

airpop® newsflash



Issue 1 /2015

airpop® community is constantly growing

To date, airtop® has officially been introduced in twelve European countries and more than 100 companies signed airtop sub-licenses with their National associations.



Furthermore, eight European raw material suppliers committed to the communication scheme and are now proud supporters of airtop®. First airtop® branded Octabins have been spotted around – thanks Claus, for sharing this picture!

The Irish Association welcomed airtop® with style: it was officially launched during the AGM of the National Insulation Association of Ireland by the Minister of Communications, Energy and Natural Resources, Mr Alex White.



In Italy, airtop® was introduced in early December 2014. More than 50 industry representatives joined the meeting in Milano, held by AIPE.



airtop® news in brief

airtop® mini licenses now available

We set up a mini license for the airtop® supply chain. If one of your customers wants to make use of airtop®, simply ask your local National Association pass on our short agreement on the usage of the logo and the key visual (girl with balloon). In the construction sector a number of installers have already signed the agreement and are thus entitled promote their services by using the airtop logo. In the packaging sector food suppliers delivering their goods in airtop® boxes have shown interest in joining. Templates for a variety of airtop® stickers which can be used for boxes, cars, business stationary etc. are available for all licensees.

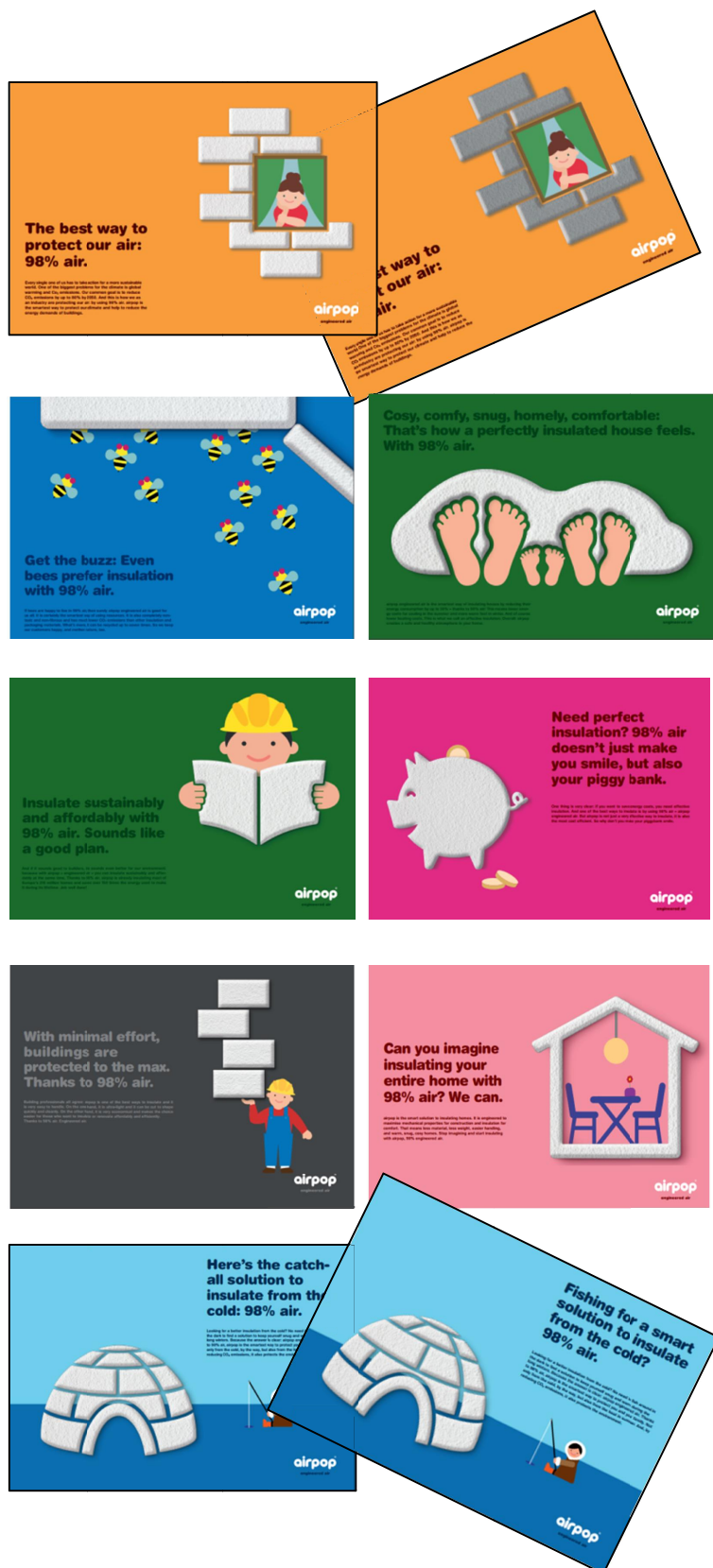
airtop® communication tools translated

The Turkish airtop® manifesto video is on air: The airtop® manifesto video is now also available in Turkish language. [Click here to watch.](#)

The Portuguese Association launched airtop last October and adopted their communication tools.



New airpop® construction motifs launched
EUMEPS construction worked on ten new motifs which are now available for download at the online platform.



Marketing background

Individual marketing planning with airpop®

The European airpop® community is constantly growing. The success factor of airpop® surely is its overarching character: It offers more than just easy and light illustrative pictures. airpop® is an integrated communication scheme, customized for the EPS industry.

To set up a winning marketing plan, begin with a **snapshot of your company's current situation**: Define your company and the products and services you offer. Who is your target audience? How do the benefits you provide set you apart from your competition? And what are the specific market conditions? The next step is the definition of your **marketing goals**. What do you want to achieve with your marketing plan? **Define a communication strategy** you will use. And of course: You will need to spend some money to implement it. So, do not forget to **set your marketing budget**.

As a **National Association** you probably aim to pooling your resources most effectively in order to promote and to facilitate the use of the material airpop®, to maintain existing markets or to gain access to new market segments. These are your **business goals**.

The increase of the membership by x % in y years could be a marketing target for you. You might also aim to making your association more attractive for cooperations and partnerships. And you might want to increase the level of awareness for airpop®; or to raise the awareness of the best airpop® can offer.

marketing goals National Associations

So, you should use the positive airpop® messaging to increase the news coverage about airpop in online and offline press / media. This will help to increase positive awareness for the material.

As a **company** you probably aim for a long-term success with EPS sales and a potential increase of EPS sales in your market segment. Your **marketing goals** most likely support this purpose: you encourage the purchase intention of your (potential) customers, stabilize or in-

marketing goals companies

crease airpop® sales and position airpop® for new segments and markets.

The intention of your **communication strategy** should thus be to raise the awareness of airpop by B2B customers and to increase loyalty to your company and the material.

The intensity of your communication activities depend on the budget and the resources you allocate.

With the airpop® communication scheme you have access to a professional tool which offers a large variety of motifs, logos, messages and sales arguments.

All templates can easily be adapted to your individual needs.

The smart use of resources is the foundation of the airpop® messaging. Of course, we refer to the material airpop® which simply is engineered air. But it also refers to its trouble shooting, comforting and protecting properties. And it is a money saver.

More information at www.airpop.com or contact a.schaefer@eumeps-powerparts.eu

Marketing planning process



Last but not least....

airpop® winter banner

Spring is in the air, but for the last winter days the airpop® winter banner is still in place. If you have the feeling that you missed out something: Don't worry, next winter season will offer new opportunities.



EUMEPS Power Parts Update on Industry Statistics

February 2015

Starting in 2014, EUMEPS members worked on several activities to promote airpop® for Power Parts applications. The precondition for consistent and winning communication activities is a profound knowledge of the European market environment. Thus, two EUMEPS Power Parts Competence Centers focused on the compilation and the analysis of industry's statistics.

For 2013, the **Competence Center Market Intelligence** reports about a challenging year with a total airpop® production decline in Europe of approx. - 6% compared to 2012.

Main markets for the Power Parts sector were domestic / electro-domestic packaging (37%), fish boxes (23%) and industrial and commercial packaging (21%).

In general, companies throughout Europe judge the current business situation for the Power Parts sector stable or slightly negative. Still, on a short term perspective the turnover forecast and the profit situation are assumed to remain stable or to slightly increase.

A deeper look into the figures reveals significant regional differences of the estimates. This shows that some regions are hit more by the economic crisis which is far from being over.

The economic trend survey will be continued on a half year basis.

The **EUMEPS Power Parts Competence Center Recycling** collected European airpop® recycling figures from 2013. The inquiry method bases on the model which was first introduced by Consultic in 2010. We developed this model further and set up a harmonized and transparent tool to collect the data annually.

In 2013, the reuse rate of post-consumer airpop® packaging (recycling or energy recovery) was 67%. From all airpop® packaging 1/3 was being recycled into new EPS or PS products.

The five countries with the highest collection rates are Sweden, the Netherlands, Germany, Denmark and Belgium. The five countries with the highest recycling rates are the Netherlands, Germany, Belgium, Italy and France.

A group of European recyclers validated the statistics and is now working on a communication scheme for the sector.

If you wish to get more information on statistics or the work of the EUMEPS Power Parts competence centers please contact a.schaefer@eumeps-powerparts.eu.

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