

Kruger expands recycling operations in Québec

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Canada's forest products company Kruger plans to invest CAD16m in a new recycling operations centre in Trois-Rivières, Québec. The new site, covering around 92,000 m², will consolidate Kruger's collection and storage activities and is located close to Kruger Packaging's containerboard mill.

According to the company, the new facility will help secure a stable fibre supply for the Trois-Rivières mill while reducing transportation-related greenhouse gas emissions. The site will receive recovered paper from Québec, eastern Ontario and the northern United States.

Kruger converted its Trois-Rivières mill to containerboard production in 2017. The facility, which uses old corrugated case material (OCC, 1.05) as raw material, has a capacity of up to 360,000 tpy of lightweight recycled containerboard.

Kruger Recycling collects and processes more than 750,000 tpy of recovered paper in Québec. The company is part of Kruger Inc., a producer of tissue, recycled containerboard, pulp, packaging, and renewable energy. The group employs around 6,000 people and operates facilities in Canada (Québec, Ontario, British Columbia, Newfoundland and Labrador), and the US (Tennessee, Maine, New York, Virginia, Kentucky and Rhode Island).

Ineos to close chlorine and NaOH plant in Germany

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London-based global chemicals company Ineos has announced plans to close two production units in Rheinberg, Germany. These are a plant for the production of chlorine and caustic soda (NaOH) and the allyl unit, which manufactures a precursor for epoxy resins. According to the company, this will result in the loss of 175 jobs.

The closures are a direct consequence of high energy and CO₂ costs and the lack of tariff protection, the company says, adding that they reflect the worsening crisis in the entire European chemical sector.

Ineos did not respond to EUWID's enquiry as to when the plants will be taken offline.

PVC production in Rheinberg, which employs around 300 people, is not affected by the plans. However, Ineos says that this requires urgent government support.

According to its own statements, Ineos has already closed plants in Grangemouth, UK, and Geel, Belgium, and has temporarily idled plants in Tavaux, France, and Martorell, Spain. There are also plans to close the Gladbeck site in Germany, where phenol and acetone are produced.

Ineos sees these closures as part of a larger trend, as Europe's competitiveness is declining. Since 2019, production in Germany has reportedly fallen by 18 per cent, resulting in job losses and declining investment.

Nestlé, Mars and others urge EU for clarity and planning security amid planned EUDR delay

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Against the backdrop of the EU Commission's plans to postpone the Deforestation Regulation (EUDR) by another year, the coalition of different food producers, agricultural and forest management companies, climate activists and NGOs urges the EU to provide clarity on its next steps as soon as possible in order to avoid additional uncertainties. Among the signatories of the statement are global food companies such as Nestlé, Mars Wrigley and Ferrero, which had already pleaded in the summer for the EUDR to be implemented as planned from the end of 2025.

In an open letter to EU Environment Commissioner Jessika Roswall, the signatories emphasise the relevance of "clear, predictable and comprehensive rules on environmental and human rights responsibility for the EU's long-term competitiveness".

Against the backdrop of the planned postponement of the Deforestation Regulation, the companies and associations, together with their value chain partners, cite investments already made in order to be able to comply with the current provisions of the EUDR. "These efforts have been made in good faith that the European legislative framework and timeline are reliable. We remain on track to achieve full compliance with the EUDR obligations by 31 December 2025," the letter reads.

A further delay in implementation undermined confidence in European regulations and created additional costs, the signatories said. In addition, they regret that a technical IT issue risks jeopardising the EUDR's core objectives and entry into force, three months before the implementation.

No changes, resumption or delay of EUDR desired

Furthermore, the signatories call on the EU Commission not to use an IT problem as a reason for delaying, amending or resuming the regulation. Instead, the letter to Ms Roswall formulates alternatives – a so-called "pragmatic approach" – that if companies are unable to use the EUDR's information system or encounter technical challenges, the inability should be recognised as "force majeure for compliance by companies and enforcement by competent authorities".

In addition, the signatories advocate that the EU should set up a committee to monitor the implementation of EUDR in order to overcome technical challenges between the authorities and the operators.

In addition to Nestlé, Mars Wrigley and Ferrero, the signatories of the letter include Danone, Tony's Chocolonely, Olam Agri,

Precious Woods, the Rainforest Alliance, Cérélia, the Alliance for Preservation of Forests and Atbit.

Zeus Packaging acquires UK packaging producer Simpac

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Ireland-based Zeus Packaging Group continues to grow and has announced the takeover of British packaging manufacturer Simpac. According to Zeus, the combination creates one of the broadest packaging portfolios in Europe.

Founded in 1903, Simpac has a long tradition in fibre-based packaging. The company's portfolio includes paper sacks, branded food wraps, carrier bags, and e-commerce mailers, amongst others. It supplies the UK's largest retailers, food businesses, and agricultural producers, according to Zeus. Simpac runs two sites in Kingston upon Hull, England and Glasgow, Scotland and has annual sales revenues of more than £30m.

Zeus says that by joining forces, it will gain access to Simpac's specialised manufacturing expertise while Simpac will benefit from Zeus' supply chain. "Our focus has always been on innovation. [...] By joining Zeus, we now have the platform, scale, and resources to accelerate these innovations," said Sandy Bole, Simpac's Managing Director.

Zeus Packaging produces and distributes a diverse range of packaging solutions such as corrugated packaging, cosmetic packaging, but also labels and retail bags. The group is active in 38 countries and operates 61 plants, where it employs around 1,300 people.

In recent years, Zeus Packaging has been growing steadily. Last year, the company acquired the British Weedon Group. In 2023, it made three acquisitions: The group took over NIPS Ordnungssysteme in Germany, Cima Paper in Italy, and Irish company James Hamilton Group.

Pressure on prices of white woodfree envelope paper in Germany

 15 October 2025 | ~ 2 min | [Published in issue 42/2025](#)

EUWID Price Watch Germany Envelope and Shipping Bag Paper			
Third quarter 2025			
Prices in € per tonne	Third quarter 2025	Second quarter 2025	Third quarter 2024
White woodfree envelope paper, 80 g	1,750 - 1,990	1,780 - 1,990	1,810 - 2,060
Recycled envelope paper, 80 g	1,320 - 1,470	1,320 - 1,470	1,320 - 1,500
Shipping bag paper VKP 3	1,350 - 1,500	1,350 - 1,500	1,350 - 1,500
Shipping bag paper VP 4	1,300 - 1,450	1,300 - 1,450	1,300 - 1,450
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On the German market for envelope paper, the previously reported price pressure was confirmed during the third quarter. Against the backdrop of the typical seasonal slowdown, players report that business in the envelope segment in particular was weak over the summer. EUWID respondents say August was an exceptionally feeble month. Demand for envelopes was “pretty decent” in September, but overall, the third quarter was “quite modest”, according to several market players. This situation had not changed substantially by the time the EUWID market survey was conducted in early October. Converters of envelope and shipping bag paper say that, besides the structural downward trend in the industry, they are also seeing the early effects of mandatory electronic invoicing in Germany, which is now having a noticeable impact on demand for envelopes.

It is a different picture in the segment producing shipping bag kraft paper for e-commerce. Here, industry insiders say capacity utilisation is quite good at times but can also lag the planning targets. With a view to the year-end and Christmas business, demand here is relatively stable, EUWID was told. “Volumes are not going down but not increasing either. In the current environment, this is definitely something,” commented one market insider.

Players from the paper industry still describe ongoing excess capacity and lament insufficient capacity utilisation at paper machines producing envelope and shipping bag paper covered by the EUWID market survey. Customers are reportedly able to meet their needs at the last minute.

This is leading to growing price pressure, say market participants. While most insiders report stable prices for recycled envelope paper in the third quarter, there is a mixed picture when it comes to the woodfree grades. There are some reports from EUWID respondents from both sides of the market about widespread price reductions for white woodfree envelope paper. They usually mention a price cut of €20-30/t, implemented in the third quarter. In some cases, the cut was reportedly as large as €40/t. Others

say there were only individual price concessions of a similar size in cases of special demand, or so-called summer discounts were granted in order to improve paper machine capacity utilisation. Still others, however, expect that list prices will only start to move more in the fourth quarter.

For recycled envelope paper and brown shipping bag paper grades VKP 3 and VP 4, market participants see no room for price mark-downs despite the falling recovered paper and pulp prices in the past months. They point out that prices here were left unchanged even when raw material costs were climbing earlier in the year. In isolated cases, however, players told EUWID that reductions of €30/t for VKP and VP papers had already been granted in summer.

European pulp consumption low in August

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Pulp consumption in Europe remained at a low level in August, as expected. Although European consumers used around 2 per cent more pulp than in the same month last year, August consumption totalled 700,794 t, which is 14 per cent below the July level.

According to the European pulp users’ association Utipulp, consumption of bleached softwood kraft pulp reached 196,505 t, down 15 per cent compared to July and 9 per cent down on the same month last year.

With 451,408 t, European consumers also used 15 per cent less bleached hardwood kraft pulp than in July. However, this represents almost 5 per cent more than in August of the previous year.

While consumption declined, inventories at European pulp processors increased. Total stocks amounted to 707,822 t in August, up 3 per cent from July and 11 per cent from August of the previous year. This increase was mainly driven by developments in hardwood pulp. With 465,807 t, pulp converters held 8 per cent more bleached hardwood kraft pulp in stock than in July and 19 per cent more than a year earlier.

In contrast, softwood kraft pulp stocks stood at 198,331 t, 6 per cent below July and 3 per cent below last year.

The stock of bleached softwood kraft pulp was sufficient for 25 days of production in August — two days more than in July, but one day less than in August 2024. Bleached hardwood kraft pulp stocks covered 24 days of production, two days fewer than a year earlier and three days fewer than in July.

Inventories and consumption of pulp consumers in Europe								
August 2025								
tonnes		UNBLEACHED		BLEACHED / SEMI-BLEACHED			Total	Previous year
		Sulphite & Kraft	Softwood sulphite	Hardwood sulphite	Softwood kraft	Hardwood kraft		
Inventories								
July	2025	6,219	25,807	12,270	210,348	429,495	684,139	628,796
August	2025	6,625	23,669	13,390	198,331	465,807	707,822	635,703
Consumption								
July	2025	6,879	28,284	13,278	232,521	531,520	812,482	831,430
August	2025	6,147	32,214	14,520	196,505	451,408	700,794	684,679
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								

Pulp port stocks rise noticeably in August

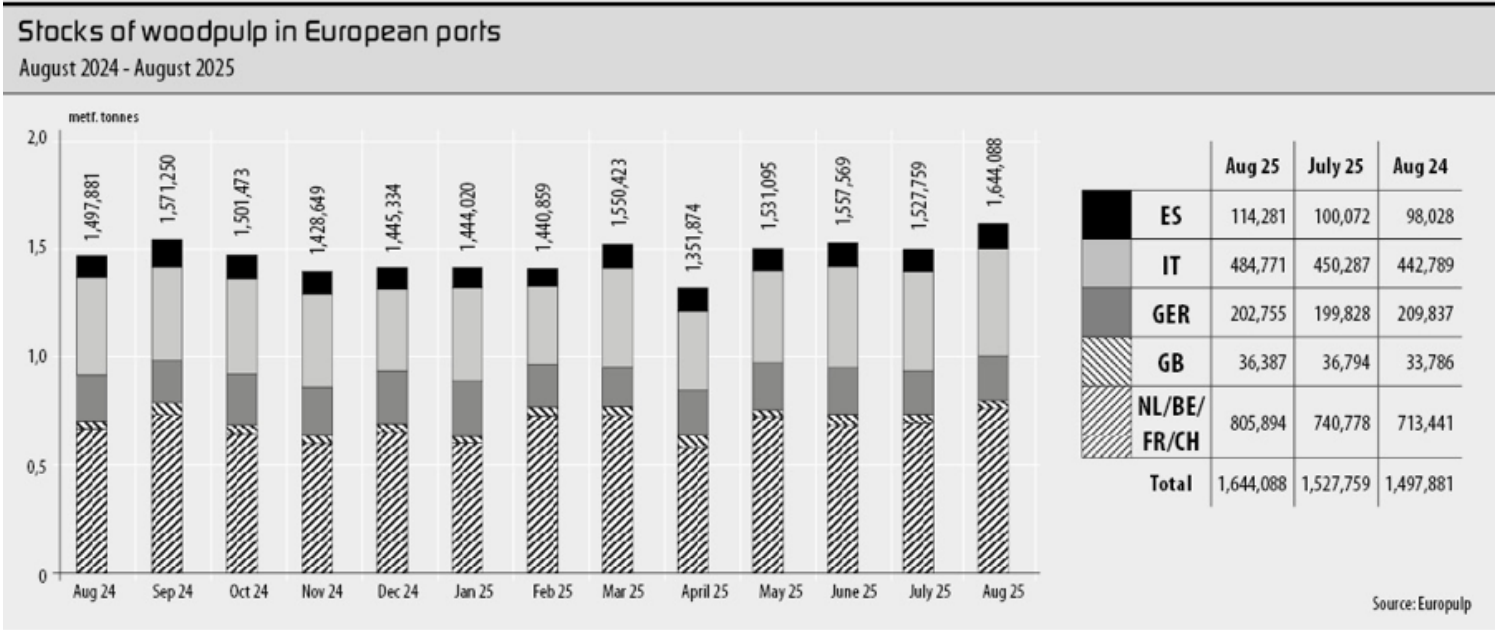
 **EUWID +** 15 October 2025 |  ~ 1 min | [Published in issue 42/2025](#)

Pulp inventories in the most important European ports increased noticeably in August 2025 compared to both the previous month and the previous year. According to the latest figures from Europulp, total pulp stocks in ports reached 1.644 million t, which is 8 per cent higher than in July and 10 per cent higher than in August of the previous year.

The strongest percentage growth was recorded in Spain, with an increase of 14 per cent compared to July 2025 and 17 per cent compared to August last year. More significant in terms of actual volumes, however, was the growth in the Netherlands, Belgium, France and Switzerland region, where Europulp registered a 9 per cent increase month-on-month and 13 per cent year-on-year.

Italy also recorded a strong increase in August, with stocks up 8 per cent compared to July and 10 per cent compared to August of the previous year. Britain reported an increase of 5 per cent compared to the previous month and 8 per cent year-on-year.

In Germany, pulp port stocks were some 2 per cent above the previous month's level, but still 3 per cent below the previous year.



Eucalyptus pulp manufacturers set the tone in September

Outcome of price discussions for October not yet clear

 15 October 2025 |  ~ 4 min | [Published in issue 42/2025](#)

Market pulp prices for September deliveries have remained largely steady across Europe. Prices for hardwood pulp, were generally more robust, while the downward trend in spot prices for softwood pulp prompted some price negotiations even for contracts. In most instances, though, list prices for these grades stayed largely the same. That being said, stable prices are not sufficient to meet the expectations of manufacturers, who are keen to see their prices rise again. Undeterred by unfavourable market conditions, they have announced hikes for eucalyptus pulp, with softwood pulp prices expected to follow.

EUWID Price Watch Pulp Western Europe			
September 2025			
CF European ports	September 2025 ¹	August 2025	September 2024
Softwood kraft			
From Scandinavia and Canada in 401	1,275 - 1,285	1,275 - 1,285	1,284 - 1,405
From Scandinavia and Canada in 1015	1,484 - 1,500	1,484 - 1,500	1,535 - 1,545
Southern softwood from the US in 401	1,484 - 1,510	1,435 - 1,510	1,485 - 1,495
Southern softwood from the US in 1015	1,440 - 1,450	1,440 - 1,450	1,480 - 1,500
Hardwood kraft			
Back pulp from Scandinavia in 401	854	851	1,017
Eucalyptus pulp			
From Portugal/Span in 401	854	851	1,017
From South America in 401	854	851	1,017
From South America in 1015	1,000	1,000	1,040
Southern hardwood in 401	821 - 830	820 - 830	895
Southern hardwood in 1015	850 - 860	850 - 860	1,040
Hardwood BCTMP			
From Scandinavia and Canada in 401	455 - 465	460 - 465	585 - 620
From Scandinavia and Canada in 1015	520 - 570	540 - 580	645 - 680
¹ Exchange rate as of 12 October 2025 (USD) = 0.9384			
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After several months of falling prices, pulp producers regained the initiative in September and put their price demands back in the spotlight. Hardwood pulp producers were the first to approach customers with their new price proposals, followed somewhat later and with less determination by their counterparts making softwood pulp.

EUWID Price Review Pulp Western Europe			
Third quarter 2025			
per tonne CF European ports	Third quarter 2025	Second quarter 2025	Third quarter 2024
Softwood kraft			
From Scandinavia and Canada in 401	1,275 - 1,285	1,285 - 1,405	1,284 - 1,405
From Scandinavia and Canada in 1015	1,480 - 1,500	1,535 - 1,545	1,535 - 1,545
Southern softwood from the US in 401	1,484 - 1,510	1,435 - 1,510	1,485 - 1,495
Southern softwood from the US in 1015	1,440 - 1,450	1,440 - 1,500	1,480 - 1,500
Hardwood kraft			
Back pulp from Scandinavia in 401	851 - 910	842 - 1,004	1,017 - 1,215
Eucalyptus pulp			
From Portugal/Span in 401	851 - 910	842 - 1,004	1,017 - 1,215
From South America in 401	851 - 910	842 - 1,004	1,017 - 1,215
From South America in 1015	1,000 - 1,040	1,110 - 1,230	1,140 - 1,210
Southern hardwood in 401	810 - 847	891 - 1,035	895 - 1,112
Southern hardwood in 1015	850 - 1,010	1,010 - 1,140	1,040 - 1,210
Hardwood BCTMP			
From Scandinavia and Canada in 401	455 - 515	460 - 585	585 - 610
From Scandinavia and Canada in 1015	520 - 600	540 - 605	645 - 710
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However, the current market environment does not support price hikes in Europe. According to market players, both grades remain readily available, while workloads within the paper industry – and thus demand for pulp – continue to be weak going into the fourth quarter, with only a few exceptions.

However, early announcements of price increases for bleached eucalyptus kraft (BEK) had a stabilising effect on September deliveries, putting a stop to the downward trend in list prices. Prices for BEK pulp had held steady at \$1,000/t. Prices for northern bleached softwood kraft (NBSK) remained subject to some discussion but in the end also stayed largely unchanged from August at \$1,480-1,500/t.

In September, suppliers managed to increase spot prices for BEK pulp by another \$10-20/t to \$510-520/t. By contrast, prices for NBSK and other types of softwood pulp remained under pressure on the spot market, prompting one or two suppliers to make fresh price concessions in spite of the challenging cost environment.

First BEK contract deliveries already commanded higher prices in October

Discussions about prices for October deliveries were still in progress in the early days of the month. Talks about BEK pulp mainly focused on how much prices would climb. Responding to initial feedback from their customers, suppliers quickly backed down from their original demand for a \$80/t mark-up and focused on \$50-60 increases as talks continued. In early October, several producers informed EUWID that they had already secured this increase for October contracts. A few others were still in discussions and unsure whether their customers would ultimately agree to the increases.

Several buyers told EUWID that they had accepted suppliers' demands to this effect. Others did not agree with the proposed increases and intended to continue negotiations as they felt that a smaller increase of \$40/t was more appropriate. Some customers reportedly opted out of October deliveries altogether and are planning to resume talks with their suppliers only at the month's end.

Negotiations about softwood pulp prices are proving to be even more protracted. On the whole, softwood pulp producers are in a weaker position to push through price increases, insiders said. This view was shared by both customers and a few suppliers themselves.

Nonetheless, manufacturers want to keep trying to charge more. The first round of talks about October deliveries has yielded at least some success, sources said. One manufacturer claimed to have already negotiated higher prices for October deliveries with a variety of customers, with the remainder set to dig deeper into their pockets for November deliveries. Another NBSK pulp supplier mentioned having instituted around half of the \$50/t hike that was announced, with the other half following in November. Other contacts were still in negotiations at the beginning of October, with no agreement reached yet.

Without a recovery in demand in Europe, however, the situation for softwood pulp suppliers is unlikely to improve significantly, according to experts on both sides of the market. Market-driven production cutbacks have shown their effect, but experts noted that they could not continue indefinitely.

Manufacturers describe demand from China for softwood pulp as good to adequate, but note that sales prices are still hardly, if at all, sufficient. Some buyers anticipate that pulp mills temporarily idled in Finland will have to restart by the onset of winter at the latest. One buyer expects this will drive up available supply in both Europe and globally.

BVDM: Slight improvement in business climate

Statistical snapshot

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In September 2025, there was a slight improvement in the seasonally adjusted business climate indicator for the German printing and media industry. The index compiled by the German Printing and Media Industries Federation (BVDM) showed an increase of 4.2 per cent compared with the previous month. At 89.4, the index in September was around 0.8 per cent above the level of the same month of 2024. While companies had a slightly more negative view of the current business situation compared with August, there was a noticeable improvement in the expectations for the coming six months. This positive trend in business expectations contributed significantly to the recovery of the business climate indicator.

In September 2025, the decision-makers at printing and media companies surveyed by the German Ifo Institute for Economic Research once again rated their current business situation as slightly weaker than in the previous month. The seasonally adjusted business situation index weakened slightly in September. At 85.0, it was 0.7 per cent lower than in the preceding month but 4.7 per cent higher than one year earlier. This trend is primarily attributable to a change in the companies' assessment of their current situation.

The assessments of the current order backlogs continue to be predominantly negative. Only 2 per cent of the companies surveyed said their order backlogs were positive, while 38 per cent held a neutral view and 61 per cent provided a negative assessment.

The earnings situation is still being considered as critical, according to the survey findings. Only 1 per cent of the companies participating consider their current earnings situation to be positive, while 47 per cent say it is neutral and 52 per cent say it is negative.

However, when asked about the next six months, the outlook expressed by companies in the printing and media industries is more optimistic. Here, 11 per cent of respondents are optimistic, 48 per cent are neutral and 41 per cent are pessimistic. The corresponding seasonally adjusted index of business expectations in September rose considerably by 9.4 per cent versus the previous month to reach 94.1.

However, this value was 3.0 per cent below the level of September 2024. And the situation in the printing and media sector remains tense.

Weak consumption and demand in Germany pose a challenge for paper mills

Price negotiations result in neither stability nor satisfaction

 15 October 2025 | ⌚ ~ 7 min | [Published in issue 42/2025](#)

On the market for fine paper in Germany, order intake did pick up somewhat in September and October, but this upturn was nowhere near as pronounced as the autumn upswing seen in past years. Capacity utilisation at the paper mills remains unsatisfactory and prices are still under pressure. For the magazine and catalogue papers as well, it appears difficult to stop the downward price spiral even though the industry is taking measures to stabilise the market.

A successful implementation of the price hike for recycled corrugated case material could have provided an opportunity for kraftliner producers to discuss lifting their own prices. Instead, prices for fresh fibre-based containerboard grades softened again slightly in October.

Lower-than-expected uptick in order intake for graphic papers

Despite slightly more lively demand, the problem of excess capacity continues to dominate the market for woodfree coated and uncoated papers. Order intake has picked up this autumn, but the momentum was not as strong as the seasonal pattern seen in past years and it did not live up to market participants' expectations. Overall, capacity utilisation remains unsatisfactory and price pressure persists, EUWID was told. Suppliers are being confronted with new low prices every day. The challenging situation is reflected in short-time work and job cuts.

Increasingly, 80 g offset sheets are being sold for prices under €900/t, the market survey found. In some cases, the figures are significantly below this level and this is not only true for goods coming from the Far East. Contract prices can still be as high as €1,000. In particular, prices of DIN A4 cut sizes are suffering as a result of inexpensive offers from overseas. In some instances, C grade copy paper from overseas is being offered for less than €800, while some European producers are still charging up to €900/t free delivered.

Quotes for offset reels can also differ considerably. Figures above €900 were reported less often than in the previous month, and buyers are convinced that some prices will dip below the €800 mark soon. For coated sheets 100 g, contract prices are still above €900m, with outliers significantly below this level. Coated reels are apparently already brushing up against the €800 barrier, while at the same time, quotes of €900 are also still reported.

Individual suppliers nevertheless say they are seeing some early rays of hope: Going into the fourth quarter, some prices from the third quarter were rolled over until the end of the year. This might indicate that the negative price trend is losing steam if not coming to an end, they say. There are definitely noticeable efforts to stabilise the market, EUWID was told.

On the buyer side, too, a growing number of players express a wish for consistent pricing again. Yet, no buyers are prepared to pass up the opportunity to acquire cheap paper. Therefore, some customers who entered into multi-month price agreements earlier this year are trying to renegotiate, and believe they have good chances. Apparently, these deals had been partially influenced by fears that machine closures could jeopardise the supply of paper, but this has not yet come to pass.

There are no known plans for capacity cuts on a scale that could lead to greater stability on the market, given its structural decline. Print will continue to have its uses but will no longer be able to regain lost ground, even if individual customers have turned their backs on digital advertising activities again or will prefer a mix in the future. Reference publications, including telephone books, are also losing ground. Players say they fear negative consequences as a result of the potential postponement of the EUDR. Print objects which were planned by the end of this year in order to avoid any potential pitfalls associated with the Regulation might now be postponed.

And despite various plant closures, the printing market also continues to suffer from a capacity overhang. Printing companies are regularly willing to underbid prices in order to win contracts. Yet, this means they are left shouldering the increased costs, complain EUWID respondents, who expect the market shakeout will continue apace.

Focus on stabilisation in markets for LWC and SC paper

Supplies remain abundant on the German market for LWC and SC paper. While ordering by publishing houses and, in particular, commercial printers, did increase over the course of September 2025, the overall demand volume is still contracting. And this will also be the case in the coming year, they say. Many experts expect the imbalance between supply and demand to persist in 2026 despite the upcoming capacity closures at mills in Ettringen, Germany, and Kaukas and Kirkniemi in Finland. The current demand outlook for uncoated and especially coated magazine papers is simply too bleak, they explain. Experts estimate that demand from publishing houses will be down by a double-digit percentage this year. And early forecasts indicate that another drop in the high-single-digit range is expected in 2026.

In this context, many players are wondering what the future paper needs of retailers will be. The market share of flyers, for example, is becoming increasingly relevant and volumes in this area are stable, according to market experts. However, players point out that discounters and other retailers in various segments are not immune to the problems caused by the slowdown in consumer spending and the weak economy.

Against this backdrop, the situation in the paper and printing industry remains challenging, market experts stress. Many a market participant expressed a wish for more stability and was consequently more cautious when going into the latest price round. There were only scattered attempts by paper mills to raise prices. Buyers, for their part, were mostly holding back with calls for price mark-downs, the market survey found. In advance of the negotiations to determine the delivery conditions for the fourth quarter,

experts warned that the current situation does not really offer any leeway for price cuts. Nevertheless, some prices were trimmed – albeit marginally – while some of the special deals from the summer were carried over. Some market participants described a widespread downward price step, amounting to €5-10/t. Some others, however, reported “no major changes.”

The stepwise decline in demand is presenting major challenges to the paper and printing industries. Against this backdrop, players are having a tough time with the shifting and shrinking business volumes – owing to both fierce competition and downgrading. The short-term nature of the business is pushing some players to focus on cash, which is driving and accelerating the downward price spiral.

Meanwhile, the order backlog at the paper mills and printing companies can vary significantly. Yet, paper producers and printers alike complain their earnings situation and weak margins. Insufficient utilisation of production facilities and low prices are posing a growing threat to companies in the paper and printing sectors. The cut-throat competition due to structural demand contraction is threatening the survival of some firms, experts repeatedly warn.

Slight price concessions for brown kraftliner in October

Producers and merchants of kraftliner said the failed attempt to introduce a price hike for recycled corrugated case material (RCCM) had neither a positive nor a negative impact on their market. If the demands for RCCM had been at least partially implemented, producers of fresh-fibre paper could have used this as a tailwind to approach their own customers about price hikes. Particularly heading into the annual talks, it is better to start the negotiations with calls for price increases than to discuss stability, according to paper suppliers.

Rather, it appears that brown kraftliner prices have ultimately fallen by a total of not only €20/t, but rather by €30/t since the summer. For a number of companies, the final step downward by €10 was only implemented in October.

By contrast, sideways prices were reported in October for white-top kraftliner and for semi-chemical fluting, which has only played a marginal role in the German market for years now.

For months, players in the market for fresh-fibre paper, which has not seen the same massive capacity expansion as in the RCCM segment, have said their order backlogs look better than those in the neighbouring segment. Even so, order intake and orders on hand are not all that impressive and the projections for the fourth quarter remain modest. Although special sales, such as Black Friday and Cyber Monday, or coming up in the final months of the year, these trends have now become established and are therefore already included in the planning. Orders are coming in on ever-shorter notice, but so far, it seems that demand is not yet strongly influenced by the Christmas business.

The mood in the corrugated case material and corrugated board industries is also reflected in the expectations for 2026. Companies are currently planning for a sideways trend at best.

Taiga Group acquires Kondopoga in Russia

 **EUWID +** 13 October 2025 | ⌚ ~ 2 min | [Published in issue 42/2025](#)

Taiga Group, a Russian forestry group, has acquired 100 per cent of the shares in Karelia Pulp, the parent company of publication and packaging paper manufacturer Kondopoga. The group, formerly known as Sezar-Invest, already owns several paper companies, including the former Mondi subsidiary in Syktyvkar. The current transaction will create a new player in Russia that is relevant for several market segments.



Plans for the further development of Kondopoga, such as the production of higher value-added products, will be drawn up in the near future, said Tigran Saakyan, Managing Director of the Taiga Group. The takeover is part of the company's strategy to further develop its business and increase capacities. The group wants to strengthen its position in the Russian and international forestry, pulp and paper markets.

In addition to the JSC Kondopozhsky Pulp and Paper Mill, the transaction includes the forestry and logistics companies Karelles-trans and JSC KLPH. Karelia Pulp is the umbrella company for the group.

Kondopoga was originally specialised in the production of fresh fibre-based newsprint and recently expanded its portfolio to include copy paper and corrugated case material. As part of modernisation measures, the company planned to increase capacity from 700,000 tpy to more than 840,000 tpy. However, it had not reached its nominal capacity in recent years.

Taiga is a forestry group of companies uniting the Syktyvkar Forestry Complex (Syktyvkar), the Syktyvkar Tissue Group (STG) and SevLesPil. Vita Energy is the group's forestry company, which was acquired in 2021 to secure the supply of raw materials.

Syktyvkar employs around 4,500 people and is a leading supplier of uncoated fine paper and corrugated case material in Russia. Its mill can produce 1.2 million tpy of market pulp and paper, including up to 350,000 tpy of kraftliner, up to 500,000 tpy of woodfree uncoated paper and around 180,000 tpy of newsprint.

STG operates two mills and says it covers around 10 per cent of the Russian market for sanitary paper. The company runs three paper machines and nine converting lines and produces fresh fibre-based as well as recycled tissue products. The forestry company Sevlespil Komi is also part of STG.

Lucart to take over majority stake in tissue converter Eurocarta

10 October 2025 | 🕒 ~ 1 min | [Published in issue 42/2025](#)

Italian tissue products manufacturer Lucart will expand in Italy. The company announced it had signed a binding agreement to acquire a controlling stake in Italian tissue converter Cartindustria Eurocarta.



Eurocarta is located in Porcari close to Lucca, with its mill being adjacent to Lucart's production site. The company has been a long-standing customer of Lucart's semi-finished products, Lucart said in a press release. Lucart describes Eurocarta as the ideal partner to continue its growth strategy in the AFH (Away from home) segment. "With this operation, Lucart further consolidates its leadership in the Italian AFH market and its position as the second largest producer of professional products in Europe," the company said.

Eurocarta is specialised in the production of sanitary and cleaning products and services for away-from-home use. Its portfolio includes toilet paper, paper towel dispenser and medical rolls, amongst others. The company converts 40,000 tpy of tissue paper and employs 70 people. Last year, its annual sales amounted to €78.5m.

With the transaction, Lucart wants to expand its geographical presence in strategic markets, with particular focus on Italy and France. According to the press release, Eurocarta generates around 44 per cent of its sales in Italy and 56 per cent in other European markets. The company reportedly has a well-established presence in the Italian and French markets.

Lucart is a producer of fresh fibres-based as well as recycled tissue paper and tissue products. In addition to tissue, the company also makes airlaid products and MG papers. Lucart has the capacity to produce 396,000 tpy of paper on 12 machines. The company has around 1,700 employees and generates annual sales of €685m.

Multiply to buy majority stake in Italy's ISEM Packaging

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ISEM Packaging produces luxury packaging for clients such as Gucci, L'Oréal and LVMH

Multiply Group, an Abu Dhabi-based investment holding company, has announced that it will acquire a majority stake in ISEM Packaging, a leading Italian producer of luxury packaging items. Following the transaction, which is still subject to regulatory approvals, Multiply will own 60.8 per cent of the shares of the Italian company. The remaining shares will remain with Peninsula Capital and minority investors, according to the statement.

ISEM Packaging has been growing in recent years. Multiply reports that the company's sales revenues tripled between 2021 and 2024. Together, the partners now want to drive and accelerate ISEM's global expansion and reinforce its leadership position.

ISEM Packaging is based in Bologna and produces premium packaging solutions such as rigid boxes, folding cartons, silk paper, and dust bags for several sectors including the perfumery and cosmetics as well as the wine and spirits sectors. The company runs 11 manufacturing plants spanning more than 100,000 m² and delivers luxury clients such as LVMH, Gucci, L'Oréal, Puig and Coty.

The Multiply Group invests worldwide in companies in the consumer, energy, beauty, and mobility sectors, amongst others. With the investment in ISEM, the group takes its first step into the packaging market and also expands its presence in the European market. The acquisition of the stake in Italy is Multiply's second transaction in Europe.

Södra to cut 200 jobs under new competitiveness programme

09 October 2025 | [Frauke Schmidt](#) | 🕒 ~ 1 min | [Published in issue 42/2025](#)

Swedish forest industry group Södra has announced an organisational restructuring aimed at strengthening its long-term competitiveness and profitability in a challenging global environment. According to Södra, global uncertainty, rapid currency fluctuations and imbalances between raw material and product prices have significantly weakened profitability.



Lotte Lyrå, CEO and President of Södra

The company said that it had launched a group-wide action programme designed to improve cost efficiency, introduce new ways of working, and accelerate digitalisation and AI adoption. The measures will affect operations at Mönsterås, Mörrum, Värö and Växjö, with around 200 positions to be made redundant. Negotiations with trade unions have already begun and will cover both operational and administrative staff.

"We are in a situation that requires decisive action to strengthen our long-term position," said Lotta Lyrå, President and CEO of Södra. "We recognise that this decision affects both people and operations, and we will ensure the changes are made with the greatest possible care."

The company emphasised that the programme is intended to secure the group's ability to invest, develop its offering and maintain competitive prices for forest raw materials supplied by its members.

Södra employs about 3,400 people and generated sales of SEK29bn in 2024. The cooperative is Sweden's largest forest owner.

Sappi to close PM 2 at Kirkniemi mill

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Sappi Europe has announced its decision to close paper machine PM 2 at the Kirkiniemi mill in Lohja, Finland by the end of the year and reduce production capacity for coated mechanical paper by 175,000 tpy.

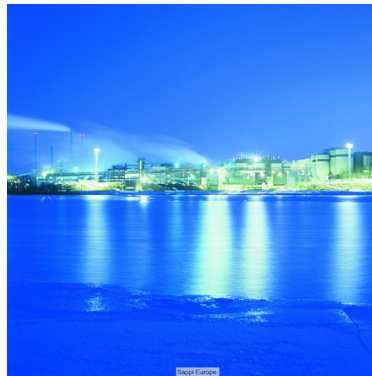
The consultation process has been completed and the closure of the PM 2 will lead to a loss of 93 positions. Sappi will manage some of the redundancies through retirement arrangements, the company said.

According to Sappi, the shutdown of PM 2 is part of group's strategy to "align production capacity with market demand". The closure is aimed at optimising the utilisation of the mill's remaining paper machines and will improve the mill's profitability and cost competitiveness.

Sappi Kirkiniemi mill employs 550 people and runs a total of three paper machines with an installed capacity of 750,000 tpy of coated mechanical paper (LWC and MWC) for heatset web offset printing. More than 90 per cent of the mill's output is exported.

In order to ensure continuous supply to customers, the paper grades produced on PM 2 will in future be produced on PM 1 and PM 3. PM 2 will therefore only be shut down once the transfer of production to the other two machines has been completed. Sappi has set the target for the closure of PM 2 for December, the company said in a response to an EUWID enquiry.

The Kirkniemi mill also runs an integrated fibre line with a production capacity of 300,000 tpy of mechanical pulp. As there was no market for the mechanical pulp produced at Kirkniemi, the pulp will be used internally to support production on PM 1 and PM 3 after the closure of the PM 2, Sappi explained.



Sappi Europe cuts production capacity at Kirkniemi mill in response to market demand.

