



**Cepi**  RENEWABLE  
RECYCLED  
RESPONSIBLE  
EUROPEAN

Friday 6 February 2026  
10:00-12:00 CET

**Printers & Publishers:**  
**Boost your supply chain with papiNet**  
**Unlock efficiency, transparency, & sustainability**



# **Cepi** Welcome and introduction

**Piotr Pogorzelski, Media Relations Manager, Cepi**

**Enrico Turrin, Deputy Director / Economist,  
Federation of European Publishers**

# Agenda and speakers



## **Benefits of papiNet - the Cegi perspective**

Bernard Lombard  
Cegi Trade & Industrial Policy Director



## **Transform your supply chain with papiNet**

Per Hammarstrom  
Head of eBusiness Stora Enso Packaging Material Division, Chairman papiNet



## **papiNet - a business case**

Andre Wagner  
Business Process Engineer Customer Connectivity, Sappi Europe



## **Printers' & publishers' expectations regarding product data disclosures across the supply chain**

Annette Hillig, Cologne Book Manufactory, Responsible Publishing Net

# Compliance with EU competition rules

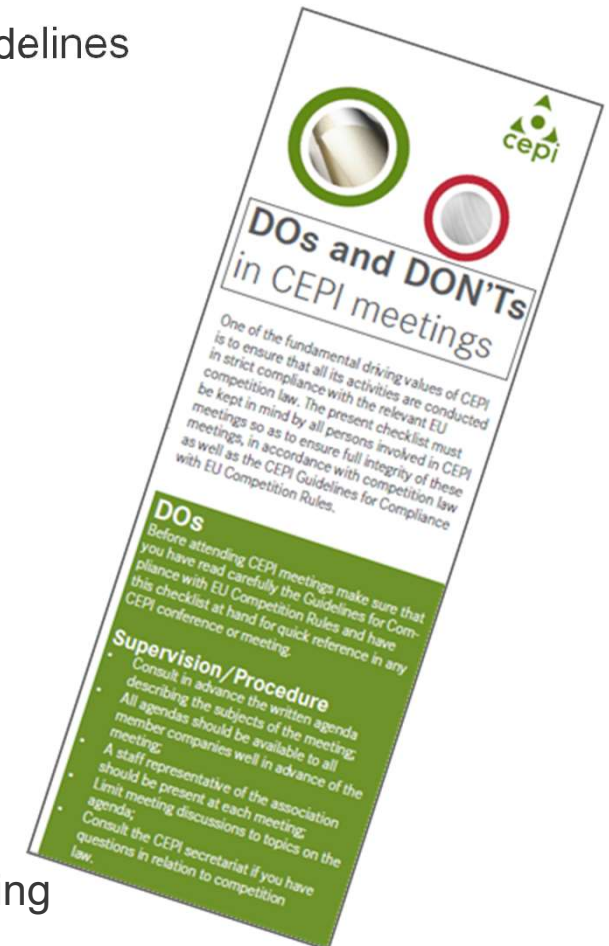
Before attending Capi meetings ensure you read carefully the Capi Guidelines for Compliance with EU Competition Rules

## 1. DOs:

- Supervision/Procedure
- Recordkeeping
- Vigilance

## 2. DON'Ts:

- Pricing info
- Costs & Production
- Market information
- Investment, divestments & Future Plans



A full copy of the guidelines was sent to you by email prior to this meeting and is available on the Capi Members Area → Resource Centre

# **Cepi** Benefits of papiNet - the Cepi perspective

**Bernard Lombard**  
**Cepi Trade & Industrial Policy Director**

# About Ceper

In the focal point of Bio - Circular - Digital Economy

## Represents in Brussels

**470** pulp, paper & board producing companies

**842** mills across Europe

**174,000** people employed directly

**18%** of global production

Working across the value chain –  
from forest owners to converters and beyond.

Chair: **Henrik Sjölund, CEO Holmen**

A staff of **23** industry, policy and public affairs experts

Circular Choices shortlisted for Sabre Awards 2025 & honourable mention for best EU Public Affairs Campaign  
BestinBrussels 2025 Award



# About Cefi

**We are renewable, and sourced, made and recycled in Europe, a responsible industry towards the environment, its customers and workers**

**Transforming pulp wood into cellulose and bio-based products**, 91% of our fibres are sourced from within the European Union and of 78% of the wood comes from certified forests



**Keeping the fibres in the loop**, 75.1% recycling rate of European paper-based products

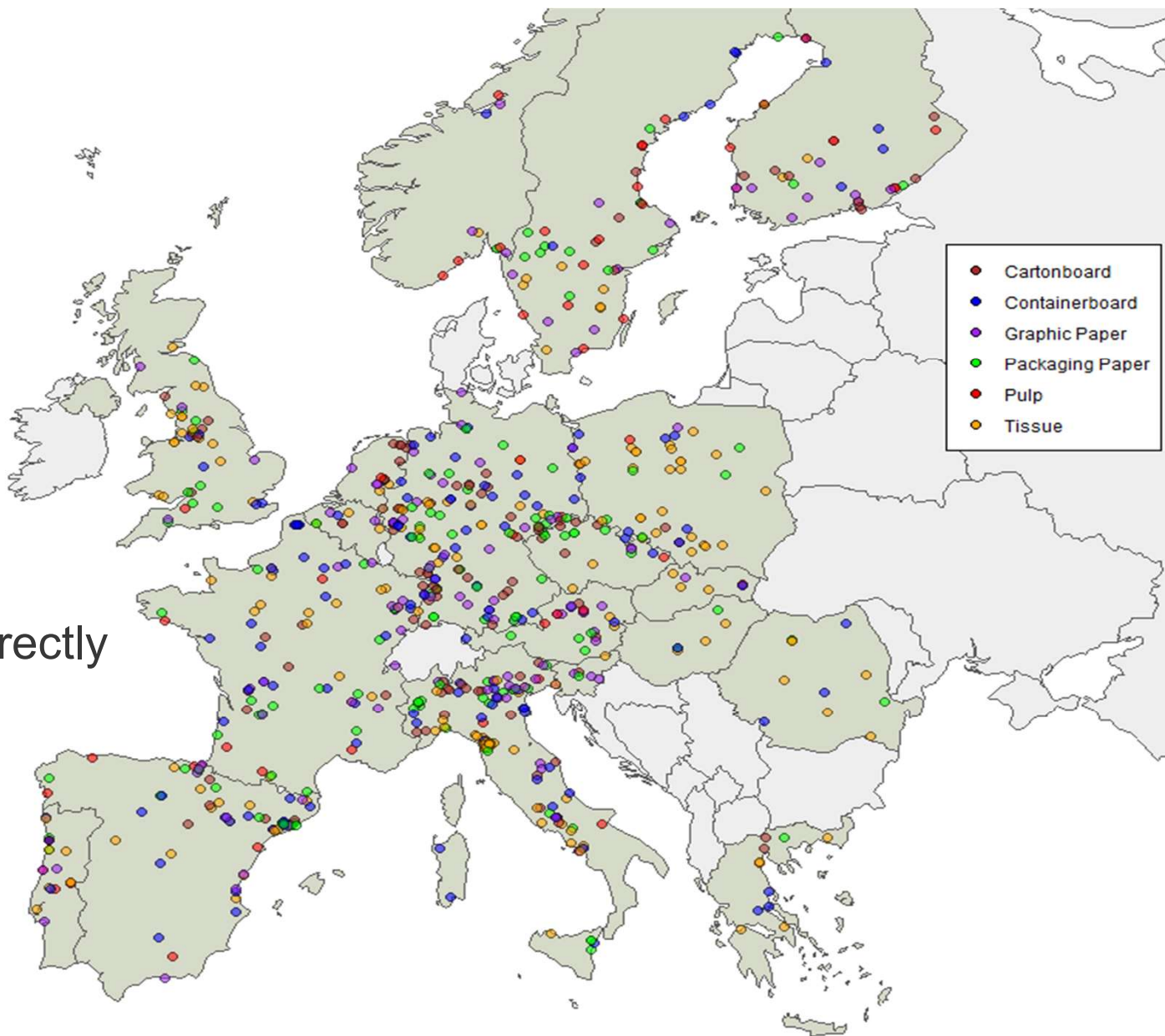


**Producing**  
Pulp & fibres  
Nano-cellulose  
Bio-energy  
Bio-chemicals  
Print & graphic paper  
Packaging solutions  
Hygiene and tissues  
Specialty papers

**470** pulp, paper & board producing companies

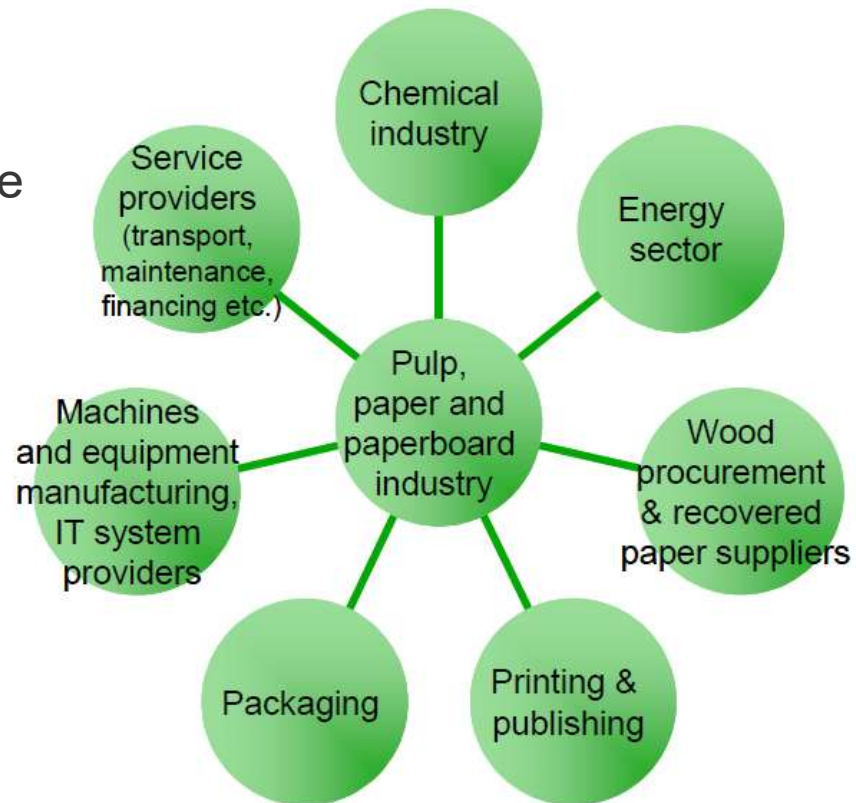
**842** mills across Europe

**174,000** people employed directly



# Europe's pulp and paper industry and its value chain

Our value chain needs efficient and standardized solutions to share real-time data and enhance collaboration



**Cepi**

# **Transform your supply chain with papiNet**

**Per Hammarstrom, Head of eBusiness Stora Enso  
Packaging Material Division  
Chairman papiNet**



papiNet®

direct paper commerce on the net

## What is papiNet?



papiNet is a global, open, and non-proprietary standard developed by the industry and its customers to streamline electronic business transactions.

## Key Benefits



**Simplified Integration:** Adopt a single, standardised format to eliminate the need for multiple custom integrations with trading partners.

**Enhanced Efficiency:** Automate routine tasks, minimise errors, and accelerate decision-making processes.

**Real-Time Data Exchange:** Access up-to-date information, improving responsiveness and collaboration.

**Scalability for All:** Whether you're a small enterprise or a multinational corporation, papiNet is designed to scale with your business needs.

**Free to Use:** The papiNet standard is open to use and free to download where anyone can contribute to its development.

**Enabling tool for regulatory compliance** such as sustainability certifications and EUDR.

# About papiNet

**Forest**



**Wood products**



**Pulp**



**Paper**



**Packaging**



**Labels**



**Books**



**Logistics**



# papiNet's roadmap to the future digital world of our industry

## 1980s - Traditional EDI

Competing EDI standards & implementations start to proliferate. Solutions are costly because of technical complexity and immature telecom services.

## 2000 - e-Commerce

Internet introduced e-Commerce and improved telecom possibilities promising reduced complexity via increased standardization.



## 2020 - Digitalization

Rapid increase of real time data exchange, reduced complexity and ease of implementation using APIs.



## 2023 – API Digitalization

Rapid increase of real time data exchange, papiNet develops logistics use case API's and maintenance of existing XML standard



*Europe (CEPI) & North America (AF&PA) form papiNet organization in 2000 as e-Commerce standardization organization for Paper & Forest Industries.*

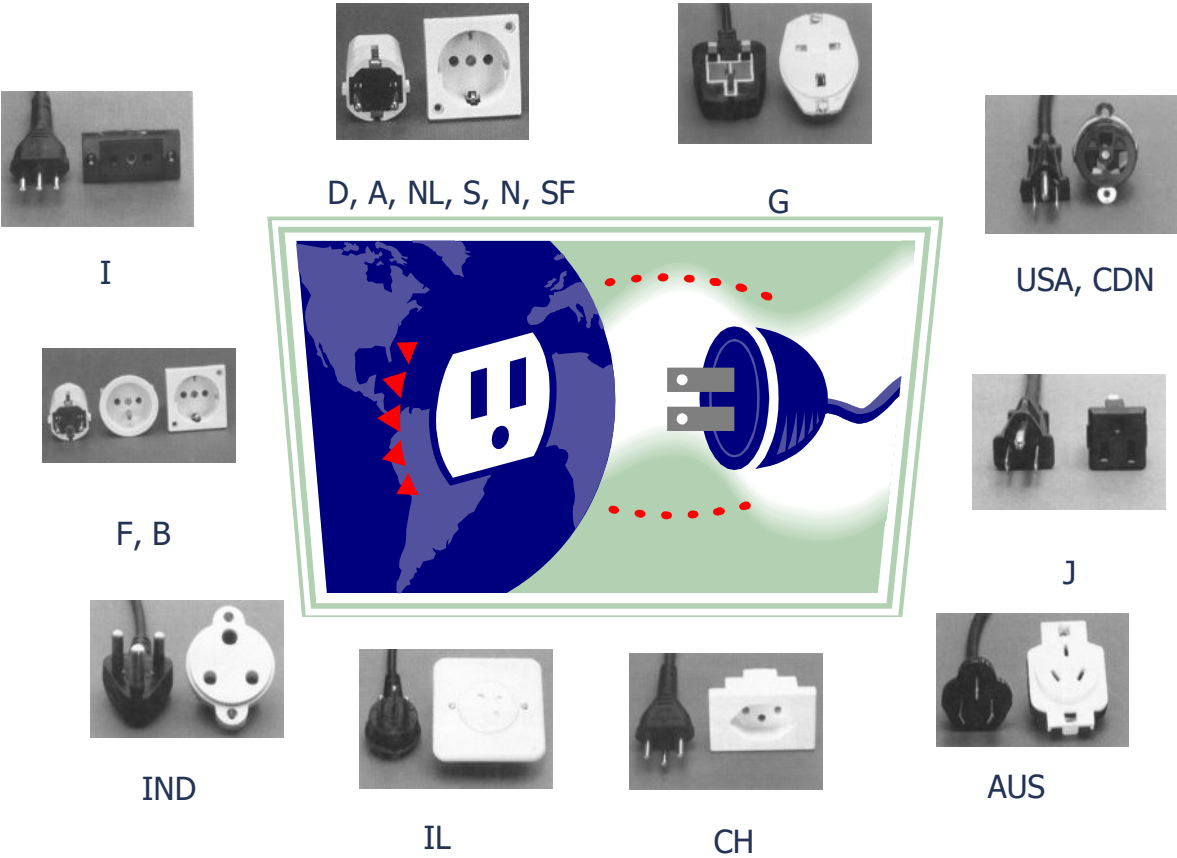
*papiNet has since successfully supported our industry by maintaining a set of e-Documents, enabling electronic data exchange between companies.*

*papiNet has evolved its strategy to support our industries' efforts to improve efficiency in a digitalized supply chain with aim to standardize APIs.*

*Gartner Group says "Use APIs to Modernize EDI for B2B Ecosystem" (2019), industry specific standardization is however lacking.*

*papiNet has already a number of API's developed, and the strategy now is to develop new API 's based on use cases.*

# Why standard?



# papiNet SCORE Model



- Product Attributes
- Planning

- Request For Quotation
- Availability
- Purchase Order
- Order Confirmation
- Call-Off
- Order Status
- Inventory Status

- Product Quality
- Usage
- Inventory Change
- Product Performance

- Delivery Message
- Goods Receipt
- Invoice

- Credit/Debit Note
- Business Acknowledgement
- Information Request
- Complaint
- Complaint Request

Standards are fundamental to an efficient supply chain:

- Enable timely, efficient and effective communications
- Avoid costly non-value added translation activities
- Enable fast and widespread connectivity
- Avoid “one-off” custom connections

## Current Focus Areas



### Develop API's

Focus on use cases ([papiNet](#) · [GitHub](#))



### Current API use case is logistics for the supply chain



### Maintain the current XML standard

Use cases for Forest Wood Supply  
New legislation, e.g. EU Deforestation Regulation  
Users send change requests for new business req's  
(<http://www.papinet.org>)

# The papiNet® standard organisation – with Segment User Groups

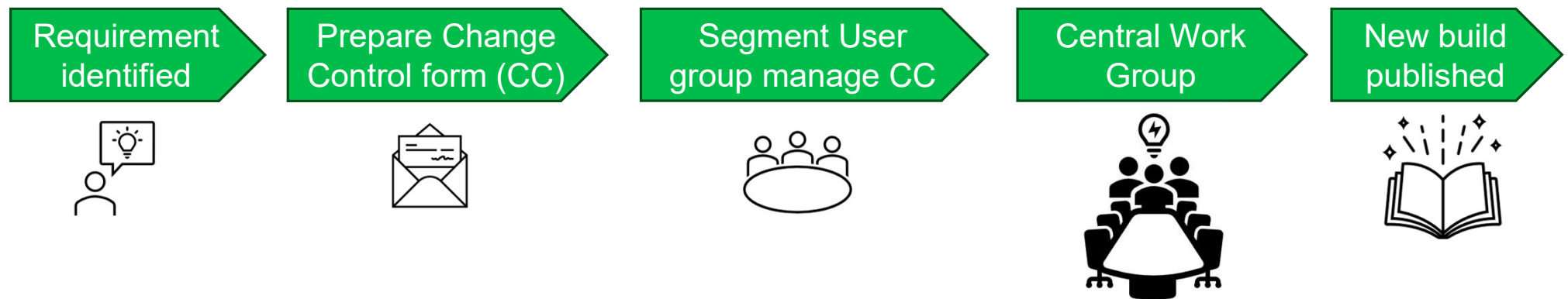


## How we work within papiNet

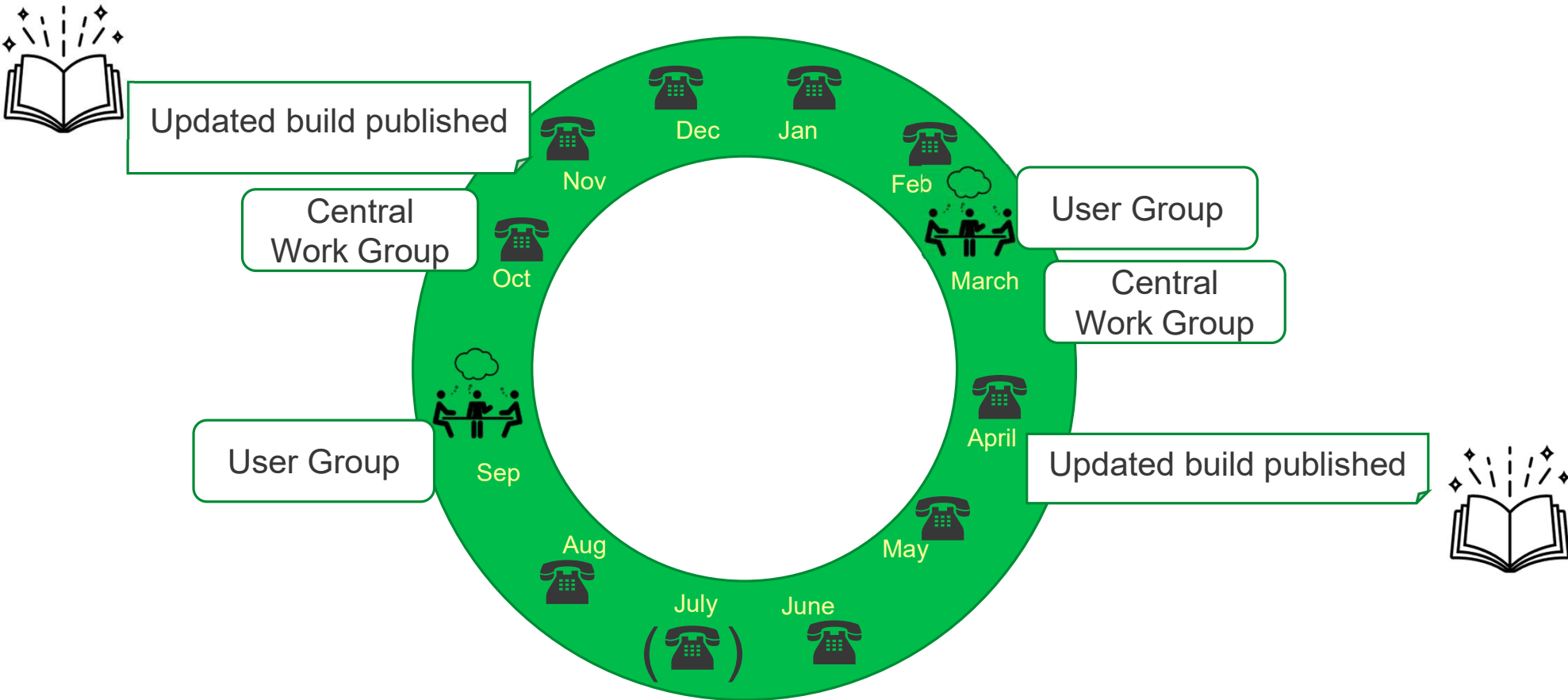
- User groups – dedicated for market segments
  - Open to participate without fees
  - Requests for a business cases normally originate here and were all the pre-work are done for decisions in Central Work Group.
  - Joining the user groups give a good opportunity to contribute and make your business case developed
- Central Work Group
  - Develops standard XML/API(json) specifications for business cases
  - Approve change controls provided by user groups
  - Gives feedback to user groups
  - Release new versions.

## Standard amended as business requirements evolve

- Any company can submit a change control form (CC) to the user group
- A CC includes requested amendment and perceived business benefit
- No fees for submitting a change control form



# papiNet standard build/release management





# papiNet - a business case

**Andre Wagner**





**Business Process Engineer Customer Connectivity**



**Sappi Europe**

# Administrative complexity is growing — margins are not.

## Current State

Core order-to-invoice processes still rely on:




-  Email
-  PDFs
-  Excel
-  Manual checks

-  Errors scale faster than the business
-  Administrative effort keeps rising

## Root Cause

It is the missing shared standard between trading partners.

Without a common language:

-  Automation breaks
-  Errors appear late
-  Scaling requires more headcount

# The Insight & The Solution: papiNet

 **papiNet creates a shared industry language**

 Standardised business messages

 System-to-system integration

 Errors prevented upfront

 Proven in long-term production use



**Result**

**Straight-through processing**





Exceptions only

# Proof from Practice - Walstead CE & Leykam






European printing group • Magazines, retail publications, graphic print • Multi-site operations

## Before

-  Email, PDF, Excel-based processes
-  Manual comparisons
-  Invoice mismatches and claims
-  Delivery data was often received late or incomplete

## After papiNet with Sappi




-  Straight-through processing
-  Strong reduction in mismatches
-  Faster invoice approval and payment

# Proof from Practice - ZING S.A.




# ZING

Distributor of paper, packaging and visual communication products

## Before

-  Orders via email
-  Manual data entry
-  High error rate

## After papiNet with Sappi





-  Automated orders and confirmations
-  Clear time savings
-  Fewer errors

## Customer voice:

*"The biggest benefit for us is that it is a format designed for the real needs of the printing industry."*

# Business Impact

## What papiNet delivers

-  Lower operating cost
-  Faster order-to-cash cycles
-  Fewer errors and claims
-  Stable scaling without extra staff



## Bottom line

**Standardisation reduces structural cost**  
and support sustainable margins.



# **Printers' & publishers' expectations regarding product data disclosures across the supply chain**

**Annette Hillig, Cologne Book Manufactory,  
Responsible Publishing Net**

---

# **Supply Chain Communication – The Printers and Publishers View on Standardisation and Digitalisation in Material Supply Chains**

Speaker: Annette Hillig, Cologne Book Manufactory | Responsible Publishing Net

Cepinar 6th of February 2026



---

## Our Goal: A DPP for the Print & Publishing Sector

- The EU Ecodesign for Sustainable Products Regulation (EPSR) has set the concept of the Digital Product Passport (DPP) as a legal obligation for product sales in the EU market.
- We consider the standardized digital communication across supply chains, which the DPP requires, not only as a regulatory game changer but also as a chance with huge potential for a shift in the efficiency in our product data management.
- That's why we decided to enter a cross industry dialogue on a common machine & human readable Digital Product Passport in 2026, knowing companies who use a DPP – meaning a standard data exchange format – for their product data management will benefit a lot.

---

# Background of the DPP Initiative of the Print and Publishing Sector in 2026

- In 2025 the Responsible Publishing Net and Initiative Online Print joint forces already in the cross sector initiative “Better Together – The EUDR Initiative of the Print & Publishing Sector” heading for a common machine and human readable standard to ensure interoperability of product-related EUDR data processing.
- This was achieved in July 2025 with the publication of EUDR-X by Initiative Online Print.



---

# Background of the DPP Initiative of the Print and Publishing Sector in 2026

- EUDR-X received strong communication support by Intergraf, the European Printers Association, straightaway by setting the frame for the EUDR-X Launch webinar on 19 Sept 2025 with a broad audience of nearly 1.000 registrations followed by a huge wave of interest, appreciation and active support of printers, publishers, paper plants, service providers and business organisations in our sector.
- So besides all the hickhack which came along with the EUDR, there was one great effect it had: The start of lots of very constructive cross industry dialogues with the focus on the common goal of standardized and efficient product data transmissions between the companies in supply chains of the print, paper and publishing sector.



---

## So what's next?

We will continue this year with our cross sector initiative and dialogues.

Our goal in 2026 is to create and publish a standard exchange format for easy transmissions of relevant product data requirements in print & paper supply chains, such as:

- Wood Origin Information  
Safety Data Sheets
- Paper Profiles
- Certificates
- Test Reports
- Technical Data Sheets
- Declarations of Conformity



---

# Better Together – The DPP Initiative of the Print & Publishing Sector / Roadmap 2026

- February/ March: Continuation of preparatory cross industry talks on the prototype of a template which covers the data fields we would like to include into the standard exchange format for data transmissions in print & publishing supply chains – resource planning / clarification of fund raising options
- April-June: Technical Tests
- July: Publication of a Beta Version
- September: Release webinars and activities by Intergraf, Cepi, FEP and other involved industries and companies



---

## Better Together – The DPP Initiative of the Print & Publishing Sector

- We look very much forward to proceeding with our supply chain dialogue with Cepi and the Papinet Team in the next weeks as well as with other industries which contribute materials and services to print & paper products.
- The RPN will be one of the coordinators of the DPP Initiative.
- With the release of the RPN Platform (Beta) in March 2026 the RPN is providing a communication platform for publishers, printers and their material suppliers.



---

# Better Together – The DPP Initiative of the Print & Publishing Sector

- Initiative Onlineprint will again provide technical advice and support of the DPP Industry Initiative.
- Intergraf is ready to accompany the DPP Industry Initiative with communication support, webinars and guidance documents.

---

# Better Together – The DPP Initiative of the Print & Publishing Sector

- Many publishing colleagues in the RPN network are already focusing on the standardization and digitalisation of our supply chain communication knowing it will provide remarkable benefit for all companies who focus on ecodesign and regulatory compliance of their products
- ... as well as on a strong IT based supply chain and business setup heading for the Digital Product Passport which in fact will be the product communication standard for books and other consumer products in the years to come.



---

## Better Together – The DPP Initiative of the Print & Publishing Sector

- We – as printers and print buyers –very much look forward to creating a business setup with our material suppliers based upon easy going supply chain communication and full clarity of the materials in our products!
- So let's work together on this in 2026.



---

## Questions?

Contact:

Annette Hillig

Cologne Book Manufactory | Responsible Publishing Net

[contact@responsiblepublishing.net](mailto:contact@responsiblepublishing.net)

<https://www.linkedin.com/in/annettehillig/>



# Cepi Q&A session





# Concluding remarks

Per Hammarstrom, Head of eBusiness Stora Enso  
Packaging Material Division  
Chairman papiNet



**Cepi** RENEWABLE • RECYCLED • RESPONSIBLE  
EUROPEAN

If you print this presentation, please recycle it.  
Paper is recyclable and the natural support of ideas.

**Cepi** aisbl  
Confederation of European Paper Industries  
Avenue Louise 250, box 80  
B-1050 Bruxelles  
☎ +32 2 627 49 11  
🌐 [cepi.org](http://cepi.org) 🐦 [@CEPI\\_paper](https://twitter.com/CEPI_paper) **in** [Cepi](https://www.linkedin.com/company/cepi)