland as a result. That being said, market players are warning of potential price cuts in May if demand from paper mills proves short-lived, despite the current upward.

By contrast, the market for sorted graphic paper for deinking remained quiet in the first quarter. Prices stabilised at around €200/t after a €10/t downward adjustment in February. Merchants do not expect any significant changes in April. Sources said that the availability of this grade remains limited. On the whole, though, the situation was balanced, with a surplus not apparent on either the supply or demand side.

White recovered paper grades are on an even keel, as well. Prices stayed the same in the first quarter. Insiders are currently quoting around €480-500/t free delivered for grades suitable for export to Germany.

Wide price range for ordinary brown grades

The steep increase in prices for brown ordinary grades in March led to a wide price brackets for the first quarter. Supermarket paper and board (1.04) changed hands for PLN360-580/t free delivered between January and March (€86-139) based on the exchange rate on 4 April 2025). New corrugated shavings (4.01) fetched PLN400-620/t (€96-148). As March drew to a close, merchants were charging €120-140/t free delivered for supermarket paper and board.

Sorted graphic paper for deinking (1.11) commanded PLN840-900/t (€201–215) in the first quarter, while prices for white woodfree uncoated shavings (3.18.01) stayed the same at PLN2,100-2,150/t (€502-514).

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Market for lightweight kraft paper stable in the first quarter of 2025

Paper mills demand higher prices from April / US duties cloud hopes

EUWID + 09 April 2025 | ~ 4 min | Published in issue 15/2025



The market for lightweight kraft paper is seen to be stable in the first quarter of 2025 for paper mills and converters. EUWID respondents from both camps are widely satisfied with the start of the year and report favourable demand flanked by adequate market supply. As already reported in January, prices declined slightly in the first quarter. Aiming to correcting the situation in April, several paper producers have demanded higher prices citing rising procurement costs for raw materials and power but negotiations had not been concluded at the time of this survey. There are indications for a market-wide increase in prices but not to the full extent of producers' demands, say market sources.

Solid, turbulence-free and normal is how several paper mills describe the first quarter of 2025. Especially in German speaking countries (Germany, Austria and Switzerland), demand for lightweight brown as well as white machine-glazed (MG) kraft paper was widely reported to be normal in January and February. Order inflow from aome packaging producers was somewhat reluctant especially in March. An industry insider suspected that the start-up of a new European facility was beginning to be felt. Very few producers expressed disappointment with demand for the full first quarter. Paper producers partly observed that "competition has intensified in general."

Demand from the packaging industry appears to have been similar across all product groups in the first three months. Production orders for baker's and butcher's bags were just as stable as for papers used in the To-Go and food segments.

The European market was likewise healthy in the first three months of the year. British respondents interviewed by EUWID said the first three months were "not terrific but okay," with numbers partly below last year's. Demand in all sectors reportedly developed uniformly. Reports from Italy and parts of Central Europe also reported smoothly ticking business in the first quarter. Some reports also said that the Eastern European market was showing signs of softening in response to uncertainty since a lack of a clear direction in German consumer sentiment was damping consumption.

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For producers of paper packaging, baker's and butcher's bags serving the German market appear to have developed very well. Producers partly report excellent loads on production machines. Demand from food retailers, butchers and food industry in the quarter was reportedly normal. According to other reports, the trend flattened from the middle of February when "things became tougher" but the second half of Q1 "was not quite so bad." On the whole, however, business is described as very volatile and contingent on big orders.

On the supply side, supply of lightweight white and brown MG kraft paper is healthy. In addition, supply of MF qualities has increased following the start-up of new production facilities. At the time of the present survey at the end of March, operating loads of paper mills were often described as normal. Delivery periods in many instances were reported to move within the normal range of four to six weeks, partly extending to 8 weeks for individual mills. Then again spot volumes were said to be available at shorter notice.

Prices ease in January

Prices in the German speaking countries eased in many instances at the start of January. Reports to the effect were already heard at the time of the price survey conducted in the middle of January, which market sources have subsequently corroborated. Prices reportedly eased across the market by €20 to €30/t. Converters with negotiating skills could bargain for larger cuts, sources added. On the other hand, some contracts also transitioned to the first quarter with unchanged prices, especially those involving premium qualities and speciality grades. Considering all these factors, the price frame for 40 g white MG kraft paper for the first quarter works out to between €1,225 and €1,330/t. 40 g brown MG kraft paper reportedly sold for between €1,190 and €1,280/t.

As reported, several paper producers tabled de-mands for minimum 4 per cent to maximum 8 per cent for MG kraft paper deliveries from 1 April, occasionally also from 7 April. Rising costs on the pulp market, high energy prices and costs of chemicals make the step necessary, paper producers explained.

Respondents from along the supply chain said that paper mills succeeded in implementing a part of their demands in negotiations but often not the full asking amount, rolling back instead the price cuts made at the turn of the year. Some negotiations were still underway at the time of the price survey with partly customer-specific implementation dates for new prices.

Many responses from paper mills and converters on the outlook for the second half of the year are reserved or cautiously optimistic. Companies expect a similar solid performance also for the second quarter. How the new US import duties will impact the lightweight kraft paper market remains to be seen. They will certainly not make exports to North America easier. Some paper destined for export might therefore remain in the EU.

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EUWID Price Watch Germany Lightweight Kraft Paper

First quarter 2025

Prices in € per tonne free delivered	First quarter 2025
MG kraft paper white 40 g	1,225 - 1,330
MG kraft paper brown 40 g	1,190 - 1,280

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Starch market remains subdued amid demand uptick

Q1 prices table with little changes expected for Q2

EUWID + 08 April 2025 | ~ 4 min | Published in issue 15/2025



On the Western European market for starch products, experts expect a noticeable increase in ordering activity especially from native wheat starch consumers. The forthcoming start-up of several containerboard machines in Europe could boost demand. However, starch producers will still find it difficult to operate profitably because the paper industry does not pass on their gains stemming from rising output and implemented price hikes, say starch industry representatives. Paper mills put up stiff resistance in the last round of negotiations to hikes for starch products. As a consequence, starch producers are languishing under the impact of what they say are poor prices. Some starch industry companies have been making losses due to insufficient operating loads, bitterly contended orders and high costs.

Despite several economic challenges, starch producers report that their situation at the end of 2024 was slightly better than a year ago. Load levels on production plants and demand have reportedly increased. The industry keeps track of the paper industry, its second biggest sales market. As to the packaging industry, experts believe that business will improve progressively, accompanied by attendant growth in demand for starch products. They expect that the trend will prevail in 2025 and beyond.

Starch mills as much under pressure as paper mills

Despite encouraging signals, dissatisfaction and uncertainty have seeped into the starch market. Starch producers face significant cost pressure, not least arising from rising raw material and energy prices, several market players said. These prices were volatile but at a historically high level, they added. Critical cost thresholds have been crossed, several experts warn. On top of the already high burden, companies face additional expenditure for logistics, chemicals and packaging. Experts see parallels with the paper industry, one of the biggest buyers of native and modified starch products, where costs of raw materials and energy are rising, too.

Industry representatives draw other parallels between the two sectors, saying that production plants have not produced at full capacity in recent years and are not likely to do so in the near future. Furthermore, in both industries companies have triggered major investments and expanded capacity – assuming rapid growth in demand for packaging or, for starch producers, from the paper industry. Now production plants are lacking loads and overcapacity has reportedly triggered aggressive competition between industry peers.

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Several players are now hoping that growth will come from new containerboard production facilities, in turn fuelled by growth in packaging. In the course of the year, the capacity increases could generate the momentum to improve operating loads of starch mills, several industry representatives explain. Demand for starch has hit the bottom and will now rise, some experts believe. However, others expect only a marginal increase in overall packaging output. Start-up of new packaging machines do not automatically translate into higher demand for starch, an expert explains. Older paper machines might exit the market when new machines are commissioned, he adds.

Market dynamics prevent price hikes

The latest round of negotiations for starch deliveries in the second quarter of 2025 reflected a concerted effort by starch mills to improve their numbers. While price signals for native potato starch – usually governed by long-term contracts – and corn starch quickly swung back to retaining first quarter prices, buyers of native wheat starch were confronted with demands for higher prices.

The goal was again to take prices near the €500 threshold, industry representatives explain. Prices below €450/t were bringing losses with wheat prices above €220/t, suppliers reckoned. Starch producers are suffering under the brunt of what they call poor prices, with native wheat starch prices from €420 to €460 and perhaps higher, depending on region. Most frequently quoted prices lie in the €430-450/t bracket.

Buyers from paper mills argue that they are themselves under cost pressure. On top, they can see no signs of any supply problems. Quite to the contrary, they can see enough offers on the market for native wheat starch. Other alternatives existed, e.g. to place orders elsewhere. Against the backdrop, buyers remained resolute in the face of starch producers' demands.

Experts note that the market is particularly dynamic in Germany. Some starch industry players occasionally report higher prices compared with the first quarter of 2025 depending on the region. Buyers, however, deny price hikes. Some paper mills even see a marginal downward trend for the second quarter – especially where volumes are bitterly contended.

All in all, EUWID respondents at the end of the month conclude that prices have been carried forward with negotiations virtually concluded. Although starch industry players do not rule out some upward movement within the existing price frame especially in Germany and neighbouring regions, they conclude that market players have failed to achieve a perceptible, market-wide price increase – which was their stated goal in the first place.

Several wheat starch suppliers, however, announced that they will be forced to confront the paper industry with fresh price hike demands for the third quarter due to considerable cost pressure. Companies struggled hard to operate profitably and were sliding uncontrollably into life-threatening competition, they said.

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EUWID Price Watch Western Europe Native Starch

First quarter 2025

Prices in € per tonne	First quarter 2025	Fourth quarter 2024	First quarter 2024
Potato starch	880 - 1,100	880 - 1,100	800 - 1,000
Corn starch	430 - 480	430 - 480	440 - 500
Wheat starch	420 - 470	420 - 470	410 - 470

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Bvse official: Recovered paper market remains extremely volatile, no solution for end-of-waste status

08 April 2025 Tom Wilfer | ~ 2 minPublished in issue 15/2025



Division chairman Mike Hayes opened the Bvse's recovered paper conference 2025, which took place in Bonn, Germany at the start of April.

The recovered paper sector is anticipating another year of dramatic swings. "The European recovered paper market remains extremely volatile," said Mike Hayes, chairman of the paper recycling division of German recycling and waste management association Bvse. In his opening remarks at Bvse's 27th International Recovered Paper Conference in Bonn on 1 April, Mr Hayes predicted that the market would see a repeat of last year's price "roller coaster" again in 2025. Prices have indeed recently started moving sharply higher on the recovered paper market in Germany and other countries.

But anyone who interprets the upturn as a sign of an economic recovery "will be disappointed", Mr Hayes warned. He pointed out the reason for last year's price surge had not been higher demand but rather limited supply and paper mills' resulting nervousness. Driven by fears they might have to curtail production, paper manufacturers had tried to build up recovered paper inventories, only further exacerbating market tensions, according to the Bvse division chair.

Given the recent plant closures and insolvencies that have permanently changed the European production landscape, this trend could continue in the current year. The industry is operating in an environment of high energy prices, weak demand and tight raw material supplies, Mr Hayes explained.

No agreement on end-of-waste status for recovered paper at EU level

One of the main problems facing the industry is there is still a lack of a mechanism through which recovered paper can attain end-of-waste (EoW) status. Despite years of efforts, there are no harmonised criteria for the recognition of recovered paper as a product. "There is still no solution at the federal German or the EU level," Mr Hayes complained. Differing interpretations made it "simply impossible to act in a legally compliant manner", which was thus impairing trade.

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Negotiations on EU-wide EoW criteria for recovered paper took place in early March, according to the Bvse representative. However, the two umbrella associations representing the recycling sector, EuRIC and FEAD, and the Confederation of European Paper Industries (CEPI) could not reach agreement. This meant that a lot of work had proven in vain yet again and a solution acceptable to all participants in the supply chain remained a long way off, according to Mr Hayes.

At the national level, the recycling industry is still hoping for progress with the classification of recovered paper as a product across Germany. There is an ongoing dialogue with the paper manufacturers, but there is still a lot of work to be done here as well, he added.

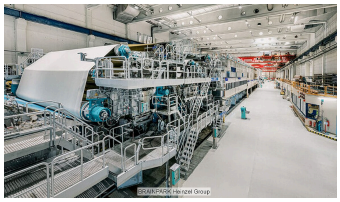
In addition, the deteriorating quality of recovered paper is making the recycling process more difficult. Economic trends and new forms of packaging, especially fibre-based composite packaging, are negatively affecting the recycling of recovered paper and board from household collections. "The responsibility for improved recyclability should be anchored in the product and packaging development and design stage," Mr Hayes said.

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Heinzel starts up rebuilt containerboard machine in Laakirchen

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Heinzel Group has announced the start-up of its rebuilt recycled corrugated case material (RCCM) machine at the Laakirchen mill in Austria. The PM 11, which was converted from SC paper to containerboard production, was commissioned on 5 April following a rebuild phase that started at the end of 2024. The total investment was put at €140m.

PM 11 can now produce up to 470,000 tpy of recycled corrugated case material in grammages starting from 70 g/m², Heinzel informs. The company said that the PM allowed for a future expansion to a capacity to 550,000 tpy, but the exact timing for such an expansion had not yet been determined. The machine has a width of 8.9 m and can run at a speed of 1,600 m/min. The project includes other investments. A new recovered paper processing plant, a new recovered paper storage hall as well as an additional anaerobic wastewater treatment plant have been installed.

The Laakirchen mill has a second paper machine, which was already converted from publication to recycled containerboard production in 2017. According to Heinzel, PM 11 will focus on producing lower grammages. "The strategic decision to phase out publication paper and focus entirely on corrugated base paper ensures the long-term competitiveness of Heinzelpaper Laakirchen in Upper Austria," the company commented.

The paper produced at the mill is widely used in shipping packaging and across industries such as food, furniture, and consumer goods, Heinzel says.

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Antalis buys The Packaging Company (Midlands) Limited

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Antalis strengthens its footing in the UK packaging market

Antalis, a global supplier of Paper, Packaging, and Visual Communication solutions, has announced its acquisition of The Packaging Company (Midlands) Limited, a UK provider of innovative packaging solutions. This strategic move reinforces Antalis' commitment to expanding its presence and enhancing service capabilities within the UK packaging market, according to the company. The Packaging Company (Midlands) Limited has annual sales revenues of £3.2m and 24 employees.

“We are delighted to welcome The Packaging Company (Midlands) Limited into the Antalis family,” stated Hervé Poncin, CEO of Antalis. “Their expertise in bespoke packaging and manufacturing complements our dedication to delivering innovative and tailored solutions. This acquisition embodies our commitment to developing high-performance, sustainable, and reusable packaging options, empowering us to meet evolving market demands effectively.”

Mark Charles, CEO of The Packaging Company (Midlands) Limited, added: “Joining Antalis represents an exciting new chapter for our business. This partnership provides significant opportunities to accelerate our growth, expand our technical packaging range, and further innovate sustainable solutions. Our customers will benefit greatly from access to enhanced resources and the latest packaging technologies. We look forward to collaborating closely to shape the future of packaging.”

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Trump Administration imposes sweeping tariffs

04 April 2025 Stefanie Obert | ~ 2 minPublished in issue 15/2025

The Trump administration has announced new tariffs on imports from nearly all trading partners, in a bid to, in Trump's words, make the United States "wealthy again." However, economists are warning that the move could drive up prices for US consumers, disrupt global supply chains, and spark a full-blown global trade war.



The UK is also prepraring measures in response to US tariffs.

Starting on 5 April, the US will implement a "baseline" tariff of 10 per cent on imports from most US trading partners. These will apply to imports from the United Kingdom and several South American countries. Effective 9 April, many other countries will face significantly higher tariffs – among them, the European Union, which will be subject to 20 per cent tariffs.

China, already facing existing duties totalling 20 per cent, will see an additional 34 per cent tariff added, bringing the total tariff rate on Chinese goods to 54 per cent.

Other Asian countries will also be heavily affected:

- Vietnam: 46 per cent
- Thailand: 36 per cent
- Indonesia and Taiwan: 32 per cent
- India: 26 per cent
- South Korea: 25 per cent
- Japan: 24 per cent

The impact on global supply chains and domestic industries is expected to be profound.

While the UK will only be subject to the 10 per cent baseline tariff, the consequences are expected to be severe. The US is the UK's largest trading partner, accounting for over 20 per cent of total British exports. Industries likely to be hit hardest include automotive manufacturing and the Scottish whisky sector, along with associated packaging suppliers.

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EU nations, facing 20 per cent tariffs, are similarly exposed – especially industries specializing in automobiles, luxury goods, and wines and spirits.

UK launches consultation on retaliatory measures

Targeted countries are reacting quickly, announcing similar (or more targeted) measures, kindling fears of an escalating trade war. In swift retaliation, China has already announced identical tariffs of 34 per cent on US goods. The European Union is also preparing a response, and the UK government has launched a consultation process to assess the impact on British businesses. On April 3, the UK Business and Trade Secretary released a provisional list of US goods that could be targeted in a future response. The 417-page document includes a broad range of fibre and paper products—such as wood pulp, newsprint, containerboard, kraft paper, and various paperboard grades.

Experts interviewed by EUWID warn that the impact will not be limited to reciprocal tariffs; retaliatory measures are expected to further strain international supply chains and dampen economic growth and consumer confidence worldwide.

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Metsä Board CEO Mika Joukio to step down

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Esa Kaikkonen will take over as Metsä Board's CEO

Metsä Board will have a new CEO. The company reported that its long-term CEO Mika Joukio has decided to step down from his position as of 7 April. He will be succeeded by Esa Kaikkonen, Metsä Group's current Executive Vice President (EVP), Strategy.

Mr Joukio will continue with Metsä Board until the beginning of October and support Mr Kaikkonen during the transition period, the company reports.

"Mika Joukio has had a long and successful career in Metsä Board's paperboard business. His career began 35 years ago at the company's Tako board mill and he advanced to become the CEO of Metsä Board in 2014," said Ilka Hämälä, Chair of the Board of Directors. "Over the last few years, Metsä Board has made significant investments. [...] The company is now at a stage of development where it is a good time to transfer leadership to a new CEO," he added.

Esa Kaikkonen has 27 years of experience in various roles within Metsä Group. Prior to his current role as EVP, Strategy of the Metsä Group, he has acted, among other things, as the CEO of Metsä Tissue from 2018 to 2025.

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Andritz to take over A.Celli Paper

03 April 2025 Igor Dugandzic | ~ 1 minPublished in issue 15/2025



Austria-based international technology group Andritz has signed an agreement to acquire the Italian engineering company A.Celli Paper.

A.Celli Paper is headquartered in Tassignano near Lucca, and runs two more production facilities and offices in Pinerolo, Italy and Shanghai, China. The company has a staff of more than 100 people and a turnover in the range of €70m.

A.Celli Paper specializes in the design and production of technological solutions for tissue, paper, board and packaging industries, offering complete turnkey plants, revamping and services, components and automation software.

The acquisition of A.Celli Paper is expected to expand Andritz's capabilities in key areas such as winding and rewinding technologies. This will make Andritz "a leading full line supplier from fiber to the packaged paper rolls, while also strengthening our service business," said Andritz Executive VP Paper and Textiles Alexander Wassermann.

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Ontex sells Brazilian tissue business to Softy's

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Belgian company Ontex has sold its tissue products business in Brazil to Softys, a personal hygiene company with operations across Latin America and a wholly-owned subsidiary of Chilean company Empresas CMPC.



Ontex' operations in Brazil include baby diapers production

In Brazil, Ontex operates a production plant in Senador Canedo and a distribution centre in Goiania, both in the Brazilian state of Goiás, as well as a sales and marketing office at its Brazilian headquarters in São Paolo. The business develops, manufactures and distributes diapers and pants for the baby care market under the PomPom, Cremer, Sapeka and Turma da Mônica brands, as well as for the adult care market under the Bigfral brand, Ontex explains. It employs approximately 1,400 employees.

Ontex is currently undergoing a strategic reorientation. "Reaching this milestone allows us to focus further on our retailer brands and healthcare in Europe and North America, where we have significant growth drivers for the future," commented Gustavo Calvo Paz, CEO of Ontex. He also said that the proceeds from the sale would further reduce the company's indebtedness.

Ontex has been driving this reorientation by different transactions. In February, it already announced the sale its operations in Turkey to the Dilek Grup, with the deal expected to close in the third quarter. Furthermore, it sold its Algerian business last year. The company's European operations have also seen some restructuring lately. In 2024, the closure of one site in Belgium and the restructuring of operations caused the loss of almost 500 jobs.

In the Americas, Ontex has operations in the USA as well as in Mexico, besides Brazil. In Europe, it is active in eight European countries, including Russia. The company also runs a sales office in Australia and still has operations in Turkey, which are in the process of being sold. Ontex produces baby diapers, incontinence products and feminine care products, which are sold either under Ontex' own brands or as private label products. The group employs a total of 7,500 people.

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