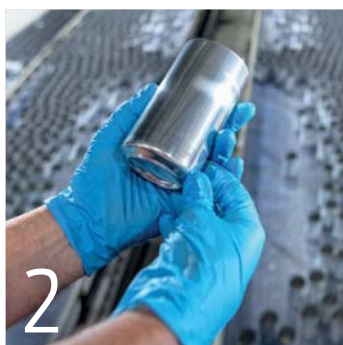


GREEN PACKAGING INTERNATIONAL



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Welcome to the Winter 2021 issue of Green Packaging International. Firstly, I would like to thank all those readers who took the time to confirm their re-registration for the coming year and offer subjects of interest for inclusion on our editorial pages.

Many of us will have been following the COP26 climate change conference in Glasgow where agreements for halting deforestation and replanting trees appear to have had gone well. This is good, but just as encouraging was a TV interview on the same day with a well-known manufacturer of sustainable paper and packaging materials, who detailed the process of taking recycled materials and turning them into new products.

This interview was a well-informed item concerning the recyclability of paper-based materials and how the perception that huge volumes of trees were needed for this process was false. It was clearly pointed out just how small the actual volumes of virgin fibre used in the industry are and if the drive to replace the bulk of plastic packaging was to continue then the pulp and paper industry was up to the job.

Looking forward to next year, contributions on any of the following subjects are welcome from 1 January, 2022, and should be with me no later than 11 February where possible: Paper, Board & Corrugated; Metal Packaging; Glass packaging; Bio Packaging; Equipment; and Recycling

Finally, may I take this opportunity to wish you all a Merry Christmas and a Happy New Year.

Vince Maynard
Publisher

Cover picture - *Stoelzle Glass Group* - Product News page 12

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GREEN PACKAGING INTERNATIONAL

Editorial Deadline for the Spring issue of GPI
11/02/2022

Aluminium packaging recycling rates continue to increase, shows Q2 PRN data

According to data released by the Environment Agency in July, 42,857 tonnes of aluminium packaging were collected for recycling in Q2 2021, an increase of almost 5% compared to the same period in 2020 (40,903 tonnes).

So far in 2021, 84,704 tonnes have been collected in total (an increase of 7,650 tonnes compared to Jan-Jun 2020), including more than 59,000 tonnes from kerbside, bring and on-the-go systems (up 11%), as well as c.23,000 tonnes recovered from incinerator bottom ash (up 7%).

With a target of 66% and a carry-in of 8,326 tonnes, the sector is on track to once again surpass its collection goal and achieve a record-breaking recycling rate. Indeed, according to the Environment Agency data, 67% of the annual target has already been achieved.

Tom Giddings, General Manager of Alupro, commented: "In 2020,



the UK reached its highest-ever rate for aluminium packaging recycling (68%*), including an impressive 82%** for aluminium beverage cans. With numerous national lockdowns, remote working and reduced commuting, home consumption increased significantly. This saw kerbside collection rates soar.

"It's pleasing to see that, despite higher targets and a return to the workplace, the UK has maintained record-breaking rates. Indeed,

while maintaining focus on our goal of achieving close to 100% aluminium recycling across the UK."

For more information about Alupro, or its MetalMatters and Every Can Counts behavioural change programmes, visit www.alupro.org.uk. To access the latest aluminium packaging recycling data, visit the 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 column one (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.*

we're over two-thirds of the way to achieving our 2021 target at only half way through the year.

"Such impressive figures can be attributed to greater public awareness about the benefits of aluminium recycling and positive action towards improving resource efficiency. While it's difficult to predict trends for the rest of the year, we are optimistic that collection tonnages will continue to prove positive. As such, it's important that we celebrate these successes,

Ardagh Glass Packaging awarded ENERGY STAR plant certifications

Ardagh Glass Packaging, a business of Ardagh Group, was awarded two ENERGY STAR® plant certifications for superior energy performance from the U.S. Environmental Protection Agency (EPA).

Two AGP – NA facilities, located in Bridgeton, New Jersey, and Madera, California, have demonstrated best-in-class energy performance and perform within the top 25% of similar facilities nationwide for energy efficiency and meet strict energy efficiency performance levels set by the EPA.

This is the seventh consecutive year for Bridgeton and the eighth consecutive year for Madera to

be awarded ENERGY STAR plant certifications, reflecting a legacy of continued energy savings. Since 2010, ten Ardagh facilities have received 47 ENERGY STAR plant and building certifications. AGP – NA remains the only U.S. glass container manufacturer to earn this recognition for multiple facilities over multiple years.

"Ardagh Glass Packaging is honoured to have two glass production facilities that are ENERGY STAR certified," said John Sadlier, Chief Sustainability Officer at Ardagh. "As part of Ardagh's sustainability journey, we strive to reduce environmental impact

by optimising our manufacturing operations, maximising the use of recycled materials and lowering energy consumption".

Ardagh's recognised facilities have improved energy performance by upgrading and optimising furnaces, utilising recycled glass, reclaiming waste heat and installing energy-efficient lighting fixtures, among many other energy-saving initiatives.

"Energy efficiency contributes to greater economic development, greater competitiveness and a healthy environment while helping organisations meet their health, environmental and cost reduction

goals," said Jean Lupinacci, Chief of the ENERGY STAR Commercial & Industrial Branch.

In addition to the ENERGY STAR certifications, 13 of AGP – NA's facilities are ISO 14001 certified, making Ardagh an environmental leader in the packaging industry.

For more information about Ardagh's 100% and endlessly recyclable glass packaging, visit our website: www.ardaghgroup.com

Further information Gina Behrman, Vice President, Marketing, Communications & NPD at Ardagh Glass Packaging – North America, gina.l.behrman@ardaghgroup.com



Packaging Innovations and Empack returns to the NEC for 2022

Packaging Innovations and Empack returns to Birmingham's NEC on 16-17 February, 2022, to kick-start the year for the whole packaging journey, from design and development through to packing, filling and fulfilment.

As the UK's largest packaging event, the show will connect specifiers and buyers with the suppliers, materials, technologies and expert knowledge they need to create the future of their brand's packaging and packing lines. With content tailored for the food and drinks, pharmaceutical and chemical, personal care, household, label and printing, and contract packing sectors, the event is guaranteed to help everyone involved in the packaging journey solve their challenges and get inspired for the year ahead.

At the show, visitors will be able to meet with over 300 of the industry's leading suppliers to discover the latest trends and innovations, from design and manufacturing through to on-shelf.

Packaging Innovations will bring new perspectives and create new



business and innovation opportunities for everyone involved in designing and developing primary and secondary packaging, with new materials and formats across the event.

For directors of packaging and filling operations, meanwhile, Empack will provide a unique opportunity to meet with suppliers that understand the key trends and technologies that can solve manufacturing challenges faced by the industry.

Alongside a packed show floor, the event will also host a free-to-attend seminar programme which will enable visitors to hear from industry

leaders, innovators and policy influencers as they put some of the sector's most pressing issues under the microscope.

Renan Joel, Divisional Director at Easyfairs, comments: "We are extremely excited to welcome everyone back to the NEC for Packaging Innovations and Empack in February. Nothing beats being able to share ideas and do business face-to-face and after a year without the Birmingham show, there is a lot to catch up on.

"As always, innovation remains at the heart of our NEC event. Visitors

will have the opportunity to discover the very best the packaging industry has to offer across all sectors and be able to learn from the brightest minds in the industry through our carefully curated content. I can't wait to welcome everyone back to the NEC next year."

To register to attend Packaging Innovations and Empack NEC 2022, please visit the registration page. For any further information, please visit the Packaging Innovations and Empack NEC 2022 website or contact the show team on +44 (0)20 196 4300 or PackagingUK@easyfairs.com.

DS Smith joins business leaders to Get Nature Positive

Sustainable FTSE100 packaging company DS Smith has joined the Get Nature Positive campaign to help tackle the loss of biodiversity.

As part of the G7 Nature Compact, the UK has committed to nature positivity by 2030. The commitment includes halting and reversing the decline of nature and biodiversity and ensuring that economic decisions are made considering this objective.

Get Nature Positive is led by the Council for Sustainable Business (CSB) – a group of business leaders advising Defra on how businesses

can help achieve the aims of the 25 Year Environment Plan. The campaign engages and works with businesses to halt and then reverse the catastrophic loss of nature worldwide, promote biodiversity and protect natural resources.

By joining Get Nature Positive, DS Smith will work together with more than 70 high profile companies in various industries to build a nature positive future. Leaders from the group convened at COP26 Nature Day in Glasgow to inspire more businesses to commit to nature positivity and

share ideas of how this can be achieved.

Since the launch of its Now and Next sustainability strategy in September, 2020, DS Smith has set and made progress across several biodiversity targets, including identifying and funding 100 different biodiversity projects globally, such as developing habitats for native animals and insects or reintroducing native plant species around their sites. The company has also committed to plant 50,000 trees (a tree for every employee) across

Europe and North America in the next five years.

Greg Dawson, Director of Corporate Affairs at DS Smith said: "At DS Smith we are committed to protecting and caring for the natural environment. It takes joint effort from businesses, NGO's, governments and others – all working together to tackle the loss of biodiversity. We are proud of the work we have done so far and are now excited to join Get Nature Positive, continuing our leadership in helping to build a more sustainable future."

Consumers say sustainable packaging influences their purchasing decisions

A new report by Drapers, the B2B publication covering the fashion retail industry, in partnership with Smurfit Kappa, a leading paper-based packaging company, has revealed that packaging matters to UK consumers and plays a significant role in the purchasing decisions of shoppers. Nearly two-thirds of respondents (64%) stated they are more likely to purchase from a brand or retailer if it uses sustainable packaging.



Sustainable packaging strengthens brands' perception

In the Drapers' Sustainability and the Consumer 2021 report, fashion consumers stated the packaging material their purchase arrives in matters, with 73% stating that the use of paper or cardboard packaging is important to them when considering a brand's level of sustainability. Another 77% stated that brands should use as little packaging as possible, while two-thirds (66%) stated it is important to them that the packaging can be recycled.

However, perhaps more significantly for retailers, nearly half (49%) of fashion consumers surveyed said they would pay more for both sustainable packaging and sustainable delivery. In addition, a

third (33%) say they have rejected a purchase because of unsustainable packaging.

Commenting on the importance for retailers to introduce sustainable packaging, Eddie Fellows, CEO of Smurfit Kappa UK and Ireland, said: "Packaging is a visible and tangible signal of a brand's commitment to sustainability. The report highlights how sustainable packaging is increasingly becoming a significant decision driver for consumers purchasing fashion and an indication of a brand's sustainable status. It

also underscores the importance for businesses to understand the opportunities in moving to sustainable packaging, the ramifications of inaction for reputation, and the role that sustainable packaging can play in reaching sustainability targets.

"There is often a misunderstanding amongst retailers that switching to a greener supply chain will incur significant investment. We work closely with our customers to help them understand the longer-term cost benefit of optimising and greening their packaging supply chain."

Trust gap between consumers and brands, but appetite for change

The report also highlighted an opportunity for brands and companies to build consumer trust. Consumers want to be more sustainable. It is often the case that consumers do not know which brands are committed to sustainable practices. The research highlighted that over two-thirds (69%) of consumers stated that

they did not always trust brands and retailers that say they are sustainable and only 36% believe brands and retailers are doing enough to be sustainable.

However, it is often a challenge for consumers to make exclusively sustainable choices. Shoppers have busy lives, and often have conflicting priorities. Price can remain a barrier for fashion purchases, with 76% of consumers stating they would buy more sustainable fashion if it was more affordable. Taken together with the findings that half of consumers will pay more for sustainable packaging and delivery, consumers are demonstrating a growing appetite to incorporate sustainability into their purchasing decisions.

Expectation for leadership

The research found that consumers believe it is retailers (43%) who should be leading the way when it comes to improving performance on fashion sustainability, ahead of Government (27%) and consumers themselves (12%). Despite this, only 27% of consumers believe retailers are leading the way.

Tony Smurfit, Group CEO of Smurfit Kappa, commented: "Sustainability is one of the challenges of our time. Packaging provides a clear opportunity for brands and retailers to demonstrate their sustainability, and with the continued growth of eCommerce, fit-for-purpose sustainable packaging is an even more integral part of the brand experience. We continue to partner with an increasing number of our customers who are responding to the growing demand for sustainable packaging and as businesses strive to meet, and accelerate, their commitments to deliver a better planet for all".

Local VIPs visit Alupro's Redditch headquarters

Alupro recently welcomed Rachel Maclean, Member of Parliament for Redditch, and Cllr Matthew Dormer, Leader of Redditch Borough Council, to its headquarters in Worcestershire. Alongside taking a tour of the facility, Ms Maclean and Mr Dormer met with the Alupro team to find out more about the organisation's pivotal role in helping the UK to improve its aluminium packaging recycling rate.

Representing the aluminium packaging industry, Alupro works in partnership with local authorities, the waste management industry and the wider packaging sector to stimulate the UK's collection infrastructure. As well as acting as the voice of the industry on issues of government policy and legislative development, Alupro manages information and education campaigns to encourage participation in recycling schemes.

During the visit, the team discussed the circular properties of aluminium



Rachel Maclean MP, member of parliament for Redditch, and Cllr Matthew Dormer, Leader of Redditch Borough Council.

and highlighted the positive impacts of its MetalMatters and Every Can Counts initiatives, which have helped the UK to reach its highest-ever aluminium packaging recycling rate despite the Covid-19 pandemic. Tom Giddings, Alupro's general manager, explained the organisation's support of the Environment Bill and views on the introduction of a well-designed

Deposit Return Scheme.

Commenting on the visit, Tom said: "It was a pleasure to welcome Rachel Maclean, MP, and Cllr Matthew Dormer to our Redditch headquarters and collectively explore some of the most important issues facing the packaging industry. With a clear interest in reducing plastic waste and tackling marine pollution, it was

great to speak to Ms Maclean about the infinite recyclability of aluminium and its driving role within the circular economy.

Rachel Maclean, Member of Parliament for Redditch, added: "As an important organisation located within my constituency, I first met with the Alupro team in 2018 and was hugely impressed with the organisation's diverse range of consumer engagement programmes and commitment to improving the UK's aluminium packaging recycling rate.

"With several government policies set to impact the packaging industry over the coming years, it was fascinating to reconnect with Tom and the team to discuss the positive impacts that these could have and understand how legislation can act as an enabler to realising a circular economy for packaging materials."

For more information about Alupro, or its latest information and education campaigns, visit www.alupro.org.uk.

Aluminum beverage can retains edge as most sustainable beverage package

The Aluminum Association and Can Manufacturers Institute (CMI) released an updated report – The Aluminum Can Advantage: Sustainability Key Performance Indicators 2021 – demonstrating the ongoing sustainability advantages of the aluminum beverage container compared to competing packaging types. The report updates several key performance indicators (KPI) for 2020 and finds that consumers recycle aluminum cans at more than double the rate of plastic

(PET) bottles. Aluminum beverage cans also contain anywhere from 3X to 20X more recycled content than glass or PET bottles and are far more valuable as scrap, making aluminum a key driver of the financial viability of the recycling system in the United States. This year's report also introduces a brand-new KPI, the closed-loop circularity rate, which measures the percentage of recycled material used to go back into the same product – in this case a new beverage container.

	ALUMINUM CANS	GLASS BOTTLES	PLASTIC BOTTLES (PET)
Consumer Recycling Rate	45.2%	39.6%	20.3%
Industry Recycling Rate	59.7%	N/A	N/A
Closed-Loop Circularity Rate	92.6%	30-60%	26.8%
Recycled Content	73%	23%	3-10%
Value of Material	\$991/ton	-\$231/ton	\$205/ton

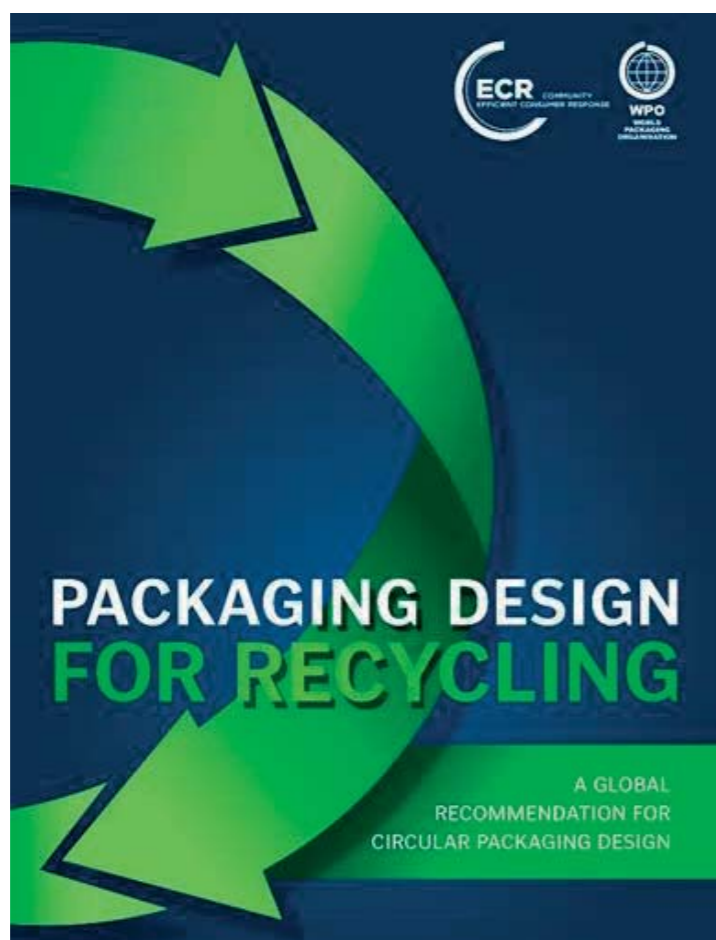
Packaging Design for Recycling Guide

A global 'Packaging Design for Recycling Guide' has been developed by ECR Community (Efficient Consumer Response – www.ecr-community.org), WPO (World Packaging Organisation – www.worldpackaging.org) and FH Campus University of Applied Sciences (www.fh-campuswien.ac.at), Austria, and is available for download.

Design for recycling is part of circular product design and represents an important basis for holistic sustainability assessment. Accordingly, circularity means that the packaging is designed in such a way that the highest possible recycling of the materials in use can be achieved. The goals here are resource conservation, the longest possible service life, material-identical recycling (closed-loop recycling) or the use of renewable materials. Circular packaging should therefore be designed and manufactured in such a way that it can be reused (reusable solution) and/or that the raw materials used can be reused to a large extent as secondary raw materials after the use phase (recycling) and/or consist of renewable raw materials.

In order to be able to apply recyclable packaging design, a certain fundamental knowledge of sorting and recycling processes is necessary. Packaging must, therefore, be suitable for state-of-the-art sorting and recycling processes in addition to its basic functions (e.g., storage, transport, product protection, product presentation and convenience).

The 'Packaging Design for Recycling Guide' is a starting point to understand Best Practice examples using state-of-the-art technology that can then be applied and tailored to suit the recovery and recyclability capabilities and infrastructure on a regional and local level. The guide can be applied to products from the Food, Near-Food and Non-Food segments and is



The document is a global recommendation of circular packaging design.

applicable to all primary, secondary and tertiary packaging; provided that product-specific regulations of the packaging system are observed.

According to Declan Carolan, Co-Chair, ECR Community, 'We are delighted to support the publication of these global recommendations for circular packaging design for recycling. This guide aims to promote knowledge development within the retail and Consumer Product Group (CPG) sector as companies transition to new packaging designs that help to minimise their environmental impact, while ensuring packaging remains fit for purpose and continues to look good. We recognise both the challenges and opportunities that the transition to a circular economy will bring and understand that circular packaging and supporting recycling systems are a crucial step in this process.'

"As retailers and manufacturers start to publicly commit to significantly reducing their plastic packaging over the coming years, these recommendations should help to guide the conversation. The use of a straightforward traffic light system with colour coding, makes it easy to read and understand for all senior executives. Getting buy-in from across the business and from those in your supply chain is essential when making such changes," concludes Carolan.

Nerida Kelton, WPO Vice President Sustainability & Save Food, adds: 'Some months ago, when the WPO had the idea to develop an international Circular Packaging Design Guide the project seemed an impossible pipe dream. As we proudly release the first component of this guide to the world, the WPO has shown that a dream can become

a reality. This resource was simply not possible without our wonderful collaborative partners who worked alongside the WPO at every stage of the project.

"The WPO sees this new resource as the first step to developing a consistent global notion of Circular Design Thinking for materials and Packaging. The next step is to encourage all of our 53 Member countries to not only use the tool, but also work with the WPO to develop more localised versions that suit their countries and regions. This is the only way to provide better quality of life, through better packaging, for more people globally," adds Nerida Kelton.

Ernst Krottendorfer, Co-Managing Partner, Circular Analytics, who was one of the key developers of this international guide, stressed that "This guideline is just the first step towards a common global understanding and harmonisation of circular packaging design. Further steps will follow to either establish, or improve, harmonised collection and sorting flows for packaging in many countries through the partnership with the WPO Member countries and ECR community members. This new global guide is a successful solution that was born from international collaborative efforts between the packaging, consumer products and retail sectors. We are proud that we, as Packforce Austria, are contributing to the creation and further development of this guideline," said Dr Krottendorfer.

The guideline will be continuously updated and adapted to changes in collection, sorting and recycling technology, as well as to future material developments.

The 'Packaging Design for Recycling Guide: A Global Recommendation of Circular Packaging Design' is now available on the WPO website via the <https://www.worldpackaging.org/resources/41/> link.

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Stoelzle Glass Group is investing €22 million in their Austrian production site



Following its long-term growth strategy as a leading international packaging glass manufacturer, the Stoelzle Glass Group is investing a considerable €22 million in the Austrian site of Stoelzle Oberglas in Köflach in Autumn, 2021.

The demolition of the flint glass furnace, which has been in operation for eight years, providing more than 500,000 tonnes of glass for the production of high-quality bottles for pharmaceuticals, food, beverages and cosmetics, was begun in October. The whole rebuild was scheduled to

be completed within eight weeks. The new expanded flint glass furnace will reach a daily capacity of around 270 tons of melted glass and will be state-of-the-art in terms of energy efficiency and sustainability.

Modern melting technology will reduce the amount of energy used in the melting process by an estimated 13% per ton of glass. Improved E-boosting allows the use of more green electricity in a flexible way in order to reduce the consumption of natural gas. Adding around 20% of PCR cullet to the batch will further contribute to significantly reduce the

CO₂ emissions of all glass production. This investment is an important step towards decreasing the CO₂ emissions by 50% by 2030.

Glass has a very long history and is definitely the material of choice not only for more than 3.100 employees

at all Stoelzle sites worldwide, but for many industries and branches, as well. Made from 100% natural raw materials, infinitely recyclable and ideal for packing high-quality products in a pure, inert and stylish way.

Mondi scores a hat trick at Austrian Green Packaging Star Awards

Mondi, a global company in packaging and paper, has won three awards for sustainable packaging at the Austrian Green Packaging Star Awards.

The annual Green Packaging Star Awards recognise environmentally-friendly packaging and recycling solutions, as well as packaging-related improvements in operational processes in production, logistics and distribution. The award is presented by Kompack magazine and the Austrian Research Institute for Chemistry and Technology.

The judges of these awards recognised the high standard of the following three Mondi products:

EcoVantage paper for Tesco shopping bags

Mondi's collaboration with the retailer

aims to close the loop by working across the whole supply chain. The partnership involves Mondi recycling Tesco's existing corrugated packaging waste and then transforming it into EcoVantage paper. By working alongside its converters' network, shopping bags are produced that are used by customers of Tesco Central Europe. This partnership helps Tesco work towards its net zero emission goal, using recycled and fresh fibres that are combined to deliver a recyclable and high-performing shopping bag.

WalletPack Recyclable for well-known German deli meats

Working with Bell Germany, Mondi created packaging for the meat producer's 'Abraham' range of sliced deli meats. WalletPack Recyclable, a mono-material solution that helps prevent food waste and has been



verified by the German institute cyclos-HTP as 93% recyclable. The folded approach keeps the deli meats fresh and easy to access and requires 37% less material to be produced. Launched in early 2021, it is set to save 35 tonnes of plastic waste per year for Bell Germany.

action plan, MAP2030, we have set out our ambitious sustainability commitments and targets for the next ten years. We are delighted that these products have been recognised by the Kompack Green Packaging Star awards for their sustainability credentials".

Functional Barrier Paper substituting plastic packaging

Mondi's barrier-coated functional papers aim to transform packaging for a range of products including food and toys where, until now, paper has been unimaginable as a sustainable alternative. An ideal replacement for plastic laminates, the barrier papers can be used for dry food, frozen food, secondary packaging, and flow pack applications. Fully recyclable in most existing paper streams, they protect against grease and water vapour and can run on existing form-fill-and-seal (FFS) lines.

Peter Orsich, CEO Flexible Packaging & Engineered Materials, Mondi, says: "We are committed to taking action on climate and creating circular driven solutions. With our



Pulpac now a 4evergreen member

PulPac joins 4evergreen, the cross-industry alliance promoting fibre-based packaging for the circular economy

PulPac has joined as a new member of 4evergreen. This unique cross-sector alliance unites the industry's entire value chain, promoting co-operation and innovation for a sustainable and circular economy, within fibre-based packaging.

"The common goal of the 4evergreen alliance is to perfect the circularity, whilst raising awareness of the advantages of fibre-based packaging such as low environmental impact. By doing this work, we are aiming to raise the overall recycling rate of fibre-based packaging to 90% by 2030. Innovation stands at the heart of our alliance, and PulPac, with its innovative fibre-forming



technology, is a most welcome member," said Susanne Haase, Program Director, 4evergreen Alliance.

4evergreen is a strong alliance of industry leaders from pulp, paper and board manufacturers and recyclers such as International Paper, MM Group, Stora Enso, UPM and Smurfit Kappa, together with global brands like Pepsico, Nestlé, Danone, IKEA and P&G, as well packaging producers and converters, such as Tetra Pak, Seda and AR Packaging, to retailers and suppliers within the value chain, all the way to waste management companies.

"What we bring to this alliance of experts and world-leaders is a novel production technology that can accelerate the transition to fibre-based packaging even further, and open new possibilities of cost-competitive sustainable fibre solutions. We can convert fibre into packaging up to ten times faster than conventional fibre forming methods, while decreasing CO₂ emissions by up to 90%, all while conserving a lot of valuable water. We have a strong belief that partnerships across industries and value chains are integral to unlock the very rapid change needed today, as the world

seeks a shift to a sustainable circular economy," confirmed Linus Larsson, CEO of PulPac.

4evergreen was created as a forum where organisations and companies from across the fibre-based packaging value chain for the first time could join forces for a common cause, to raise the overall recycling rate of fibre-based packaging to 90% by 2030. As a cross-industry alliance it can drive a system-wide shift to the next level of circularity and deliver a holistic approach to optimise the sustainability of fibre-based packaging.

"Plastic pollution is a global problem that must be tackled jointly and with globally viable solutions. Fibre-based packaging is a game-changer. We look forward to collaborating within the alliance, share our know-how and get insights on how we can leverage Dry Molded Fibre for the circular economy. Together, we can bring about change and create packaging that is designed for purpose, and just makes good sense for business, consumers, and the world we share," concluded Larsson.



Linus Larsson, CEO of Pulpac.

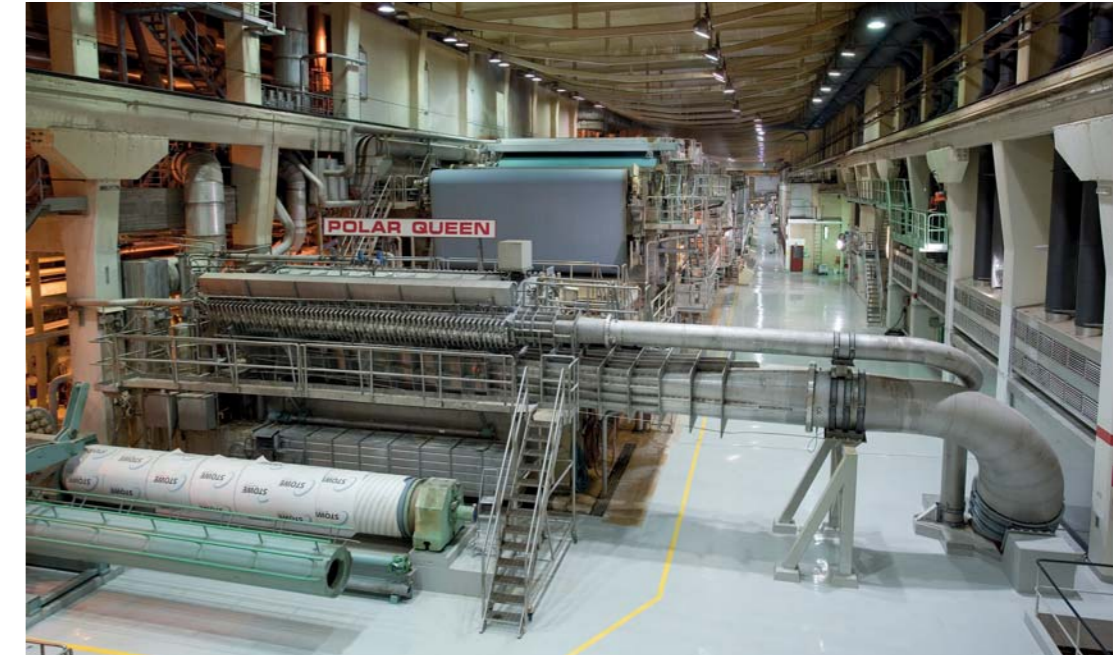


Susanne Haase, Program Director, 4evergreen Alliance.

Metsä Board's paperboard production line in Kemi celebrates its 50th year

More than 50 years ago, on 16 October, 1971, the Kemi mill launched its liner production. The mill, which originally produced brown kraftliner, has developed its products to serve as an increasingly high-quality material for packaging and showcases. Today, Metsä Board's Kemi mill is a leading producer of coated white top kraftliners.

The Kemi mill has been a forerunner in the product development of coated white liners. In 1975, the mill's bleaching plant was completed, and the production of mottled liner began soon after. Following investments, the production of white top kraftliner began in 1986. In 1990, the degree of upgrading was further raised with the launch of coating, followed by investments made in double-coating in 2011. Over the years, investments have been made in new technology, with production capacity more than doubling from 180,000 to 425,000 tonnes. This has made the Kemi mill the world's largest producer of coated white top liners and the world



"Kemi" is synonymous with quality. "Customers all around the world want to buy 'Kemi' when they mean top-quality white kraftliner," says Product Manager Kemi Mill Panu Räsänen.

Kraftliners produced at Metsä Board's Kemi mill are used as surface material for corrugated board and are known around the world for their consistency and first-class printing surface. The upgrading of coated liner into

corrugated board has introduced major changes to production methods: the machines now run at lower temperatures and save up to a third of energy compared to earlier production. Coated liner has played an important role in reducing the carbon footprint of corrugated board. As packaging material, corrugated board is a prime example of a circular economy, thanks to its high rate of recycling.

Over the years, investments have been made in new technology, with production capacity more than doubling from 180,000 to 425,000 tonnes



Today, Metsä Board's Kemi paperboard mill employs around 120 professional employees, who – with their uncompromising attitude to quality – have been crucial to the success of Kemi's kraftliners. The current investment will increase the production of white top kraftliner and further improve the mill's material and energy efficiency. Metsä Fibre's investment in the Kemi bioproduct mill will create a sustainable foundation for a fossil-free future and ensure the next 50 years of success of Kemi liners.

Stoelzle Glass Group wins over by innovative decoration techniques

In occasion of the Luxepack Monaco show, which took place end of September, Stoelzle Glass Group showed its huge expertise in the manufacturing and decoration of outstanding high-quality glass packaging. They presented innovations, which set a clear focus on eco-friendly aspects and recycling, both key topics in the Group's common sustainability strategy at all sites.

An ink made from old tyres

For quite a long time the Stoelzle innovation teams, together with external experts have been working on the development of new, eco-friendly inks. Now, the company is proud to introduce an innovative, environmentally-friendly black printing ink, which has been developed from rubber waste, exclusively for Stoelzle. The Recovered Carbon Black, which is used as a basis of the new inks, derives a 100% from end-of-life tyres. Printed bottles obtain a deep black silk-screen effect, which is unlikely to be distinguished from decoration with common black inks. The recycled ink saves Carbon, which is a precious raw material and contributes to reduce rubber waste at the same time.

The recycled ink decor is available in dark black colour as well as in shades of grey and is available in all three decoration sites of the Stoelzle Group, in France, Poland and the UK.

Embossed Lettering

Normally, embossing is done directly via the mould during production of the bottles. Stoelzle offers a cold end embossing, which can be applied to the bottles like a label, which remains invisible. The secret of this outstanding decoration technique is the perfect cutting of the embossed features. From looking closely or even touching, no one would guess



that such a decoration might be a labelling!

The embossing can be done on flint bottles as well as on already coated ones. There's almost no limitation in terms of colours: gold, silver, multicolour, gradient,



whatever suits best.

In addition, embossed bottles can still be recycled and will therefore be true part of the circular economy.

Next generation of screen-printing

The Stoelzle decoration teams have set themselves the goal to further develop the screen-printing techniques in order to allow utmost fine, distinctive, detailed and almost photo-realistic artworks. The screen-printing is still based on classic inks, but on a much higher level of quality and broad choice of colours.

Eco-friendly powdercoating 'Quali Glass Coat 2.0'

Already presented last year, the Quali Glass coat 2.0 technique, Stoelzle's special powder coating process, has won the 'Coup de Coeur' at the Formes de Luxe Awards for being both ecofriendly and appealing. The innovative, eco-friendly powder coating is completely solvent-free and helps save up to 77% of CO₂ emissions

compared to standard lacquering.

Stoelzle Masières Parfumerie is very proud of their first collaboration with the Editions de Parfums Frédéric Malle teams. Perfume Gun, a unique collection of home fragrance guns was the first bottle treated with the innovative powder coating technique Quali Glass Coat. Applied to amber bottles, commonly used in the pharmaceutical industry, the 40-micron powder coating gives a perfectly smooth surface with a beautiful high-end matt finish.

TIGITAL

Another kind of powder-based decoration is the innovative TIGITAL technology, which allows photo-realistic artworks to be achieved, whilst saving 85% of CO₂ emissions compared to classic screen printing. This technique is suitable for very small lots and allows a high level of flexibility. For more information please contact Sylvie Borin
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Antalis Packaging reduces distillery's transit breakages to zero

Antalis Packaging created a fully-insured, pulp-based bottle protection solution for Sloemotion Distillery – an artisan spirits business – which has resulted in a reduction in transit breakages from 1 in 20 to zero.

Sloemotion Distillery based in Yorkshire is a business creating spirits and liquors. Farm shops form its main customer base along with direct sales from its online shop. Antalis' Northern packaging team helped Sloemotion to create a bespoke outer box with a three-part moulded pulp insert capable of holding bottles of various shapes and sizes, to reduce in-transit breakages.

Sustainability is at the heart of Sloemotion, from their traditional, low-impact, small batch production processes to their packaging. However, they were experiencing high levels of breakages during transit, so the client had resorted to packing each order in two boxes for protection. The issues were affecting the company's bottom line and increasing its environmental impact.

Antalis Packaging team visited the Sloemotion Distillery to assess the

Bespoke outer cartons in four different sizes were also produced to ensure a snug fit and quality of presentation. To ensure effectiveness, drop tests were carried out with a success rate of 100%



scale and scope of the requirement. Sloemotion's existing packaging was a standard carton with either a six or 12-cell divider. Bottles in different shapes and sizes needed to be accommodated, a single box might contain a variety of bottles.

Antalis helped to create a three-part moulded pulp solution to keep the bottles secure in the outer carton. The 10cm-deep base of the insert has multiple ridges, enabling it to hold a variety of sizes of bottle. The middle part sits on the shoulder of the bottle while the final part sits over the top of the neck. In total, 90% of each bottle is covered, offering optimum protection during transit. Bespoke outer cartons in four different sizes were also produced to ensure a snug fit and quality of presentation. To ensure effectiveness, drop tests were carried out with a success rate of 100%.

Ben Oakes, Packaging Account Manager at Antalis UK, comments

"The client's damages were having a negative effect on the company's bottom line, as well as on the environment, due to over-packaging. The solution we devised used off-the-shelf and bespoke components. The fact that they are now able to insure their deliveries is testament

to the effectiveness of the new packaging".
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Sustainable Silphie-packaging from OutNature at Lidl and Kaufland

With its brand OutNature, the environmental division of the Schwarz Group, PreZero, has developed new sustainable fibre and paper products for packing solutions in trade and industry. After a successful pilot phase, the two retail divisions, Lidl and Kaufland, are gradually introducing the innovative paper packaging based on Silphium from now on in the fruit and vegetable field, starting with organic cress. At Lidl, organic cress has been made available in Silphie-packaging since 11 August, initially in Southern Germany, whereas at Kaufland, it is due to be available nationwide in all stores throughout Germany. This marks the start of a series of many other product changes: Organic tomatoes, apples, and mushrooms, for example, will follow soon at Kaufland and is expected to expand to other national companies. In the coming months, smoked and Stremel-salmon from the

K-Bio own brand will also be offered in the new packaging at Kaufland, Germany. Silphie-paper is particularly resource-efficient and can be used in a variety of ways in the food and non-food sectors. With a share of at least 35%, the fibres of the energy crop form the basis for the novel packaging. Regional Silphium cultivation reduces transport distances and associated CO₂ emissions. In addition, the processing plant requires little water and energy, and the fibres are obtained without the use of chemicals.

In addition, Silphium also offers a sustainable perspective for farmers, as it is, amongst others, insect-friendly, stores CO₂ in the soil and protects it from wind and water erosion. The robust, perennial energy crop has so far been used exclusively for the production of biogas. OutNature has succeeded in separating the plant fibres using a biothermal process prior to bioenergy generation. In this way, the PreZero brand is



harnessing Silphium as a new raw material produced in Germany that is revolutionising the paper and packaging industry.

OutNature received the German Packaging Award in the category 'New Material' at the end of 2020 for the idea of manufacturing sustainable packaging from Silphie-fibres. This was followed at the start of 2021 by the prestigious WorldStar Award from the World Packaging Organisation (WPO)

in the category 'Packaging Materials & Components'.

Further research is expected to provide Silphie-paper with additional barrier-properties, for example against water or fat. In this way, the novel paper can become a possible substitute product for plastic packaging in the future and thus contribute to the vision of the international group-wide plastics strategy REset Plastic 'Less Plastic – Closed Loops'.

C&T Matrix adds Sprint Balance Pro to its range

Sprint Balance Pro has been developed by the team at C&T Channel Matrix (C&T) to improve the balancing of flatbed cutting dies for both folding carton and corrugated manufacturers.

Sprint Balance Pro replaces the traditional balancing method on a die board using rule. The traditional

method of balancing the cutting die uses a 23.80 cutting rule set at intervals along the back of the cutting die where there is no box or carton profile. (This is calculated by the number of metres used in the carton or box profile layout). If manufacturers don't balance the die correctly, this can lead to excessive wear on the grip

edge and excessive patch-up.

There are many advantages to the new method of balance from C&T. Where previously manufacturers would calculate rules, they can now simply replace with a single strip of Sprint Balance Pro rubber. In addition, the new rubber can be used on the side of the die board.

For carton and corrugated converters, this means there is no need to remove or nick rules when running an oversize sheet and the die is kept in perfect condition without need for costly alterations. It also saves time for the operator and reduces tonnage and patch-up.

For die makers, Sprint Balance Pro replaces several production processes,

requires less cutting rule, labour time and reduces laser time. Additionally, it eradicates the need for rubber on each side of the cutting rule and is highly cost-effective.

Howard Mead Group Commercial Director, at C&T comments, "Sprint Balance Pro offers our customers a cost-effective, quick, easy solution to the issues caused by the traditional balancing methods and demonstrates our commitment to working with our clients to ensure they achieve the best creasing results and optimise their matrix performance."

For further details regarding C&T Channel Matrix and its innovative creasing matrix solutions visit www.candtmatrix.co.uk



Mondi makes shopping more sustainable for SPAR and Food Lover's Market in South Africa

Mondi, a global company in packaging and paper, and Taurus Packaging have developed a fit-for-purpose reusable shopping bag that can carry groceries and meet the needs of the demanding Southern African retail marketplace. Mondi's Advantage Kraft Plus with wet strength makes this paper bag a great alternative in a market where plastic bags have traditionally been used.

Mondi's kraft paper for shopping bags is strong enough for South Africa's demanding weather conditions, including humidity. Its wet strength meets the 16kg standard requirement of the South African market and resists tearing

even when cold products and liquids condense quickly. It also withstands longer customer journeys on public transport.

Collaborating with Taurus Packaging, two million paper shopping bags will be produced per month using Mondi's paper, providing a recyclable, renewable and PEFC certified, sustainably-sourced alternative to plastic.

This new solution has found a home with two customers, SPAR South Africa and Food Lover's Market, both national chains committed to finding more sustainable solutions for their customers. Food Lover's Market have banned plastic bags from their stores, and the new paper shopping bags have already been well-received by



(Photos: Mondi, PR194)



Mondi makes shopping more sustainable for SPAR and Food Lover's Market in South Africa. (Photos: Mondi, PR194).

customers as a more sustainable alternative.

"These paper bags are a part of our commitment to embrace our responsibility to the environment and climate change. As such, it was a natural step to replace plastic with paper bags. The response from consumers has been overwhelmingly positive as the paper bag itself is very strong and on average can be used seven times and carrying a weight of about 10kg," says Angela van der Merwe, Packaging Co-ordinator at the Food Lover's Market Group.

"These robust shopping bags make it possible for us to provide a sustainable yet practical alternative for our customers. Where paper bags used to tear easily, this paper repels water so makes it possible for us to provide a practical, reusable and recyclable alternative that reduces

the use of plastic bags," says Devin Galtrey, Spar South Africa.

"At Mondi, we are committed to finding fit-for-purpose solutions that make 'using paper where possible and plastic when useful' a reality. Applying our customer-centric EcoSolutions approach, we were able to support Taurus in their search for a sustainable paper bag alternative. With our kraft paper expertise, we have made it possible to still use and reuse these paper bags under demanding handling conditions," says Conny Josefsson, Sales Director Sack Kraft Paper, Mondi.

Mondi's Advantage Kraft Plus with wet strength and other water-repellent paper grades are available globally with a focus on markets where humidity and rain can limit paper packaging options, such as shopping bags or cement sacks.

Pro Carton appoints new General Manager

Today, Pro Carton, the European association of carton and cartonboard manufacturers, announces Winfried Muehling as new General Manager, following the recent retirement of Tony Hitchin. With sustainability high on the agenda of many FMCG businesses, Winfried Muehling will continue to promote the many advantages of cartonboard and cartons to brand owners, retailers, consumers, and government.

With almost 30-years' experience working in the global packaging and FMCG industry, Winfried Muehling has held managerial positions in the chemical, food and beverage and capital equipment sectors, demonstrating a passion to bring stakeholders along the value chain together and to deliver consistent commercial and operational excellence.

His previous roles include, Vice President Corporate Accounts at Ecolab, Sales Director for MM Board & Paper, Vice President Sales

Management at Tetra Pak and most recently at Amcor as Global Key Account Director, based in Singapore.

As the packaging industry evolves from a linear to a circular economy model, Winfried Muehling will promote cartons as a modern, renewable and recyclable form of packaging, as well as highlighting their unique design and promotional assets.

There is a strong case for brands to adopt sustainable packaging, with Pro Carton's own research showing that 60% of European consumers base their purchasing decisions on a product's packaging. As such, Winfried Muehling's main objective will be to demonstrate the benefits to FMCG and Pharma companies, as well as to retailers in order to make cartons and cartonboard their first choice when seeking green packaging solutions.

Horst Bittermann, President of Pro Carton, said: "I am delighted that Winfried has joined the Pro Carton team. He brings a wealth of industry knowledge and experience, from a



Winfried Muehling, General Manager of Pro Carton.

global perspective, and has an innate understanding of consumer trends and expectations within packaging. We know Winfried to have a 'play to win' attitude, this will support the industry and Pro Carton's members to develop to the next level.

"I thank Tony Hitchin for five years of dedicated service that have put cartonboard at the heart of conversations about sustainable packaging. Now, with the UN Climate Change Conference (COP26) having taken place, we are at a pivotal time. Businesses need to consider their choices and under Winfried's leadership Pro Carton will further

promote the sustainability credentials of cartons, positioning it as the material of choice for forward thinking brands. Packaging from nature – Packaging for nature!"

Winfried Muehling, General Manager of Pro Carton, commented: "It is an honour to be appointed as the new General Manager of Pro Carton and I am excited for the opportunities that lie ahead. The cartonboard industry has worked hard to ensure consumers see cartonboard and cartons as the best choice when it comes to environmentally-friendly packaging. We must further stress the unique advantages, positioning it as a natural packaging material, produced from renewable resources, that can be recycled time and time again. With cartonboard we meet all the requirements for a circular economy today already. I am passionate about the environment and protecting it for future generations, which is why I want to ensure cartonboard packaging becomes the premier sustainable packaging solution."

PulPac appoints Conny Högström as Tech Centre Manager

PulPac takes another important step in the global commercialisation of its innovative manufacturing technology for fibre-based packaging and appoints Conny Högström as Manager for the company's Tech Centre.

Conny Högström joins the expanding team of skilled professionals as Tech Centre Manager, a new position, to support the continued commercialisation of Dry Molded Fibre. Conny most recently comes from a position as Operations Manager at Seldén Mast AB, the world's biggest manufacturer of standardised and customised yacht rigs. Conny brings a profound experience as a



Conny Högström, new Tech Center Manager at PulPac.

leader, having been responsible for development of teams, operations, facilities, special projects, strategic and daily production co-ordination, including organising, planning, and running production activities and improving processes and routines.

"I am very happy to be part of the fantastic journey that the PulPac team have set out on. I am passionate about getting staff and projects to go hand in hand, while achieving great results. That is how I believe I can contribute to the accelerated development of the Tech Centre and the amazing Tech Centre team. I am humbled by all the collective knowledge and know-how found in this competent team and look forward to strengthening and streamlining our support to the organisation and the Dry Molded Fibre community, all with the clear focus to replace single-use plastics, which feels very rewarding," says Conny Högström, new Tech Centre

Manager at PulPac.

The PulPac Tech Center holds world-leading know-how within Dry Molded Fibre. The dedicated Tech Centre team has unique expertise within tooling, application and material development, industrialisation and production adaptation and supports clients and partners in the Dry Molded Fibre community.

"Now was the time to broaden our team and Conny, with his solid technical background combined with experience from a leading position in production and operations management, will allow us to further capitalise on the strength of Dry Molded Fibre as we continue to innovate, commercialise and grow - I'm very excited that Conny is joining the team," says Sebastian Roos, Chief Technology Officer at PulPac.

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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

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