

GREEN PACKAGING INTERNATIONAL



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Welcome to the February issue of Green Packaging International and I must once again thank all those readers who re-registered to continue receiving the magazine at the end of last year, as well as more recent registrations.

Major stories in the national press such as the report that plastic bottles are to be replaced by eco-friendly cartons for Morrisons own-brand milk emphasise that the move towards cutting the wasteful use of non-recyclable packaging is accelerating. This is apparent at both industry and consumer level as packaging manufacturers continually launch new materials, presenting a range of eco-friendly options to Purchasing Managers.

Sustainability is now the 'watchword' for today's specifiers and buyers when selecting the best way to package their goods, yet their ultimate choice must still consider how new materials can successfully integrate with a company's design, production and distribution practices.

As with Morrisons, there is no doubt that consumer demand is a major factor in the move away from plastic packaging, this being particularly true of the food, confectionary and beverage sectors. Creating a circular solution for packaging is being addressed by, for example, the paper industry and mill owners are now re-configuring mills, often at great expense, to produce sustainable packaging.

Vince Maynard, Publisher

In our May issue, we will be looking at - Metal packaging, Luxury packaging and recycling.
 Editorial deadline – May 12th Advertising deadline – May 19th.
 Email: greenpackinternational@virginmedia.com

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 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
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Ardagh Group awarded ENERGY STAR building certification

Ardagh Group was awarded an ENERGY STAR building certification for superior energy performance from the Environmental Protection Agency (EPA) for its distribution centre in Fairfield, Calif.

The Fairfield distribution centre primarily serves Ardagh's packaging distribution needs in the West Coast to better service the wine industry.

"Ardagh Group is honoured to earn the ENERGY STAR building certification," said John Sadler, Chief Sustainability Officer at Ardagh. "As a leading global supplier of infinitely recyclable, sustainable glass packaging, we closely monitor our energy consumption and strive to reduce environmental impact in the communities in which we operate."

ENERGY STAR certified buildings and plants are verified to perform in the top 25% of buildings nationwide, based on weather-normalised source energy use that takes into account occupancy, hours of operation, and other key metrics. ENERGY STAR is the only energy efficiency certification



in the United States that is based on actual, verified energy performance.

"Improving the energy efficiency of our nation's buildings is critical to protecting our environment," said Jean Lupinacci, Chief of the ENERGY STAR Commercial & Industrial Branch. On average, ENERGY STAR certified buildings and plants use 35% less

energy, cause 35% fewer greenhouse gas emissions, and are less expensive to operate than their peers, all without sacrifices in performance or comfort.

For more information, visit the ENERGY STAR website.

In 2021, Ardagh Glass Packaging, North America's (AGP – NA) two glass manufacturing facilities, located in

Bridgeton, New Jersey and Madera, California, were awarded ENERGY STAR plant certifications.

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.

www.ardaghgroup.com

Stora Enso accelerates growth in formed fibre

The investment further strengthens Stora Enso's position as a leading provider of renewable materials that combat plastic waste

Stora Enso is investing €8 million to double its production capacity of formed fibre in Europe. After the investment is completed, the site's annual formed fibre capacity will grow from 50 to approximately 115 million units of product, making Stora Enso one of Europe's leading suppliers of formed fibre.

Stora Enso's formed fibre products are currently being used in food packaging such as bowls, trays and lids. The technology is also being used for the development of fibre bottles. Formed fibre is renewable, recyclable and

biodegradable, and can be used to replace plastics in a wide range of applications. PureFibre™ by Stora Enso is a range of formed fibre products that contain no per- and polyfluoroalkyl substances (PFAS) and has up to 75% lower CO₂ footprint compared to alternative packaging materials such as plastic or bagasse.

"There is a high demand in the market for eco-friendly, circular packaging solutions that replace plastic and other fossil-based materials. Our formed fibre offering can help brand owners meet

their sustainability targets, while responding to consumers' demands for a cleaner future," said Sohrab Kazemahvazi, Senior Vice President, Head of Formed Fibre at Stora Enso.

Formed fibre products are manufactured from various chemical pulps and chemi-thermomechanical pulp (CTMP) by pressing it into a desired shape in a moulding machine. The raw material is pulp made from wood from sustainable sources in Sweden and Finland. Stora Enso will manufacture the raw material at its mills in Sweden and Finland and do the converting at Hylte site. Along

with the investment, Stora Enso will recruit more than ten employees for formed fibre production in Sweden.

Stora Enso's ambition is to offer 100% regenerative products and solutions by 2050. The Group is also committing to new 2030 targets for its key sustainability priorities: climate change, biodiversity and circularity. Its new climate target is aligned with the Paris agreement and Science-Based Targets.

For further information:
Eeva Taimisto
Head of Communications
Tel. +358 40 172 3832

Easyfairs announces new May dates for 2022 edition of Packaging Innovations & Empack at the NEC, Birmingham

Postponement from original February dates, due to current Coronavirus wave and international travel restrictions, means a unique Spring edition for the UK packaging sector's leading event driving innovation and investment.

Global event organiser Easyfairs has announced that Packaging Innovations & Empack 2022, the biggest annual event driving innovation and investment in the UK packaging sector, will now take place from 25-26 May, 2022.

The decision to postpone the event was made in consultation with the event's many partners, exhibitors and the community as a whole. It is a result of the impact of the recent and rapid spread of the Omicron variant of Coronavirus, which has led to new recommendations relating to home working and significant new travel restrictions for overseas participants

in the event. This combination of circumstances makes it impossible to plan for a successful event in February.

With its new dates in May, the 2022 edition of Packaging Innovations & Empack will continue to be the essential event giving a vision of the future and driving investment and innovation decisions across the whole packaging journey.

Packaging Innovations will connect packaging technologists, designers and buyers with more than 200 of the market's leading suppliers of primary and secondary packaging materials and related technologies. Empack will bring together directors at packing and filling operations with more than 40 of the market's key technology

suppliers. Three conference stages will bring the latest thinking on the key issues in packaging development and processing, while a host of features and networking initiatives will ensure visitors find the partners and products that will define their next projects.

Easyfairs is confident that moving the dates of Packaging Innovations & Empack 2022 to May is the best way to ensure a successful event that will continue to connect and inspire the whole packaging community that it serves. The event will be held at the same venue as originally planned, in Hall 1 at the NEC in Birmingham.

Renan Joel, Divisional Director for Easyfairs' packaging events in the

UK and France, commented: "It is our mission to run fantastic events that connect the packaging community, drive innovation and business, and give a truly inspiring vision of the future.

"We want to ensure that the next edition of Packaging Innovations & Empack at the NEC does this and moving the event to May will give the whole community the best chance of having the event it deserves.

"I would like to thank all the stakeholders in our event – exhibitors, associations, media and visitors – for their support for the change in dates. We can't wait to bring them all together in May and help them drive their innovations for the year to come."

PulPac appoints Emelie Andersson as Brand and Creative Manager

PulPac takes another important step in the global commercialisation of its innovative manufacturing technology for fibre-based packaging and reinforces the team with Emelie Andersson in a new role as Brand and Creative Manager.

With solid expertise, working with global brands on an international level, Emelie will drive brand development and growth as PulPac continues to scale up. Emelie brings 15 years of experience of brand communication with a focus on strategic and creative processes. She most recently comes from Paradigm Brand Consultancy, part of Consid, the Nordic region's leading IT and tech company.

On joining the PulPac family,



Emelie said, "I am very excited to be part of this innovative team. To work with a brand that leads the evolution of sustainable packaging, in a time where single-use plastics is one of the world's biggest challenges, feels very rewarding

and inspiring. Having worked many years in the agency world, I look forward to develop the PulPac brand from the inside on a holistic and long-term basis and support the transition towards packaging that does its job with the minimum

impact on our environment".

Ann Dynehäll, Chief Communications & Culture, said "Emelie joining our team is perfect timing. As we are commercialising our groundbreaking technology, the packaging industry is at a defining moment in time. A turning point, where sustainability is no longer a choice or a USP, but a prerequisite. Having Emelie, with her profound experience and unique set of skills onboard, will contribute tremendously towards making PulPac a leading brand for sustainable packaging".

Dry moulded fibre is a fibre forming technology that can replace single-use plastic with sustainable fibre-based alternatives at low cost.

Stora Enso and Picadeli join forces to reduce single-use plastic in salad packaging

Stora Enso and Picadeli, Europe's leading take-away salad bar company, are introducing renewable formed fibre lids to replace single-use plastics in take-away packaging. The lids are made of PureFiber™ by Stora Enso and they are plastic-free, recyclable and biodegradable. The innovation will help Picadeli reduce approximately 120 tonnes of plastic waste annually.

"Our strategic aim is to grow with sustainable, scalable and innovative packaging solutions. We do this by supporting strong forerunner brands such as Picadeli in meeting the growing consumer demand for plastic-free and circular solutions. A salad bowl lid is a good example of an everyday single-use plastic item that can make an important difference on climate footprint when replaced by a sustainable alternative," said Sohrab Kazemahvazi, SVP Formed Fiber at Stora Enso.

Packaging accounts for 40% of the world's plastics, most of which are made from fossil oil. The carbon footprint of the PureFiber™ lid is up to 75% lower compared to alternative



materials such as plastic or bagasse. PureFiber™ products are produced from wood-based formed fibre using green energy. They contain no plastic, no per- and polyfluoroalkyl substances (PFAS), or any other forever chemicals. The lids provide a good user experience and tightly seal the food inside. The new formed fibre lids will be available for consumers at Picadeli salad bars starting March, 2022.

"Food and sustainability have been much discussed in recent years, but knowing how to make choices that

are both healthy and come with a low carbon footprint is not always easy," said David von Laskowski, Group CEO at Picadeli. "We work continuously to make tasty, sustainable and healthy fast food more accessible. Launching the formed fibre lid will further reduce our carbon footprint, supporting our business strategy for sustainability."

PureFiber™ can be used in a wide range of applications including single-use food packaging items such as plastic-free cups, bowls, clamshells, plates and lids. PureFiber™ can also be used to replace plastic

packaging for other industries, such as agriculture, electronics and cosmetics. Formed fibre is a growth business for Stora Enso and the group recently announced expansion of its formed fibre production capacity in Europe. The fibre raw material comes from sustainably-managed forests.

For further information, please contact:
Eeva Taimisto
Head of Communications,
Packaging Solutions
Tel. +358 40 172 3832

Antalis Packaging opens the doors to its new smart packaging centre

Following the initial launch of the SPC in 2018, the company has seen demand for its services grow. Antalis Packaging's Head of Innovation and Design, John Garner, says much of the demand is driven by customers seeking to find solutions to their packaging sustainability and efficiency concerns.

The new SPC, opened in January, 2022, has been designed to cater for this growing need. It provides customers with the opportunity to not only discuss their packaging requirements, but to also see packaging automation in action, as well as packaging design solutions developed, and samples quickly created on site.

The latest developments in packaging automation, including carton and bag on-demand machinery, are showcased in the new demonstration suite. Customers can also have demonstrations of a full range of in-the-box systems in air cushion and paper technology that wrap, cushion and protect products. Systems on display, include those



from Lantech, Sealed Air, Ranpak and Pregis.

Providing customers with the opportunity to see automation in action is a huge benefit, as John explains, "A lot of our focus at the SPC is on helping customers to understand how they can future-proof their business. Having the opportunity to see automated packaging machinery working makes it easier for them to understand the features of the

different machines and to visualise how it might integrate with their existing set-up."

The new dedicated design studio offers innovative packaging design, as well as artwork design. Once a packaging solution has been developed on screen, samples can be created – and printed – in the demonstration suite.

The ability to create fully printed samples is proving very popular with customers. John says, "We have had

an injection of fresh thinking from our talented university interns, two of whom are now working full time in the studio. They have really wowed us – and our customers – with their fresh ideas and ability to create packaging solutions."

For more information:
Rachel Bosworth
Seventh Wave Marketing & PR
T: 07946 385 985
E: rachel@seventhwavemarketing.co.uk

It's official: Cartonboard can be recycled at least 25 times

A new university study dispels the myth of a limit on number of recycling loops for fibre-based packaging

Fibre-based packaging material – paper, board, cartonboard and folding boxes – can be recycled more than 25 times with little to no loss of integrity, according to latest, independent research.

The 2021 study, conducted by Graz University of Technology in Austria, repeatedly recycled folding cartonboard to understand what effect, if any, there would be on the mechanical property of the material,

including its innate strength and crush resistance. "No negative effect on the mechanical properties in question can be demonstrated in this study. The swelling capacity of the fibre also showed no negative trend," the university reported.

Winfried Muehling, General Manager of Pro Carton, the European association for carton and cartonboard manufacturers, stressed: "The findings resolutely

draw a line under a common myth that fibre-based packaging can only be recycled four to seven times before it loses integrity. It highlights that paper and board fibres are much more durable than previously considered.

"In fact, Rene Eckhart, Senior Scientist at TU Graz, who led the research, believes that the limit on how many times paper, carton and cartonboard can be recycled is

actually dictated more by the stock preparation process and achieved collection and recycling quota," added Muehling.

TU Graz' study again spotlights cartonboard's vital contribution to the circular economy and the part it can play in improving the sustainability credentials of businesses and brands; the current recycling rate for paper and board packaging in Europe now stands

at approximately 84.2% and the European paper industry has set itself a target of a 90% recycling rate by 2030. Cartonboard is also biodegradable, a process commonly known as 'organic recycling.'

The university report also stresses the eco-benefits of the increased number of recycling loops. "The more often the same item of packaging can be recycled, the more positive its impact on the environment," states the study.

Winfried Muehling added: "To keep our circular business model running, we will always need a



Winfried Muehling.

sound mix of virgin and recovered fibre. Some customers have specific

product requirements allowing only virgin fibre. For instance, those

requiring packaging intended for direct food contact with moist or greasy food like chocolate. Other examples include luxury packaging with special requirements regarding the whiteness or stiffness of the material, which will certainly need virgin fibres.

"For the industry it is crucial to collect, sort and recycle all fibre materials in the market. Virgin and recovered fibre are equally important for the circular economy, which is something many of our brands and retailers are looking to support," concluded Muehling.

Protection is key: Barrier technology for fibre packaging solutions

Over half (51%) of retail sales globally are a result of online shopping and this e-commerce growth shows no sign of abating. At the same time, there is mounting pressure on retailers and brands to live up to consumers' sustainability expectations.

Both trends are putting pressure on supply chains – and the packaging that these goods travel in. So, we need to get the packaging right. Doing so makes for a more efficient supply chain and reduces the packaging and item's impact on the environment. Packaging that is expertly designed and fit for purpose can help to reduce waste in several ways – including preventing the items from being damaged and returned, as well as

reducing the amount of packaging used, benefitting both a brand's reputation and the environment.

Fibre-based packaging has the highest recycling rates of any packaging, and therefore is the ideal choice for brands looking to make their supply chains more sustainable. At DS Smith the box-to-box business model means that it can recycle cardboard and use its fibres in new packaging in just two weeks. Additionally, we're able to recycle fibres up to 25 times, making sure we keep materials in circulation for longer.

Of course, other materials have alternative properties, such as plastic being able to keep food fresh for long shelf-life applications and act as a barrier to liquid. It's important that we harness these useful properties in cardboard packaging and ensure

our cardboard boxes are as strong as possible, to reduce the number of hard-to-recycle plastics in circulation and prevent further plastic litter making its way into the sea. Following the recent global push to reduce plastic pollution in our oceans, there could not be a more pertinent time to ensure that we are eliminating hard-to-recycle plastics.

Barrier technology development and innovation is pivotal to this effort of using fibre-based packaging to replace packaging solutions and applications that contain hard-to-recycle plastics. Innovations in surface treatments, coating formulations and technologies of application are key to developing recyclable corrugated board boxes able to contribute to the reduction in the use of plastic.

This involves supplementing fibres to

make products stronger and water-resistant to emulate the properties of plastic packaging.

Finding the right fit

Protecting e-commerce goods in transit from when they enter a box in the supply chain to the point of delivery to the customer is essential, but not every journey is the same. It is key that the right barrier is used on each box, to optimise it for performance and sustainability. From how it is applied, its efficiency, to considerations such as how easily it allows the board to be folded into a box – designers must take everything into account.

Through the supply chain, boxes can be subjected to various pollutants, such as water, humidity, and grease. All of these can cause

damage to the packaging and its contents if not adequately protected.

The challenge lies in which material is used to manufacture these barriers. DS Smith harnesses the experience and expertise of its designers to optimise packaging barriers for recycling. If a traditional plastic solution is to be used, this should be fully recyclable or have properties that allow the plastic to break down in the recycling process. At DS Smith, the threshold is that a conventional plastic barrier should make up no more than 5% of the box's content, otherwise this will reduce its recyclability.

Sustainable lamination technology is one possible option for fibre solutions that could replace hard-to-recycle plastics in packaging in

traditional or e-commerce channels. A thin plastic layer can be laminated on top of the fibre board, and we can ensure that this constitutes less than 5% of the box. There are also alternatives of non-plastic materials for lamination giving barrier properties for certain applications.

DS Smith's R&D team have created a further innovative barrier option, which uses biodegradable and water-soluble polymers to protect a box on its journey to the customer. These can be separated from the recyclable fibres during the recycling process. Therefore, these plastic alternatives could in theory constitute more than 5% of the box if necessary, as the consumer is not being relied on to make the separation. Using

recyclable plastic alternatives is beneficial for the environment as it means that hard plastics are removed from circulation and the adoption of biodegradable fibres means that there is less contamination in the recycling process.

In other instances, the plastic layer can be eliminated entirely using a substitute such as coating or varnishes. Different formulations of coatings are under investigation at DS Smith's R&D Programme. These coatings are robust to protect the box, whilst also working towards 100% recyclability – and a circular economy.

Long term goals

Looking to the future, our R&D team continues to put sustainability

at the heart of its innovation process, aligning with DS Smith's Circular Economy led Now and Next Sustainability strategy, which pledges to offer all customers 100% recyclable packaging within two years. As part of the company's £100 million R&D investment, a key focus will be accelerating investment in new materials, including expansion of barrier technologies, which can be utilised in e-commerce packaging.

The options for barrier technologies continue to expand and fibre-based solutions are challenging the misconception that plastic is the best protection for goods in transit. Not only can they provide proper protection, but their recyclability makes them more sustainable too.

Ardagh Glass Packaging celebrates the International Year of Glass

Ardagh Glass Packaging (AGP), part of Ardagh Group, will celebrate the United Nations International Year of Glass throughout 2022, commemorating the essential role of glass packaging in a sustainable society.

The International Commission on Glass (ICG), the Community of Glass Associations (CGA) and ICOM-Glass are promoting 2022 as the United Nations International Year of Glass (IYOG) to underline the scientific, economic and cultural importance of glass in all its forms in our everyday lives.

The year-long celebration will result in a range of events across the world, including fairs and exhibitions, seminars and social media campaigns, to inform and educate communities everywhere of the rich history that glass has and its enormous beneficial contributions in areas such as sustainability, health, culture and art, to name a few. AGP is looking forward to supporting some of the events taking place in our own regions

in recognition of this significant milestone for our industry. These include the National Day of Glass on 5-7 April, 2022, at The Madison in Washington, D.C., and the Glasstec Exhibition on 20-23 September, 2022, in Dusseldorf, Germany.

The very first glass bottles and jars were made in Egypt more than 2,000 years ago. Today, glass packaging is made from 100% natural and sustainable raw materials – recycled glass, limestone, soda ash and silica sand.

Glass is sustainable and infinitely recyclable, making it the perfect material for a circular economy. Additionally, glass is the only widely-used food packaging granted the U.S. Food and Drug Administration (FDA) status of 'GRAS,' or Generally Regarded As Safe – the highest standard.

AGP has a long and proud history of glassmaking dating back more than 300 years. All of AGP's glass bottles and jars contain recycled glass (cullet) and, in Europe, AGP uses up to 90% recycled content in the

manufacturing process.

"AGP is a leading supplier of sustainable, infinitely recyclable glass packaging, that plays a key role in the circular economy," said Mike Dick, Chief Commercial Officer for Ardagh Group. "In this IYOG, AGP is focused on product and process innovations, as well as working on breakthrough projects, which will help to achieve our 2030 sustainability targets outlined in Ardagh Group's latest Sustainability Report."

These targets include zero waste to landfill, a 26% intensity reduction in water usage, a 23% intensity reduction in NOx emissions, a transition to 100% renewable electricity and maximising the use of recycled glass in Ardagh's furnaces. We are also aligned with the Science Based Targets Initiative for Greenhouse Gas emissions and are committed to delivering CO₂ reduction through a continued focus on developing lower carbon glass packaging via both new and existing technologies.

Eight facilities across AGP are

already using renewable electricity: Limmared, Sweden; Barnsley, Doncaster, Irvine and Knottingley in the U.K., and Bridgeton, New Jersey; Burlington, Wisconsin; and Madera, California in the United States. To support AGP's emissions reduction strategy, major off-site renewable energy projects are under development in three European facilities – one in Germany and two in the U.K.

Aligned with these sustainability targets, AGP – North America (NA) has diverted waste from landfill at its Burlington, Wisconsin and Ruston, Louisiana facilities by diverting 100% of their non-hazardous oily debris from landfill and converting it for energy recovery and alternative use. In the future, this same methodology will be implemented at additional facilities throughout AGP – NA.

For more on Ardagh's sustainability progress and to read its 2021 Sustainability Report, please visit ardaghgroup.com/sustainability.



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New furnace at Stoelzle Oberglas reduces energy consumption by 13%



Stoelzle team inside the new flint furnace.



Stoelzle workers at the new tandem IS machine.



As a perfect start in 2022, which is officially the International Year of Glass, Stoelzle Oberglas, headquarters of the Stoelzle Glass Group has successfully completed the rebuild and expansion of its flint furnace, a €22 million

investment, which focused on making the production site more efficient and also more sustainable in terms of energy efficiency and CO₂ emissions. The new flint furnace will reach a daily capacity of around 270 tons of melted glass. State-of-the-art 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 to use more green electricity in a flexible way in order to reduce the consumption of natural gas. New batch formulas, which are based on the use of PCR glass and

secondary raw materials, have been tested successfully throughout the past months. Examinations in the Stoelzle in-house glass lab proved that the so called Flint Prestige Recycling glass, which has already been recognised by the Austrian Trigos sustainability award, will

reduce the CO₂ emissions by 16% and energy consumption by 4% without compromising the high glass quality and brilliant flint colour. The new flint furnace and the new batch compositions are two of the main milestones on the Glass Group's roadmap towards decreasing the CO₂

emissions by 50% by 2030. The investments include three new state-of-the-art IS machines and several new cold end quality control machines, as well as packaging robots. Having successfully accomplished this important project, Stoelzle can now head towards the next milestones

on its sustainability roadmap to 2030. The focus has been set on a group level on reducing further energy consumption and CO₂ emissions by developing and re-thinking processes and techniques, not only in production, but also in the decoration of high quality packaging glass.

For more information please contact:
Mag. Alexandra Seidl
Head of Marketing and Market Intelligence
+43 664 515 89 03
Alexandra.seidl@stoelzle.com
www.stoelzle.com

Smurfit Kappa extends Better Planet Packaging portfolio with innovative new solution for fast food



Smurfit Kappa has developed a new, entirely sustainable packaging solution for fast food following close collaboration with independent Packaging Consultant Juozas Baranauskas.

The Twin Kraft Grease Guard MB12 packaging solution, created for Lithuanian fast-food restaurant Fresh Post, is part of Smurfit Kappa's rapidly growing Better Planet Packaging portfolio of products, which offer sustainable alternatives to existing single-use plastic solutions.

The new Fresh Post food box is made from Smurfit Kappa's Twin Kraft Solid Board, which is a paper-based mono-material specifically designed for food packaging. By integrating

the company's MB12 technology, the recyclable material can adsorb mineral oils, keeping food safe whilst simultaneously protecting aroma and taste.

The 100% FSC-certified pack is created in an energy-efficient manner with significant reduction in both electricity and water compared to the previous solution. What's more, the complete lifecycle of the pack, including the materials' origins, supply chain and how it is collected at the end of life and recycled to make new packaging, is shown on the Fresh Post website - an attractive digital add-on to give consumers full transparency.

Commenting on the collaboration, Smurfit Kappa VP of Innovation and Development, Arco Berkenbosch, stated: "We work with companies

of all sizes to help them realise their sustainability goals and present their products in the best and most sustainable way. We were delighted to work with Juozas on the creation of this innovative and sustainable packaging solution for Fresh Post.

"It's yet another example of a Better Planet Packaging product with the potential to have a transformative effect on a sector. If all takeaway food providers were to switch to a paper-based material like Twin Kraft Solid Board, the impact would be significant."

Inga Tribušiene, Founder and CEO of Fresh Post, said: "Today we have everything we wanted - responsibility from suppliers and manufacturers, and complete traceability of the packaging down

to the smallest detail.

"The whole development has even led to a reduction in costs of packaging and the new material will reduce taxes on packaging, which are starting this year."

Consultant Juozas Baranauskas added: "I am glad that Fresh Post allowed me to be ambitious in setting goals, researching new solutions and providing a completely transparent and interactive customer experience. Working in close collaboration with Smurfit Kappa to create a more sustainable packaging solution for the Fresh Post healthy meals has been a fantastic experience."

Smurfit Kappa's Twin Kraft Board won a Packaging Innovation Award in the 2021 RISI PPI Awards and a Pro Carton Innovation Award in 2020.

Mondi's 100% recyclable corrugated packaging for Warmhaus boilers and radiators

Mondi, has created a fully recyclable packaging solution for Warmhaus, a Turkish producer of radiators and boilers for home heating. The new Monocorr Box is made of 100% recyclable corrugated board, including the inserts that cushion the packaged products. The previous Warmhaus packaging used expanded polystyrene (EPS) foam inserts, which have low recycling rates throughout Europe and generally end up in landfill or incineration facilities after disposal.

Warmhaus was looking for an environmentally responsible packaging solution that would help to meet their own sustainability goals as well as the requirements of domestic and export customers. Monocorr Box is easily recyclable in Turkey and supports Warmhaus's exports to the European Union, where some retailers are beginning to switch to EPS-free packaging, even for larger durables. Producers may also have to consider Extended Producer Responsibility (EPR) fees for EPS material in the future.

"We were looking for a solution that overcomes the challenges we face with rigid foam products. We are committed to energy saving and protecting the environment, and we want our product packaging to reflect the same standards. In addition to its sustainability advantages, corrugated cardboard packaging can also improve the protection of products, transporting and storing them safely and cost-efficiently. We've been using Monocorr Boxes since last August and have received positive feedback from our customers," said Fatih Aydin, Purchasing Unit Leader at Warmhaus.



In addition to being fully recyclable, the Monocorr Box has benefits in terms of logistics and shipping. The boxes are delivered flat and the corrugated inserts take up 94% less space during transport and storage than the previous EPS foam inserts. Assembled Monocorr Boxes are more

compact than the previous packaging and the size of the outer box has been reduced by 6%, which allows Warmhaus to stack 20% more items on each shipping pallet.

"With our EcoSolutions approach, we were able to meet our customer's expectations for sustainable



Fatih Aydin Warmhaus.

packaging while also improving the efficiency of their stacking and shipment processes. This is an ideal solution for Turkey and all other markets. Eliminating the EPS foam element is key to making packaging for white goods and other household appliances part of a circular economy. Solutions like our Monocorr Box can contribute significantly to helping the white goods industry replace EPS foam and transition to fully recyclable packaging," said Metin Morhayim, Sales Director at Mondi Corrugated Solutions Turkey.

Contact: Waltraud Seiner
Head of Marketing & Communication
Corrugated Packaging
T: +43 1 79013 4754
E: Waltraud.seiner@mondigroup.com



New range of beauty innovation from CHANEL with sustainable Sulapac material

CHANEL has just launched an innovative and eco-responsible approach to beauty combining skincare, makeup and a fragrance mist: N°1 de CHANEL. Its formulas honour ingredients of natural origin that are renewable and have reduced environmental impact. They contain up to 97% ingredients of natural origin*** without compromising effectiveness, safety or sensory quality. The eco-design packaging includes sustainable Sulapac material, and faithful to the House of CHANEL's exacting standards, every detail was considered.

The full range of packaging for the N°1 de CHANEL is eco-designed and includes lids that contain bio-based materials. They are the result of a collaboration that began in 2018 between the CHANEL Fragrance and Beauty Packaging Innovation Department and Finnish material innovation start-up Sulapac.

"The new-generation lid of the N°1 de CHANEL Cream is made of 90% bio-based materials from renewable resources: FSC** certified wood chips that are by-products of industrial side-streams combined with camellia seed shells. It was a genuine technological challenge that has now resulted in several patent-pending** applications. Faithful to the House of CHANEL's exacting standards, every detail was considered at length, including the sensory quality of the material; its resistance to heat variations; the unique sound of the jar closing; how it feels in the hand; and the depth of the matte satin finish engraved with the iconic double C," CHANEL explains.

It took more than 40 trials before Sulapac's R&D Manager, Piia Peltola, was able to find the right material recipe. "It has been fascinating to see up-close this level of devotion to the brand feel and its environmental impact," said Piia Peltola. "Our first big task was to innovate a bio-based material that contains by-product camellia seed shells whilst making it resistant to heat and moisture. It was just a concept idea when we started. Camellia is an inherently hydrophilic material, meaning it absorbs water strongly. Solving this was a great accomplishment from us and the first time we have incorporated such an ingredient in our packaging material in a bespoke way.

"By this example we encourage more companies to choose sustainable packaging materials," said Suvi Haimi, CEO and Co-founder of Sulapac. "It was fascinating to combine by-products like camellia seed shells and FSC** certified wood chips in this unique packaging material. Now, we have proficiency in also utilising other side streams without compromising the functionality of the final product. It helps us to reduce the environmental footprint even further," Haimi concluded.

Further information:
Suvi Haimi, CEO and Co-Founder:
E: suvi.haimi@sulapac.com.
T: +358 44 029 1203
Antti Valtonen, Head of Communications
E: antti.valtonen@sulapac.com
t: +358 40 729 4793

* Forest Stewardship Council: Wood from responsibly managed, FSC certified forests and other supervised sources.

** Three international patent applications pending.

*** According to ISO 16128 standard.



Metsä Board's co-creation workshop results in an innovative insect hotel

Finnish Golf Coat Oy is launching a new golf ball packaging that, when empty, takes on a second life as an insect hotel. The innovative packaging is a result of a co-creation workshop organised by Metsä Board. The workshops are part of Metsä Board's 360 Services that cover the whole packaging value chain by utilising the state-of-the-art Excellence Centre in Äänekoski, Finland. The design of the golf ball packaging was a collaboration involving a packaging design agency, Metsä Board's own packaging design team, the packaging manufacturer and Metsä Board's technical service.

"The packaging is an excellent example of how teamwork can create something totally new. In 2021 we organised 36 virtual workshops with our customers and partners. The process concentrated on improving the current package whilst creating



something completely new, like this insect hotel", said Gunilla Nykopp, Customer Experience Manager from Metsä Board's packaging design team.

When empty the packaging can be turned into an insect hotel providing

shelter for bugs and larvae thanks to separate parts made of paperboard included in the cover. The packaging was manufactured by PackageMedia Oy, part of Pyroll Packaging using MetsäBoard Pro FBB Bright folding boxboard.

For further information contact:
Marjo Halonen, VP Communications,
Metsä Board
Mobile: +358 (0)50 598 7046
E: marjo.halonen@metsagroup.com
Metsä Board
www.metsaboard.com



Solenis joins as new partner in PulPac's expanding dry moulded fibre network

Global leader in specialty chemicals for paper packaging to provide sustainable barrier coating solutions



Solenis, a leading global producer of specialty chemicals, has joined PulPac's worldwide network supporting the dry moulded fibre community.

In a world desperate for alternatives to plastics, the market-pull for dry moulded fibre is enormous. To support converters in the transition to the new technology, PulPac continuously expands its network of preferred partners and suppliers. Solenis, a leading global producer of specialty chemicals focused on delivering sustainable solutions, has joined this global network of leaders supporting the dry moulded fibre community.

"We are excited to be a force for sustainable change in the packaging industry by contributing to this ground-breaking technology. Solenis has a prominent culture of innovation, consistently delivering new-to-the-world products and next-generation technologies to meet the ever-changing market needs and challenges our industrial customers face. I believe we are uniquely positioned to provide safe and sustainable barrier solutions designed for circularity to the dry moulded fibre converters that lead the way and set new standards for fibre-

based packaging," said Daniel Palrén, Business Development Manager at Solenis. "Fibre-based products coated with these barrier coatings typically are repulpable, recyclable, compostable and biodegradable, thereby offering packaging producers a way to improve their sustainability credentials with brand owners, retailers and consumers."

Dry moulded fibre, invented and patented by PulPac, is a fibre-forming technology available to converters, brand owners and partners to help create a new and competitive standard in sustainable packaging. The pioneering technology is designed

for the circular economy and uses affordable, globally available, renewable cellulose fibres to produce high-performance, fibre-based packaging and single-use products with highly competitive unit economics. Saving significant amounts of valuable water resources and energy, a dry moulded fibre product can have up to 80% lower CO₂ footprint compared to alternatives.

"Collaboration is key to putting an end to plastic pollution. By working together with leaders such as Solenis, we expand capabilities, expertise and capacity and speed up the on-going global transition to fibre, away from

single-use plastics. The collaboration already shows very good results and together with Solenis' reach, know-how and platform as a leading global chemistry supplier in fibre, we can work wonders on barrier technology," stated Linus Larsson, Chief Executive Officer at PulPac.

Media contacts:
Gillian Davies, Solenis Media Relations, gedavies@solenis.com
Sanna Fager, Chief Commercial Officer, PulPac; sanna.fager@pulpac.com
Ann Dynehäll, Chief Communications Officer, PulPac; ann.dynehall@pulpac.com



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Save the date

Easyfairs announces the launch of its Paris Packaging Week 2022 campaign

A DF&PCD and PLD, part of Paris Packaging Week, will take place on 29 & 30 June, 2022, at Paris Expo Porte de Versailles

The colourful and dynamic new identity of ADF&PCD and PLD Paris, unveiled last December, today opens a new chapter for the world's leading event for packaging innovation in beauty, premium drinks and aerosols.

Visitor registration is now open for the event with the new identity, which strengthens the individual events for their markets, while creating a new platform to unite the French and international packaging communities better than ever before across Easyfairs' events in Paris, London and Milan.

"Paris Packaging Week and its events ADF, PCD and PLD, are a strategic reference for professionals in the packaging sector. We are very excited that they will be back in Paris, face-to-face, for a unique summer event. It is a long-awaited opportunity to get together, to discuss, to develop business, to drive innovations, but also to share," said Josh Brooks, Event Director of Paris Packaging Week.

"Paris Packaging Week and the new identities of ADF, PCD and PLD will create a new experience, both during face-to-face events and throughout the year through our digital channels, for everyone who is involved in



packaging innovation," stated Renan Joel, Divisional Director of Easyfairs' packaging shows in UK, France, Italy and Switzerland.

Alongside the three distinct, but co-located exhibitions, with a total of more than 650 exhibitors, the 2022 edition of Paris Packaging Week will host a range of features designed to inspire the packaging community to create the best and most innovative packaging possible for their brands:

- Cutting-edge Talks hosted by some of the brightest, most influential and innovative experts in the packaging industry.
- Networking opportunities to facilitate exchanges and collaborations between brands and packaging suppliers.
- Hundreds of new product launches and innovations from suppliers of

labels, glass, paper, caps, closures, wood, pumps (and more!) across the luxury, beauty, drinks and aerosol market

- The ADF&PCD and PLD Innovation Awards ceremony, which will highlight and reward the most outstanding packaging of the year on the international beauty, aerosol and premium drinks market. New this year is a dedicated gallery showcasing the winners and the innovations they highlight.
- The Pentawards Gallery, the most prestigious worldwide competition that is exclusively devoted to packaging design, will display a selection of beauty, cosmetics and drinks winning packs from its competition this year.

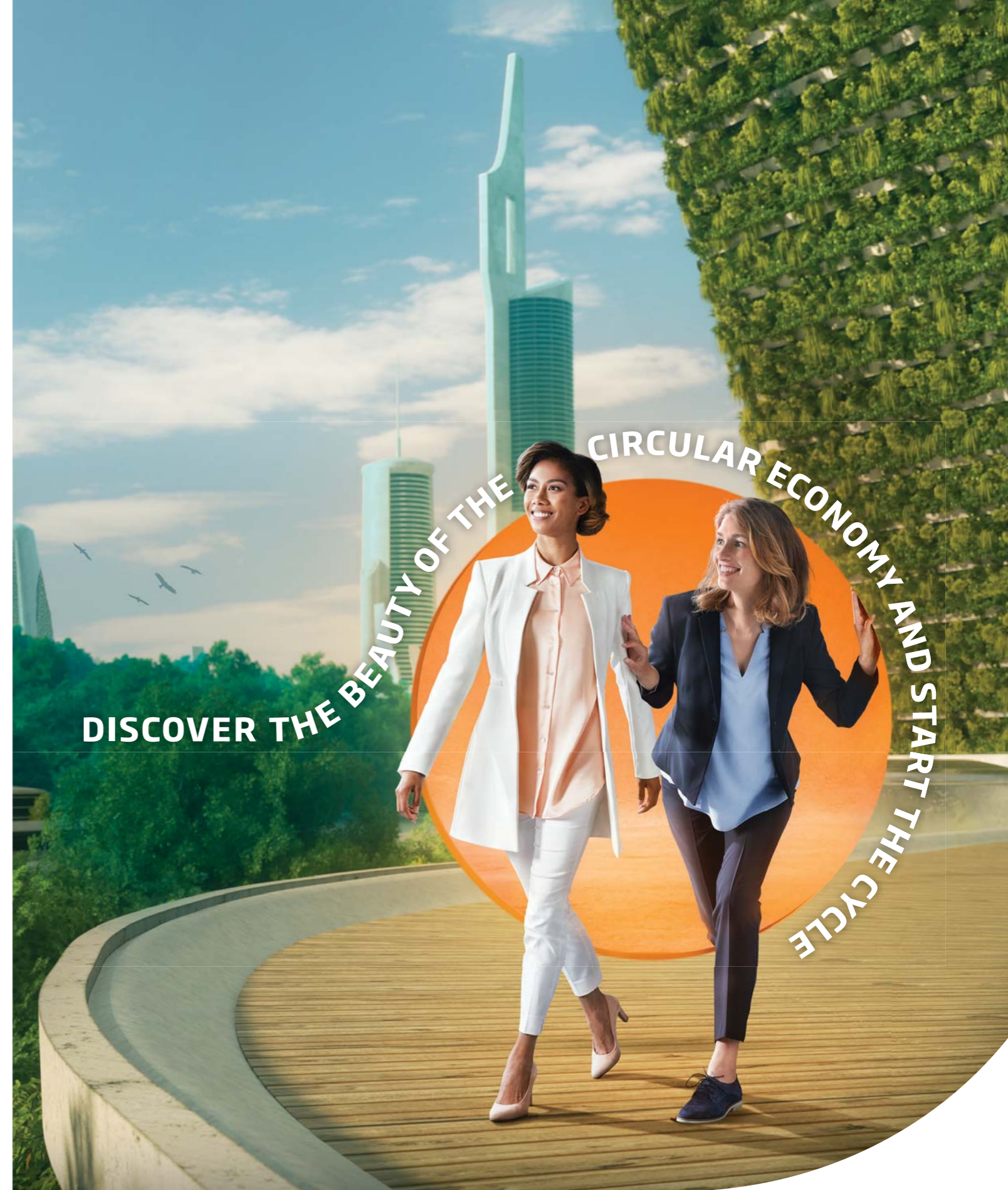
Visitor registration is now open for Paris Packaging Week 2022, taking place on 29 & 30 June 2022. Make

sure you visit our website for more information, and to secure your spot for free. www.parispackagingweek.com

About Paris Packaging Week

Paris Packaging Week features three co-located events that inspire innovation and drive business in packaging for beauty and luxury products, premium drinks, and aerosols and dispensing systems. It takes place in the global capital of the beauty and luxury business, Paris, connecting over 10,000 professionals in the packaging sector from across Europe and more than 600 of the world's most innovative suppliers to help define the future of packaging in their sectors.

Easyfairs Oriex, 29 rue de Trévisé, 75009 Paris, France www.easyfairs.com



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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