

GREEN PACKAGING INTERNATIONAL



LUXEPACK NEW YORK

The premier trade show for creative packaging

JULY

14 & 15 2021

JAVITS CENTER, NEW YORK

www.luxepack.com

...bigbang.fr - This document is published by INFOPRO

Welcome to the Summer issue of Green Packaging International published as High Street sales are once again on the rise since restrictions on non-essential retailers imposed to fight the spread of Covid-19 have been removed.

There is no doubt, however, that the difficult period from which the world is slowly emerging has had profound effects, especially the impetus given to online shopping. Forecasters believe this trend will continue well into the future and probably result in a permanent change to shopping habits. Online shopping may have driven a surge in packaging across all aspects of daily life, but has also helped to foster further development and adoption of sustainable solutions.

With governments setting ambitious targets to reduce CO₂ emissions and reduce the amount of waste going to landfill, green packaging can play an essential role with recyclability front and centre stage as an important part of the solution. More than ever, purchasing managers have to consider the ability to recycle packaging, thus reducing its impact on the environment, and their decisions are already influencing the operation of the supply chain. The design, choice of materials and selection of packaging by industry and its approval as a practical alternative to plastics by the end-user are all needed to achieve sustainability in the years ahead.

Finally, I would welcome all those newly registered readers, who now join the 12,500 plus to receive this magazine.

Vince Maynard
Publisher

Cover picture - Mondi page 14

GREEN PACKAGING INTERNATIONAL

Volume 1, Number 3 – Summer 2021

Contact information

PUBLISHER & EDITORIAL DIRECTOR
Vince Maynard
KVJ Enterprises, Tralee, Hillcrest Road, Edenbridge, Kent, TN8 6JS, UK
Tel: +44 (0) 1732 505724
Mobile: +44 (0) 7747 002286
Email: pulppaperlogistics@virginmedia.com

CONSULTANT EDITOR
David Young
Tel: +44 (0) 1737 551687
Mobile: +44 (0) 7785 796826
Email: youngeditorial@btinternet.com

ISSN 2634-4394

REGIONAL REPRESENTATIVE
Einar Johansson
Mobile: +46 70 234 80 85
Email: einar.lennart@gmail.com

PRODUCTION
Anthony Wiffen
ASTAC Business Publishing
Tel: +44 (0) 1460 261011
Mobile: +44 (0) 7557 280 769
Email: anton_print_1@mac.com

PRINTING
Brown Knight and Truscott
Tunbridge Wells, Kent, TN2 3BW, UK
Tel: +44 (0)1892 511678
©2021 KVJ Enterprises



Contents



2 Industry News

UK aluminium beverage can recycling hits record-breaking 82% in 2020

11 Product News

New EcoShrink compostable film bids to keep plastics out of landfills



13 DS Smith

DS Smith doubles R&D spend as it accelerates its circular economy strategy

14 Mondi

Extensive paper portfolio from Mondi's Neusiedler mill in Austria is now CO₂ neutral



15 Stora Enso

Stora Enso and Pulpex partner to produce fibre-based bottles on industrial scale

16 People

Tom Giddings appointed Alupro's interim General Manager



GREEN PACKAGING INTERNATIONAL

Editorial Deadline for the Autumn issue of GPI
13/08/2021

UK aluminium beverage can recycling hits record-breaking 82% in 2020

Data published earlier this month by the Environment Agency (EA) reveals that aluminium beverage can recycling hit its highest-ever rate in 2020 – an impressive 82%. This represents a year-on-year increase of 6% in a market that saw significant growth.

With the Covid-19 pandemic leading to a significant increase in at-home consumption, more aluminium packaging was collected and recycled than any year on record. PRNs were issued for a total of 151,515 tonnes, an increase of 31% compared to 2019 figures (115,808 tonnes).

Breaking down these figures, 106,047 tonnes of separately collected aluminium packaging was recorded in 2020 (compared to 89,543 in 2019), while the volume recovered from incinerator

bottom ash (IBA) increased from 26,265 (2019) to 45,468 (2020). Reassuringly, 86% of the collected aluminium packaging was recycled within Europe.

Compared to other packaging materials, many of which saw recycling rates increase year-on-year, aluminium reported by far the greatest rise. Exceeding 2020, business targets by an impressive 15% and realising a surplus of 36,845 tonnes, 2020 boasts the highest ever aluminium packaging recycling rate.

Rick Hindley, executive director at Alupro, commented: "In a year where aluminium packaging sales figures rose significantly, announcing record-breaking recycling rates – in particular an aluminium beverage can rate reaching 82% – is excellent news indeed.

"A sharp increase in the volume of separately collected aluminium

packaging recovered at the kerbside is a clear reflection of changing consumer behaviours and increasing awareness of the benefits of recycling, while the rise in the volume of aluminium recovered from IBA can be attributed to a number of new companies approved to issue PRNs and the commissioning of several new UK energy recovery facilities.

"Looking forward to the next 12 months, which sees the annual target for aluminium packaging recycling increase to 66% and a carry-in of 8,326 tonnes, it's too early to predict how volumes will change.

Figures for the first three months of 2021 suggest that aluminium packaging collection rates have continued to grow. However, with lockdown restrictions now easing and more packaging consumed on-the-go, it's imperative that we maintain best practice recycling

practices – whether inside or outside of the home."

For more information about Alupro, visit www.alupro.org.uk. To access the 2020 recycling rates, visit the Environment Agency's National Packaging Waste Database (NPWD).

National Packaging Waste Data (NPWD) reports 2020 sales based on 2019 actual volumes. Rather than using 2019 production/sales volumes (as reported on NPWD) to determine the aluminium packaging recycling rate, the figure referenced in the text above (68%) uses predictive data for 2020 to provide a more accurate calculation. If 2019 production/sales volumes were used, the aluminium packaging recycling rate for 2020 would be 71%.

The drinks can recycling rate is calculated based on sales data reported confidentially by drinks can manufacturers.



Shotton newsprint mill to be sold

UPM has signed an agreement to sell its Shotton newsprint mill site in North Wales, UK, and all related assets to Eren Paper Ltd, a subsidiary of Modern Karton Sanayi Ve Ticaret, the containerboard and corrugated packaging business of the Turkish industrial conglomerate Eren Holding ("Eren"). The closing of the transaction is planned for late in the third quarter of, 2021.

Eren's plan is to integrate the Shotton site into its existing business units and to make further investment at the site. All 190 employees currently working at UPM Shotton will be part of the transaction.

Newsprint production is planned to stop by 30 September, 2021, and Eren will take over responsibility for the mill as of, 1st October, 2021. While the concrete timeline for the conversion plans will be communicated by Eren, it is already known that the Renewable Energy Generation plant and Material Recovery and Recycling Facility (MRRF) will continue operations throughout the conversion process, corresponding to their role in the regional utility infrastructure.



"We are very pleased with this agreement. It will provide a long-term future for the employees at our Shotton paper mill and a continued use of the site infrastructure. It will help UPM to further consolidate its newsprint production capacity while leveraging the value of the site and its assets. This sale will also support Eren in expanding its business in the UK market" says Winfried Schaur, Executive Vice President of UPM Communication Papers.

"The negotiations with Eren have been transparent and fair throughout and we have agreed close collaboration over the coming months to support the transition with both internal and external stakeholders."

UPM plans to continue serving UK newsprint customers also after the sale and will continue sourcing RCP in the UK. UPM and Eren have agreed to co-operate closely during the transition period to ensure a smooth transfer of the operations.

The transaction will reduce UPM's annual newsprint capacity by 250,000 tonnes and fixed costs by €30 million upon closing of the sale. The fixed costs reduction is in addition to the earlier communicated fixed costs savings impact of €130 million from actions implemented during H2 2020 and 2021.

More information: UPM Communication Papers, Stakeholder Relations, tel. +49 821 3109 225, paperinfo@upm.com

Adagh Group achieves ISO 14001:2015 certification

Ardagh Group, Glass – North America, a business unit of Ardagh Group, announced that 13 of its glass production facilities and its Fishers, Indiana, headquarters have achieved ISO 14001:2015 certification.

The ISO 14001:2015 registration was recently updated from individual site certifications to a multi-site certification, so this is Ardagh's first certification that includes its Fishers, Indiana, Glass – North America headquarters. This multi-site certification demonstrates that Ardagh meets the ISO standards at every level in the organisation.

ISO 14001 is a family of environmental management standards advanced by the International Organisation for Standardisation (ISO). ISO 14001 provides the framework to help organisations minimise their impact on the environment, comply with applicable laws and regulations, and work toward continual environmental improvement. "As part of Ardagh's sustainability journey, we strive to implement robust environmental practices in our production facilities and our corporate office that deliver results," said Conrad Winkler, President

and CEO of Ardagh Group, Glass – North America. "The ISO 14001:2015 certification reflects Ardagh's commitment to environmental excellence and validates our best practices in minimising our impact on the environment, resulting in more sustainable and efficient operations."

Through this certification process, Ardagh has monitored and measured key performance, evaluated results, improved operational controls and maintained regulatory, company and industry compliance.

In addition to the ISO 14001:2015 certification, Ardagh has three

glass production facilities, located in Bridgeton, New Jersey, Dunkirk, Indiana, and Madera, California, that were awarded ENERGY STAR plant certifications, and an ENERGY STAR building certification for its distribution centre in Fairfield, California, from the Environmental Protection Agency (EPA).

For more than 125 years, Ardagh has been producing glass bottles in the U.S. and offers a selection of premium glass bottles and jars in a variety of colors, sizes, styles and finishes.

More information: www.ardaghgroup.com

Alupro launches sustainability fact sheets to highlight circular properties of aluminium

Alupro, the aluminium packaging recycling organisation, has released a series of informative fact sheets outlining the benefits of aluminium packaging. Hosted on the Alupro website, the documents aim to provide packaging professionals, retailers, manufacturers and the wider supply chain with statistics and information about the material's circular properties.

Covering a range of topics, including the recycling processes, collection rates, upcoming legislative changes and the carbon footprint of aluminium, the fact sheets are positioned as a valuable reference document to support design for recycling decision making.

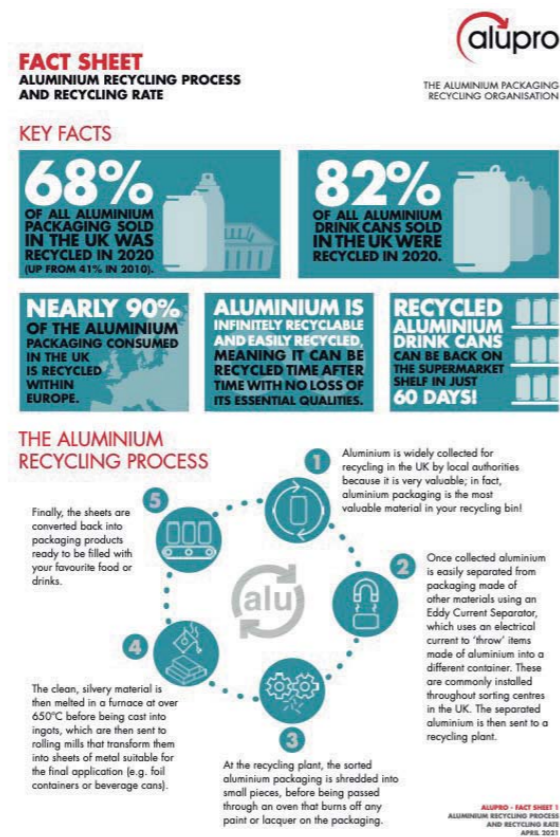
Tom Giddings, sustainability and public affairs manager at Alupro, commented: "Sustainability,

recyclability and resource efficiency are three key considerations analysed during the packaging design process. We wanted to create an easy way for packaging professionals to understand the superior properties of aluminium and access rigorous data to support their decision making.

"Infinitely recyclable, reformed endlessly and retaining its properties indefinitely, aluminium is a true sustainable success story. With exceptional properties and offering versatility for manufacturers, our ambition is to see aluminium used in an increasing percentage of packaging worldwide and always recycled in every market."

To download your copy of the sustainability fact sheets, visit www.alupro.org.uk/sustainability.

More information: www.alupro.org.uk/contact



Ribble's £3.5 million investment into their future

How Ribble's recent investment and Right Size packaging technology are helping to alleviate the strain of national cardboard shortages.

In 2020, Oldham-based packaging solutions provider Ribble Packaging successfully completed a £3.5 million investment project on time, despite the challenges presented by Covid-19. The project, which included a warehouse extension and the installation of various state-of-the-art machinery, began in February 2020, and concluded in early September. The investment has allowed Ribble to expand their capacity and continue growth in the future.

Over the past five years Ribble has worked hard to create a position as the European market leader for the manufacture and supply of

corrugated Fanfold (a concertina of continuous cardboard sheet), in addition to pioneering Right Size packaging solutions in the UK. This journey to success began when they prototyped the very first Fanfold stacker developed by Universal Corrugated BV. Using this highly automated and ground-breaking technology, they were able to ride the growing wave of the 'on demand' culture. It was Ribble's desire to continue as the market leaders in this rapidly developing and evolving market that led to the decision to make this latest investment.

The investment consisted of four projects involving a multitude of contractors from all over Europe, all of whom came together with Ribble's own team to co-ordinate the installations. The teams worked seamlessly in an environment made all the more challenging by

the requirement to comply with Ribble's comprehensive Covid risk management plan: 1. The 'Airbond' System; 2. The Unifold Automated Fanfold Stacker; 3. Dedicated Press Track; 4. Warehouse & Factory Extension

Since the completion of Ribble's investment project in September last year, the packaging industry has experienced an unprecedented increase in demand as a direct result of Covid-19 and Brexit. Despite the challenges which have arisen for the industry as a whole, Ribble have thrived due to the operational success of the new machinery installed and extra warehouse space. Within four weeks of the investment projects being commissioned Ribble had delivered a 25% increase in productivity, allowing them to absorb the demand and maintain their high service levels. Further productivity

improvements are expected to be gained from this investment over the coming months.

In addition to their own operational productivity, Ribble's Right Size packaging has proven to be an effective solution for their customers, particularly for retailers. Right Size has allowed businesses to regain control and streamline their packaging process despite the ongoing short-term packaging shortage. Stephen Rector commented on the positive impact Right Sizing has on the packaging industry "With the events of 2020 and a greater emphasis on the role of ecommerce within the retail industry, we have seen a rise in demand of Right Size technology that can cope with the ever-changing retail landscape."

More information: <https://ribble-pack.co.uk>



PULPAPER
29–31 March 2022
HELSINKI, FINLAND

Welcome to the leading international event for the forest industry

The next PulPaper event will be held in Helsinki on 29-31 March 2022. PulPaper is the forum for the latest technology and offers optimal business and networking opportunities in a multinational environment. The global industry will once again be gathered in Helsinki.

For more information and contact details:
[#PulPaper2022](http://pulpaper.fi)

- Exhibition • Conferences • Business Forum
- Excursions • Social events

BUILDING TOMORROW'S BIOECONOMY

PULPAPER IS ORGANISED AT THE SAME TIME WITH the leading Nordic chemistry and biotechnology event **ChemBio Finland** and the international chemistry conference **Helsinki Chemicals Forum**.



Organized by: **MESSUKESKUS**

Stora Enso inaugurates its renewed containerboard mill in Oulu, Finland



Stora Enso has arranged a virtual inauguration ceremony to celebrate the successful conversion of the Oulu Mill which was transformed from paper production into high-quality kraftliner production. The Prime Minister of Finland, Sanna Marin, inaugurated the mill. Oulu is Stora Enso's second successful conversion, following Varkaus Mill, inaugurated in 2016.

The €350 million conversion project proceeded according to plan, from the investment decision made in May, 2019, to the start of the commercial deliveries in the first quarter of 2021. The current ramp-up phase is proceeding ahead of plan, and the customer feedback has been positive.

The new machine is estimated to reach its designed annual production capacity of 450,000 tonnes by the end of the June, 2021.

"Stora Enso has a long and proud history of being able to transform, innovate and embrace the future. Today's inauguration celebrates a successfully completed project. Packaging already today represents more than 40% of our total sales. The additional kraftliner capacity in Oulu enables us to further strengthen Stora Enso's offering in the global markets with significant room for growth," says Annica Bresky, Stora Enso's President and CEO.

The product, AvantForte by Stora Enso, has three fibre layers, making it the strongest kraftliner in Stora Enso's

portfolio. Packaging applications include fresh, fatty or moist food, as well as high-end e-commerce packaging. Customers with demanding packaging end-uses that require strength, purity and strong visual appearance features benefit from Oulu's new product. The market demand for the product is strong, as the global containerboard demand is forecasted to grow +2% per annum.

"It is very rewarding to enable more premium capacity for the booming containerboard market. The pandemic has clearly played a role in changing consumer habits, such as online shopping and healthy eating — they are both areas in which renewable packaging materials play an important role.

Now, with AvantForte, our strong quality kraftliner from Oulu, we have a new high-end product selection that we can offer to our customers," says Hannu Kasurinen, executive vice president, packaging materials division.

The investment included a conversion of paper machine 7 into a world-class production line for virgin-fibre based kraftliner as well as the modification of the pulp mill and drying machine for unbleached brown pulp. In addition, Stora Enso invested €40 million to enhance the mill's environmental performance.

More information:
Ulrika Lilja
EVP, Communications and Marketing
tel. +46 72 221 9228

Protega sets the benchmark for sustainable product protection

A combination of concern for the environment and the dramatic increase in e-commerce business, due to the coronavirus pandemic, has inspired the launch of a unique paper-based packing system by Protega Global Ltd.

The innovative and compact Hexcel Dispenser Bench has been developed and manufactured in the UK by Protega to complement its paper alternative to plastic bubble wrap. This means that as well as being dispensed using stand-alone equipment Hexcel can now be integrated into a customer's packing station. This puts Hexcel right at the operator's fingertips which in turn means faster wrapping and lower footfall. The integrated Hexcel bench was launched in response to e-commerce businesses demand for a sustainable alternative that's as good as plastic bubble wrap and an efficient method of packing fragile goods to meet the significant increase in online demand for their products.

Requiring no power supply, this



pioneering space-saving dispenser can be designed to fit a customer's specific requirements and deployed anywhere in the packing room or warehouse. It separates, wraps and tears off Hexcel paper wrap through the simple roller system, while roll change is easy: just lift the bench top and slide on a refill.

Premium retailers are among those leading a significant uptake of the system, which is ideal for items such as tableware, glassware, health and beauty products and bottles and jars. The accessibility of the dispenser bench is proving very popular with customers, says Protega director, Richard Steedman.

He explained: "We founded Protega

after observing that there wasn't much investment out there in paper packaging or voidfill solutions. The storm over plastics in the ocean propelled the business forward and drove the need for a sustainable alternative to plastic that offered better protection. We also wanted to introduce more accessible equipment that could be integrated into packaging areas."

Virtually maintenance-free, all the parts for the Hexcel dispenser bench manufactured at its Salisbury plant are sourced within the UK and the paper is partly recycled, as well as 100% recyclable minimising the product's carbon footprint.

A combination of the Hexcel equipment and stackable material on a packing bench can save time and improve production compared to operators having to access large rolls of bubble wrap stored elsewhere on the floor. It's also very flexible for different applications because it can spiral wrap wider products and additionally adhesive tape is not required.

Protega's Hexcel dispenser bench has been such a hit with trial customers that the company is already planning another new product launch later this year. In addition to the new dispenser bench, Protega offers a paper cushion, which provides protection against shock damage to goods in transit. This is the perfect complement to Hexcel paper which provides the surface protection. The company also supplies paper tapes and paper mailing bags as well as their own manufactured 'Dynasafe' retention system - a quick, tidy solution for goods like electrical products and cosmetics.

More information please visit www.protega-global.com.

New 'Charter of Trust' founded to reinforce standards for paper straws

UK-based sustainable packaging company, Transcend Packaging, alongside other straw producers and companies from across the paper straw supply chain, have founded a new charter of trust for compliance standards relating to all aspects of paper straw production.

Already with 14 signatories from across the paper straw supply chain including straw manufacturers and suppliers of adhesives, paper, machinery and inks, the group has formed in response to the rapidly rising number of paper straws being

used across Europe, and the need for the marketplace to have a simple way to procure straws that are in full compliance with all applicable UK and EU standards.

All businesses signed up to the charter of trust for paper drinking straws will have to meet all regulatory standards set in Europe by the EU and national governments. This is applicable for all components of the paper straw, from paper to adhesives and inks. The hope is to create an identifiable segment of the paper straw market where all players

in the supply chain have pledged full compliance with applicable regulations.

As the paper straw has grown in prominence, it is clear that small and middle-sized businesses do not always have the capacity to make informed decisions about the quality of the paper drinking straws they are buying. Similarly, national authorities often lack the resources to check the compliance of imports and of products already circulating in the market. This is what led to the creation of the Charter of Trust, which

will be reinforced with the launch of a registered trust mark for compliant products and brands later this year.

Transcend Packaging is an industry leader in paper straw production and has already won several major contracts with high street brands, supplying eco-friendly paper straws to the likes of McDonald's and KFC. Transcend recently unveiled the first on-pack bendable straw in the UK for juice brand Ribena, and recently opened its second plant as it expands into Europe, which is based in Italy.

Mondi's new recycled containerboard machine in Slovakia delivers a win-win solution for environmentally-conscious customers

Mondi, a global leader in packaging and paper, is supplying customers with its innovative and sustainable containerboard grade made in Slovakia from renewable materials. Kraft Top White combines the strength, printability and appearance benefits of a white fresh fibre top layer with the advantages of a recycled fibre bottom layer.

State-of-the-art paper technology increases strength while reducing weight, making Kraft Top White a compelling solution for the growing European white top liner market for use in shelf-ready packaging, point-of-sale displays, trays, e-commerce packaging, consumer durables and other customised packaging applications. The Ružomberok mill enjoys a central location in the growing European containerboard market and can therefore offer reduced delivery lead times to customers across Europe for these new paper solutions.

Mondi's annual 300,000 tonnes Kraft Top White capacity is unmatched in Europe. Production



of the two Kraft Top White grades – ProVantage Smartwhite and ProVantage Topwhite – has been ramping up since PM19 started-up in January. At full capacity, the machine will use more than 200,000 tonnes of paper for recycling per year (mainly from Slovakia), opening new processing capacities and supporting the circular economy by keeping materials in circulation and preventing waste.

“Mondi's purpose is to contribute to a better world by making innovative, sustainable packaging and paper solutions. Our new paper machine in Slovakia enables us to offer customers a high-quality new containerboard solution, while further improving the environmental footprint of our Ružomberok mill. Despite the challenges of operating during the pandemic, the local team executed this complex project safely and efficiently, and we are proud of the positive impact that 125 new permanent jobs will have on the local community,” says Markus Gärtner, CEO Corrugated Packaging at Mondi.

The new paper machine is part of Mondi's extensive €370m modernisation programme at the Ružomberok mill over the past two years. The fully integrated pulp and paper mill has undergone major upgrades including an automatic warehouse storage area for end products, a recycled paper line, a recycled storage area. Work was also undertaken to improve the

wastewater treatment plant. It now produces biogas as a by-product which is used at the plant's boilers, consequently reducing the mill's use of fossil fuels. Avoiding waste, keeping materials in circulation and reducing its own greenhouse gas emissions in line with science-based targets are a key focus of MAP2030, Mondi's 10 year Action Plan on sustainability.

Technical details

- Two Kraft Top White containerboard grades are produced on the PM19: ProVantage Smartwhite and ProVantage Topwhite
- Available with FSC or PEFC certification to meet demand for responsibly sourced materials
- Machine width: 5.30 metres
- Production capacity: 300,000 tonnes per year
- Recycled paper consumption: more than 200,000 tonnes per year



New EcoShrink compostable film bids to keep plastics out of landfills

In today's world, many are looking for 'greener' ways to approach packaging. This includes looking at the entire range of the product's life cycle, from raw material sourcing to disposal. With this in mind, Cortec Corporation has been working tirelessly to introduce viable packaging options that can make the 'circular economy' a reality. For more than two decades, EcoCortec has recently intensified efforts to develop a variety of practical alternatives to traditional plastic films and bags. Today, EcoCortec is pleased to announce the official release of EcoShrink™ Compostable Film, a commercially compostable alternative to common plastic shrink wraps for use in industrial packaging applications.

Designed with the circular economy in mind

EcoShrink takes both the beginning and the end of the shrink wrap product life cycle into account. EcoShrink is sourced from certified commercially compostable resins and contains 45% biopolymers. After use, EcoShrink can be disposed of in a commercial composting environment to reduce the amount of plastic packaging that normally ends up in a landfill.* EcoShrink is shelf and curb stable and will retain



its integrity until disposed of properly. Key environmental benefits can be summarised as follows:

- Meets ASTM D6400 standard for commercial composting
- Contains 45% biopolymers
- Reduces conventional plastic waste
- Improves user's environmental footprint

Putting EcoShrink to good use

In addition to these 'green' benefits, EcoShrink™ has many practical characteristics. It is designed for standard heat-shrinking applications. Users of EcoShrink can shrink wrap their small or large components as normal to conform to the shape of the object. EcoShrink is a great way to keep dust, dirt, and moisture off warehouse stock while keeping

components bundled into a streamlined package. Shrink wrapping can be done with a wide variety of standard shrink tools. Simply measure the size of the unit, determine how much film is needed to wrap around it with enough for overlap, then shrink wrap as usual. EcoShrink is available in 2 or 4 mil (50 or 100 µm) thicknesses and as single wound or centerfold sheeting in widths of 18" (45.72cm) or 36" (91.44cm). Rolls come individually boxed or in cradle packed pallets.

Join the quest for greener packaging options!

There are many possible steps in the journey toward reducing plastic waste. With EcoShrink™, Cortec has chosen to take the route of incorporating renewable materials and ultimately

keeping plastics out of the landfill by designing them for an industrial composting waste stream. Contact EcoCortec today to learn more about EcoShrink and to join the quest for greener packaging options. *More information:* <https://ecocortec.hr/eng/index#footer2-1h> *Learn more about EcoShrink™ Compostable Film:* <https://www.cortecvci.com/Publications/PDS/EcoShrink.pdf>

*Note: This product is intended to be composted in a commercial composting facility operated in accordance with best management practices. Check locally to see if such a facility exists in your community and if they will accept this product. Not suitable for backyard composting.



Smurfit Kappa Brazil's new packaging solution wins Red Dot Design award



Smurfit Kappa Brazil, partnering with sommelier Myriam Echeverri, has won a prestigious Red Dot Award in the category of Product Design 2021. The award recognises this packaging as one of the most innovative design projects in the world. The packaging challenge came from Wine & Bite Box to secure and protect bottles of wine and food for a growing trend of tasting boxes being delivered to customers for an at-home gourmet experience.

Developed by Smurfit Kappa with 100% recyclable materials, the main advantage of the packaging design is its flexibility and the ability to accommodate different shapes and sizes of wine bottles safely, without having to use any filling materials. This design has a variety of 220 options to optimise space within the cardboard box and to accommodate different formats allowing for the wine bottle and food to fit perfectly.

Commenting on the award, Juan Guillermo Castañeda, CEO of Smurfit Kappa The Americas said: "We are extremely pleased to receive the Product Design 2021 Red Dot Award. It demonstrates that our innovative and sustainable packaging designs are making a difference. Partnerships

with businesses like Wine & Bite Box are extremely important to us. We embrace the challenge to improve and develop our packaging designs to meet the changing needs of our customers and to build on our expertise."

With the growth in e-commerce during 2020, accelerated due to the pandemic, Wine & Bite Box saw an increase of 21% in sales and currently, its products are being delivered across Brazil.

"The new packaging solution developed by Smurfit Kappa will ensure that my products arrive safely and securely to my customers, wherever in Brazil they may be, guaranteeing a positive experience from start to finish," said Myriam Echeverri, sommelier and founder of Wine & Bite Box.

"Each of my gourmet tasting boxes are unique, and that uniqueness starts with the packaging. It is a great honour to receive this award together with Smurfit Kappa, as we are not only working on something that is innovative and sustainable, but also provides the best unboxing experience for customers."

Smurfit Kappa is known for Better Planet Packaging, a portfolio of innovative packaging solutions which are designed to be more sustainable and tailored to customer needs.

Monadnock Paper Mills launches the ENVI Performance Board portfolio

Monadnock Paper Mills, Inc., has launched its new Envi Performance Board portfolio, a comprehensive collection of sustainably advantaged packaging materials.

Its wide range of source materials includes 100% post-consumer waste (PCW) recycled fibres, industrial hemp, reclaimed cotton, and recycled jute. Ideal end-use packaging applications include cosmetics, fragrances, nutraceuticals/CBD, wine and spirits, fashion accessories, health and wellness, jewelry and watches, and technology and entertainment.

All Envi Performance Board products are manufactured in the United States and are FSC certified, manufactured carbon neutral (VERs), and made with 100% renewable Green-e certified wind powered electricity (RECs) under a third-party certified ISO 14001 Environmental Management System.



Sustainability is melded with performance to ensure ease of converting and the ability to withstand rigours of the supply chain. High print fidelity, excellent folding characteristics with full ink coverage, embossing and foil-stamping capabilities have been conducted in-house and field-tested. Envi Performance Board is recyclable in the curbside mixed paper waste bin.

Envi Performance Board features five distinct portfolio offerings with a range of caliper and coating options.



Bio Paper Plus Colour Straw - available from Matrix Pack

Matrix Pack, a leading company in cutting-edge eco-friendly food packaging is announcing that, effective immediately, orders can be placed for its industry-first Bio Paper Plus Color Drinking Straws.

Matrix Pack, already the trusted supplier of paper drinking straws to Europe's most Symbolic Quick Service Restaurants (QSR), Foodservice, Retail and Beverage/Bottling brands, is very

proud to combine environmental stewardship with the commitment to deliver the very best to customers and consumers.

The modern paper drinking straw is a new highly engineered product and Matrix Pack is leading the way with its new Bio Paper Color Drinking Straws line, focusing on food contact safety, performance, and price.

More information: www.matrixpack.gr

Le Bon Garçon – in a perfect twist with NatureFlex

Los Angeles-based, Le Bon Garçon, is a modern caramel confectionery brand that combines the carefree spirit of Paris with vibrant LA life.

The buttery caramels are produced seasonally, using a traditional French technique and local organic ingredients. These delicious bites are then beautifully twist-wrapped in NatureFlex films: not only do these attractive little wraps protect the sweets, they complement the brand's ethos with their sustainability credentials.

NatureFlex films are renewable and compostable. They are produced from sustainable wood pulp harvested from responsibly-managed plantations and are certified to both EU (EN13432) and US (ASTM D6400) composting standards. In addition to industrial composting, the product has also reached the TÜV Austria OK Compost Home standard required. This means that these films are suitable for home / backyard composting; once the caramels have

been eaten by the consumer, the wrappers can simply be discarded into the home compost bin.

With its inherent natural dead-fold properties, NatureFlex is the perfect twist wrap for confectionery items: perfect wraps can be achieved every time. In addition, the exceptional optical clarity of NatureFlex means that the full glossy appearance of the tasty caramels can be fully appreciated by the consumer, offering mouth-watering shelf appeal.

Le Bon Garçon Founder Justin Chao, claims that, Oprah's Favourite Things list declared, "our sweets so good that they're ...hard to give away"! He adds, "Futamura's NatureFlex is the best of both worlds. My caramels look great and my customers can rest assured that my sweets are wrapped sustainably in compostable cellulose film".

Le Bon Garçon caramels are available at Whole Foods in Southern California or online at Lebongarcon.com or Food52.



Mondi packages potatoes in award-winning paper bag with Sustainex bio-based coating

Mondi collaborated with food packaging specialist Silbo to develop an innovative paper bag with bio-based coating for the Meade Farm Group.

The high-strength bag is FSC-certified and uses Mondi's speciality kraft paper, corn starch-based netting, Mondi's biodegradable Sustainex coating and water-based ink. The paper bag eliminates the need to use hard-to-recycle plastic

Mondi, has partnered with SILBO, a Polish leading producer of compostable packaging, to create a paper-based high-strength packaging for the Irish farm potato business Meade Farm Group. The innovative bags replace hard-to-recycle plastic with paper, a renewable resource enhanced with a bio-based coating and are certified as compostable.

Working closely for two years, SILBO, Meade and Mondi developed the FSC-certified bag using speciality kraft paper to ensure strength in handling while providing barrier properties to keep the produce fresh. The bag has multiple sustainability features: a corn starch-based netting for a small cut-out window, water-based ink and Mondi's biodegradable Sustainex coating, which provides heat sealing and moisture barrier protection.

The packaging has been launched across Ireland, Poland, France and Germany, winning the silver Fruit Logistica Innovation Award. The new solution helps Meade to achieve its sustainability goals: using packaging that is reusable, recyclable,



renewable or compostable wherever possible.

Jan Murzyn, Extrusion Solutions & Speciality Kraft Paper Sales Manager Poland, Mondi, says: "The bags need to withstand very heavy weights, while providing a solution that is kinder to the planet. Our EcoSolutions approach means we work very closely with our customers to reach their sustainability goals and create a bespoke solution that's the best possible option for the customer, consumer and environment".

Marcin Śpiewok, SILBO Business Development Manager, explains: "The hybrid solution combines the excellent strength of speciality kraft paper and the tailor-made barrier and heat-sealing properties of compostable materials. Mondi's speciality kraft paper in combination with our net, water-based print, and unique technology was a long sought solution in the food industry and allowed us to substitute the conventional combination of plastic and mesh. We created the worldwide first compostable form-fill-and-seal potato bag with net window to deliver strong, durable, breathable, eco-friendly packaging for Meade".

BillerudKorsnäs launches new generation of coated liner from KM7

With Pure DecorX, BillerudKorsnäs is introducing the latest development in White Top Kraftliner. The launch opens up great improvement potential for decorative corrugated packaging, in terms of strength, print appearance and sustainability.

Pure DecorX is a three-ply construction made of 100% primary wood fibres, which makes the liner strong, stiff and with high thickness. In practice, this means great lightweighting opportunities, high runnability in converting machines, reduced risk of washboarding, and enhanced packaging performance.

The use of only primary fibres also makes Pure DecorX a climate-smart choice: it is renewable, recyclable and

biodegradable, and the fibres can be traced back to responsibly-managed forestry.

Pure DecorX is coated for surface smoothness, yielding excellent print results in terms of lifelike image reproduction and colour fidelity. This makes the product very competitive in applications such as shelf-ready packaging, displays, and packaging of food & beverages and premium consumer goods.

"Thanks to our knowledge, experience and state-of-the-art technology we have been able to secure the quality parameters needed for the highest pre- and post-print demands in one product," says Rolf Gustafsson, Director Product Management Containerboard BillerudKorsnäs. "Customers can use just one coated quality for pre-print as well as for post-



Thanks to its strength and superior printability Pure DecorX is an excellent choice for premium consumer goods.

print – an extra benefit."

The new liner is produced on KM7, the world's most modern board machine. Product quality parameters are monitored in real time using advanced sensor technology, which ensures unique product consistency. And with the impressive capacity of

550,000 tons a year, availability is secured.

The BillerudKorsnäs range of Pure liners are backed up by the Containerboard BoxLab services, where customers can turn for support and advice on optimisation of packaging solutions.

Smurfit Kappa's Bag-in-Box is first to secure Amazon's 'Frustration-Free Packaging' certification

Smurfit Kappa's innovative three litre Bag-in-Box packaging design has received Amazon's 'Frustration-Free Packaging' (FFP) certification. This is a world first for a generic packaging design, applicable for a wide range of products. The company unveiled this unique Amazon FFP pre-certification to thousands of customers at its recent invite-only virtual Better Planet Packaging event.

Businesses selling on Amazon Marketplace can now use this ready-to-go, pre-certified Bag-in-Box design avoiding the need to go through costly and time-consuming testing at a specialised ISTA certified laboratory to gain FFP certification.

Commenting on the collaboration, Smurfit Kappa VP of Innovation and Development, Arco Berkenbosch



stated: "We are delighted to partner with Amazon to deliver the first ever pre-certified FFP design. It is a testament to the experience Smurfit Kappa has gathered conducting ISTA certified packaging analysis and Amazon FFP certification over the past 14 years. This new collaboration gives businesses the opportunity to sell through Amazon Marketplace at a much faster speed."

Bag-in-Box, part of Smurfit Kappa's eBottle portfolio, is the ideal packaging solution for transporting liquids, such as juices and wine, to be sold online. It is robust enough to protect the product during transit and its shape allows for optimal logistical efficiency and handling. Bag-in-Box uses on average 75% less plastic than rigid plastic packaging and has easy to separate materials, therefore

guaranteeing high recycling rates.

When in Rome is a British wine company, which will benefit from the announcement. Rob Malin CEO of When In Rome, said: "When in Rome is a premium Italian craft wine brand and we have sold very successfully on Amazon UK since July, 2020. The availability of pre-certified FFP designs will certainly make it easier for us and other eco-friendly wine brands to grow the market share of Bag-in-Box wines on Amazon and, accordingly, help us reduce the environmental footprint of the wine industry."

Bag-in-Box is a part of Smurfit Kappa's Better Planet Packaging portfolio of products that seek to make a positive impact on supply chains, while improving packaging's environmental footprint.

DS Smith doubles R&D spend as it accelerates its circular economy strategy

DS Smith, has announced a £100 million R&D and innovation package to accelerate its work in the Circular Economy.

The new investment over five years includes the creation of a new breakthrough technologies hub in the UK, new materials development to replace plastics and a pilot to gauge G-force shock in home delivery packaging.

The increased investment underpins the sustainable packaging company's new Circular Economy led Sustainability strategy which pledges to offer all customers 100% recyclable packaging within two years and replace a billion pieces of supermarket and e-commerce plastic by 2025.

The R&D programme includes the following projects:
New materials

Accelerated investment in new materials development including new fully recyclable, translucent packaging to replace plastic windows in sandwich and ready meals packs, and new research into alternative natural fibres.

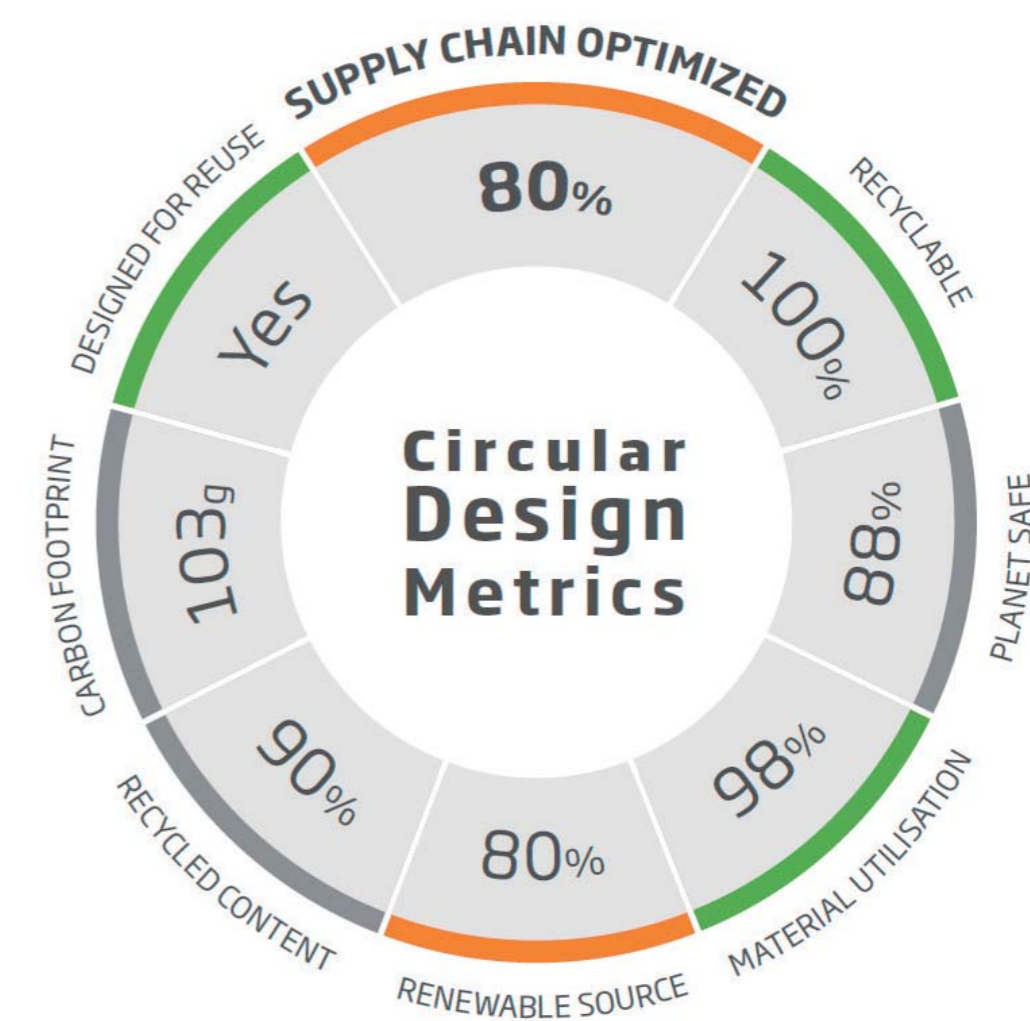
Expansion of its barrier technologies such as its recent piloting of 'Touchguard', a packaging coating that resists the transmission of viruses.

Applying science to fibre: In depth analysis of different fibres in recycled paper and corrugated to optimise its strength, resilience and recyclable properties.

Designing out waste

Real world analysis of e-commerce home delivery supply chains, including measurement of G-force impacts on packages in transit, to reduce wastage and prevent damaged parcels.

New trials on strengthening natural



paper fibres to optimise materials in box design and manufacturing. The new technology enables excess fibre to be removed from the packaging whilst improving its overall strength and resilience.

700 DS Smith designers trained in circular design, in partnership with the Ellen MacArthur Foundation, so all customers have access to circular packaging and services.

New prototyping acceleration hub

The creation of 'Unit 17', a new prototyping and testing facility in the UK, to develop breakthrough innovations. This new facility will fast-track next generation technology

and works in partnership with the Group's 50 innovation centres and R&D partners.

DS Smith chief executive, Miles Roberts said: "How we live our lives and how we all take care of the environment is a top priority. We are now investing more than previous years to ensure that we are leading this change and can offer customers packaging that has less impact on the environment.

"DS Smith makes sustainable packaging that is fibre-based and fully recyclable. We continue to focus on reducing our impact of our operations on the environment, but, importantly, we are able to contribute to wider

society by providing circular packaging solutions and supporting our customers in transitioning to a circular economy."

DS Smith's Now and Next strategy was launched in the Autumn of 2020, and includes industry leading goals, focused on the circular economy. As well as conventional target areas of reducing carbon emissions, water reduction and less waste to landfill, the sustainable packaging company has challenged itself to cut 250,000 lorry journeys from the roads, replace a billion pieces plastic from supermarkets and online shopping and educate five million young people in the circular economy.

More information: www.dssmith.com

Extensive paper portfolio from Mondi's Neusiedler mill in Austria is now CO₂ neutral



Mondi's Uncoated Fine Paper mill in Austria now offers a comprehensive portfolio of CO₂ neutral papers for professional print, office use and premium packaging

This is in response to growing demand from customers for CO₂ neutral products. This new offering builds on Mondi Neusiedler's history of sustainable and CO₂ neutral papers

Mondi, a leading company in packaging and paper, is now offering a comprehensive portfolio of CO₂ neutral papers from its Uncoated Fine Paper business to serve the professional print, office and premium packaging sectors.

Mondi Neusiedler has been

offering CO₂ neutral products for over a decade, including Color Copy original and selected products from the NAUTILUS range. From April, 2021, the mill has extended its offering of CO₂ neutral paper to almost all premium paper brands. This includes PERGRAPHICA, Mondi's premium paper brand for creative design, publishing and luxury packaging applications, combining premium printing and finishing quality with sustainability in one portfolio. By offering the full PERGRAPHICA range as CO₂ neutral, Mondi is meeting the growing demand of customers such as agencies, designers and brand owners for sustainable and CO₂ neutral printing, publishing and packaging products.

The paper's CO₂ emissions

were calculated and offset with the support of ClimatePartner and are therefore classified as CO₂ neutral. Mondi's CO₂ calculations are based on recognised industry standards such as CEPI's Carbon Footprint Framework for paper and board products. ClimatePartner is an international solutions provider for corporate climate action, with whom Mondi has a long-standing relationship. To offset all calculated CO₂ emissions, Mondi supports the Pesqueiro hydro power plant on the Jaguariariva River in South Brazil – an internationally recognised carbon offset project. According to ClimatePartner's calculations, for a printed and converted book, paper represents 50-75% of CO₂ emissions. To offer transparency and

help customers to highlight their sustainability ambitions, information about the CO₂ neutrality of the products is printed on the packaging and included in customer documents.

"Sustainability is at the heart of our strategy, and we have a long tradition in offering sustainable papers. In addition to reducing our greenhouse gas emissions in line with science-based targets as part of our ten-year Mondi Action Plan, MAP2030, we are pleased to be able to support our customers on their sustainability journey by offering CO₂ neutral paper and premium packaging. Based on the feedback of our customers we expect to see strong pick-up of our extended CO₂ neutral portfolio," said Gunilla Saltin, CEO Uncoated Fine Paper at Mondi.



Stora Enso and Pulpex partner to produce fibre-based bottles on industrial scale

Stora Enso and packaging technology company Pulpex join forces to industrialise the production of eco-friendly paper bottles and containers made from wood fibre pulp. These renewable products will offer an alternative to PET plastics and glass. The exclusive partnership leverages Stora Enso's formed fibre technologies and ability to convert end-products at an industrial scale.

The joint development agreement is formed exclusively between Stora Enso and Pulpex, a sustainable packaging technology company established by Diageo (makers of Johnnie Walker, Smirnoff and Guinness) and Pilot Lite (a venture management company). The partnership aims for large-scale industrial production of renewable and recyclable paper bottles and containers that degrade readily in the natural environment. Produced with sustainably-sourced formed fibre pulp, the bottles and containers would enable a significantly lower carbon footprint compared with glass or PET. A formed fibre product is manufactured by pressing various wood-based pulps into a three-dimensional shape in a moulding machine. The focus of the partnership



now is on developing a high-speed production line, which is expected to be operational in 2022.

"We see great potential in combining development skills of Pulpex with our industrial capabilities," said Sohrab Kazemahvazi, SVP Formed Fiber at Stora Enso. "This cooperation marks an important step in bringing to market a truly sustainable alternative to plastic bottles and containers, while offering end-user qualities that match those of traditional packaging in the beverage market."

Using Stora Enso's formed fibre material, Pulpex will produce

paper bottles for an array of global brands across a variety of market applications, from homecare and personal care products to alcohol and non-alcohol beverages and liquid foods. All of Stora Enso's wood fibre pulp comes from sustainable, verified sources. The customisable Pulpex bottle allows for embossing, labelling and coloured pigments to fit brand needs and easily integrates into any packaging manufacturer's existing filling infrastructure.

"We are delighted to have Stora Enso involved with Pulpex and are looking forward to the tangible benefits of such a formidable collaboration that will undoubtedly help us over the coming months as we seek to make our new, high-speed production lines available to all our partners," said Scott Winston, Director, Pulpex Ltd.

The global beverage packaging market is worth an estimated \$117 billion and is forecast to grow by 4.5% and reach \$170 billion by 2027. Globally, plastic packaging is currently growing at 5% CAGR and represents about 40% of global beverage packaging. Across the EU and US today, only

around 30-40% of all plastic bottles are collected for recycling. However, for paper and cardboard recycling, the average is nearer 80%, just ahead of glass and aluminium (75-80%).

Pulpex Ltd (www.pulpex.com) is a new world-leading sustainable packaging technology company established by venture management firm Pilot Lite and spirits producer Diageo. The company has developed the world's first 100% PET-free paper bottle. Made from sustainably-sourced pulp, the Pulpex bottle meets food safety standards and will be recyclable in standard paper waste streams, which have a far higher yield than plastic waste streams.

Leading consumer packaged goods (CPG) companies, including Diageo, PepsiCo, Unilever, GSK Consumer Healthcare and Castrol, have joined the Pulpex global partner consortium. Each company has committed to incorporating Pulpex technology into its brand packaging and collectively aim to produce 750 million paper bottles per year.

More information:
Carl Norell, Press officer
tel. +46 72 241 0349



Tom Giddings appointed Alupro's interim General Manager

Alupro, the aluminium packaging recycling organisation, has announced the appointment of Tom Giddings as interim General Manager. Previously sustainability and public affairs manager, Tom succeeds industry stalwart Rick Hindley, who moves on to another senior role within the recycling sector.

Having joined Alupro in June, 2020, Tom has firmly positioned himself as a driving force within the team. Prior to joining Alupro, he held the role of sustainability data and reporting manager at international packaging provider DS Smith, where he was responsible for the continuous improvement of sustainability initiatives, alongside group-wide data governance.

Tom is appointed the interim General Manager with immediate effect, as Rick leaves the business in May, and will be responsible for leading Alupro as it works to fulfil the industry's obligation to meet, and exceed, recycling targets for aluminium packaging. He will act as the independent voice of the industry



on issues of government policy and legislative development and will also spearhead Alupro's Every Can Counts and MetalMatters consumer education programmes.

Tom commented: "In 2020, more aluminium packaging was collected for recycling than ever before. This is a clear reflection of changing consumer behaviours and increasing awareness of the benefits of recycling – providing a significant

platform for the future to move ever closer towards a 100% recycling rate. Taking on the role of interim General Manager at such a pivotal time for the industry is a hugely exciting opportunity".

Derek Peden, Alupro's Chairman, added: "I would like to extend my personal thanks to Rick who, backed by an excellent and dedicated team has driven forward the industry and played an instrumental role in truly

revolutionising aluminium packaging recycling rates.

"We are sad to see Rick move on to new challenges but we are pleased to announce Tom's new role. Tenacious, ambitious and knowledgeable, we are confident that he will continue to build and improve on the foundations laid by Rick maintaining aluminium packaging at the forefront of sustainability - committed to further improving recycling rates nationwide.

"Rick has been a tour de force, not just at Alupro, but within the recycling sector as a whole. He was involved in the initial inception of the organisation and has been a committed leader throughout his career in the alu packaging industry.

"During this period, the aluminium packaging recycling rate has been increased significantly – reaching its highest ever rate last year. As Rick moves on to an exciting new role within the recycling industry, I would like to take this opportunity to thank him for his hard work, dedication and inspiration as Alupro's Executive Director."

More information: www.alupro.org.uk

New head of sales packaging paper at LEIPA

LEIPA Group is pleased to announce another addition to its Sales team: Mike Petersen joined them on 1 May, 2021, as head of sales packaging paper and will have overall responsibility for all related end-to-end sales processes and functions. In this capacity, Mr. Petersen will report to LEIPA Group's chief sales officer, Dr. Fabian Gaus.

Mr. Petersen joined the team from the Prinzhorn Group, where his last positions were managing director for optimising the sales set-up of 24

containerboard plants in Europe, and general manager and sales director for their Dunapack Spremberg operation. Previous engagements included management positions in sales with Igepa, Papier Union and Mondi.

Mike Petersen said, "I am really looking forward to working with my new colleagues and to the challenging tasks at LEIPA. Together with our customers we will successfully shape the future".

With the appointment of Mr.



Petersen, LEIPA has completed its staffing process for the new Sales organisation. Since January, 2021, LEIPA Sales is divided into a Sales

Back Office and four direct sales divisions Graphic Paper, Packaging Paper, Solid Board & Specialty Paper and Flexible Packaging.

Dr. Gaus confirmed, "I am very pleased that we were able to find a great match to fill this important position at LEIPA. Mike Petersen has shown an impressive career in the paper and packaging industries. Thanks to his extensive experience and network, I am confident that he will be true leader and manager to our packaging paper organisation".

3

Essential titles for today's paper, pulp, biomass and green packaging industries



Pulp, Paper & Logistics
Now over 21,000 registered readers 6 issues a year

Forest Bioenergy Review
Distributed to over 19,000 individuals
4 issues a year plus E-Newsletters



Green Packaging International
Worldwide distribution has now topped the 12,500 mark

METAL PACKAGING

The responsible choice

TRULY RECYCLED

High recycling rates
Easiest to collect and sort

LONGEST PROTECTION

Reduces food waste
Long shelf life

RECYCLABLE BY DESIGN

A mono-material with limitless
design opportunities

INFINITELY RECYCLABLE

Metal is part of a truly
circular economy

Today, **74.5%**¹⁾ of aluminium beverage cans and **82.5%**²⁾ of steel packaging are recycled in Europe



Your sustainable partner

www.crowncork.com



1) 'Aluminium beverage can recycling in Europe hits record 74.5% in 2017' Source: Metal packaging Europe
2) 82.5% of steel packaging recycled in Europe (2018) Source: The Association of European Producers of steel for packaging