

P3

Paper Print Packaging

» **Druckspiegel**

» **ipw bio-fibre** MAGAZINE

» **Paperazzo**

*Biofilms & Peroxide
Advances in Detection Technology*

*Overall Equipment Effectiveness
Indicator for Successful Paper Production*

*Metal Ink Project
Brilliant Prospects for Metallic Embellishments*

*Multiple Benefits
ACS880 Multidrive for PM 4 of Perlen Papier*



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Multiple Benefits

**ACS880 Multi-
drives for PM 4 of
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ment Effectiveness**

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„We are deceived by the appearance of the right thing.“

(Horace (65 - 8 BC), actually Quintus Horatius Flaccus, Roman satirist and poet)



Stefan Breitenfeld, Editor-in-Chief, P3
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Dear readers!

Sustainability - driving force or cost driver? It all comes down to honesty: am I serious about climate change and also seeing the potential for my business, or am I simply (but reluctantly) responding to the market for profit? After all, a long-term, serious sustainability strategy can be a clear financial gain in times of excessive cost increases, raw material and energy shortages - and ultimately a perhaps existential competitive advantage. However, the industry is currently on the way to damaging this driving force sustainably (pun intended) through inflationary use of the term. Hardly a report reaches the editors in which not everything is praised as „sustainability“ - self-evidencies, incoherences, phrasemongering, empty words, empty claims. The resulting effect is called deadening. In the meantime, there is even talk of a sustainability fatigue; no one can take a term seriously if it is used senselessly for vain self-portrayal. Incidentally, the decline in attention opens the floodgates to greenwashing. Sad that there are still copywriters and consultants who believe this can work. It would be even sadder if it turned out to actually work. Or that calculation is behind it.

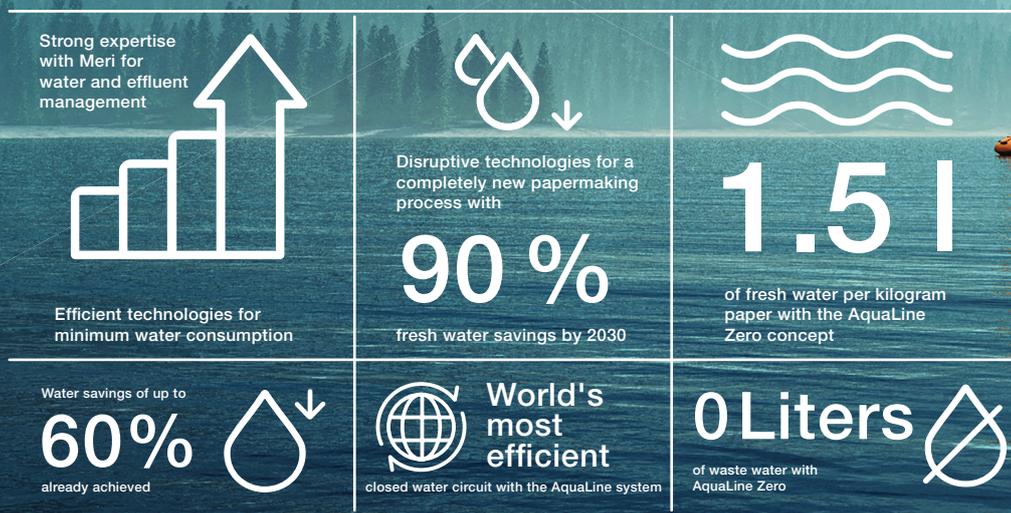
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Stefan Breitenfeld



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Water is precious. Every liter saved a gain.



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