thepackhub
INNOVATION ZONE

PACKAGING INNOVATION

BRIEFING REPORT

JANUARY 2024

Welcome

Welcome to ThePackHub's Packaging Innovation Briefing Report for January 2024.

In this comprehensive and unique monthly report, created exclusively for Innovation Zone members, you'll find a wealth of information on the latest packaging innovations and industry news.

With 94 pages of content, including 80 new packaging innovations for the month, you can be sure that you'll stay informed and up-to-date on all the latest developments in the packaging industry.

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Summary

Our latest monthly report underscores the latest advancements in packaging innovation, highlighting key areas focused around bio materials, recycling, paperisation and refill & reuse. Sustainability remains the primary focus, with approximately 80% of the latest initiatives being eco-centric.

The biobased packaging industry, particularly seaweed-based packages, is seeing rapid expansion. We continue to see plenty of recycling and recycled content come to our attention and “paperisation” is a trend that shows no signs of slowing down with plastic being the material replaced in preference for paper-based alternatives. The trend towards refillable and reusable packaging is picking up steam, with a plethora of initiatives observed in the dry food, household, and personal care sectors.

We also have 16 other innovations that are related to added functionality, improved shelf stand out or improved inclusivity.

We hope you enjoy.

The innovations featured track ThePackHub's trend areas:

- Recycling Resurgence
- Refill Revolution
- Paperisation
- Bio Alternatives
- Miscellaneous

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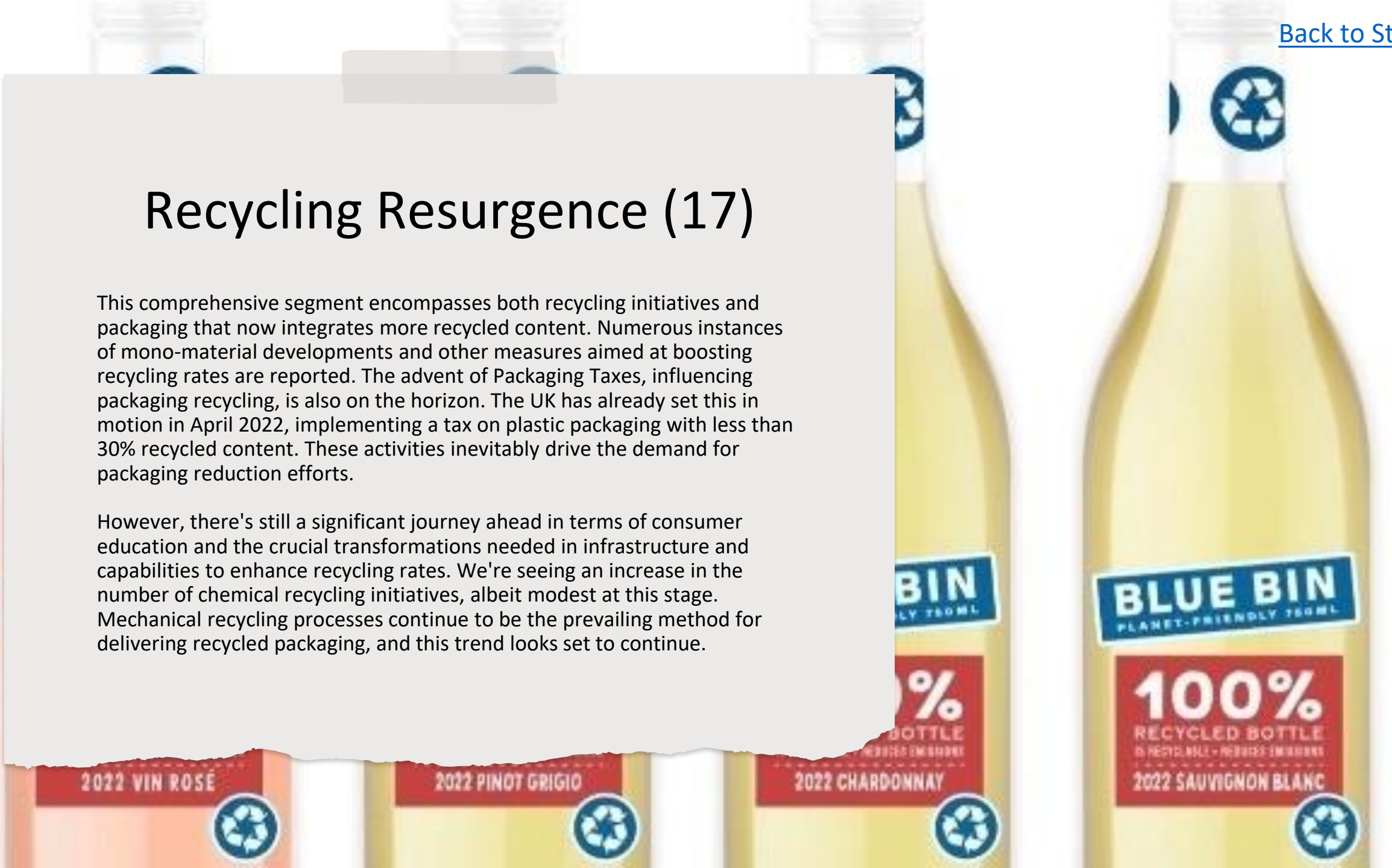
Recycling Resurgence (17)

This comprehensive segment encompasses both recycling initiatives and packaging that now integrates more recycled content. Numerous instances of mono-material developments and other measures aimed at boosting recycling rates are reported. The advent of Packaging Taxes, influencing packaging recycling, is also on the horizon. The UK has already set this in motion in April 2022, implementing a tax on plastic packaging with less than 30% recycled content. These activities inevitably drive the demand for packaging reduction efforts.

However, there's still a significant journey ahead in terms of consumer education and the crucial transformations needed in infrastructure and capabilities to enhance recycling rates. We're seeing an increase in the number of chemical recycling initiatives, albeit modest at this stage. Mechanical recycling processes continue to be the prevailing method for delivering recycled packaging, and this trend looks set to continue.



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Collaborative launch of child-resistant packaging with 50% post-consumer recycled content

CRATIV Engineered Packaging, based in Canada, and Amcor Rigid Packaging have jointly launched commercialised child-resistant packaging, known as CRATIV PCR50TM. It is made from 50% post-consumer recycled (PCR) polypropylene (PP) material, manufactured in Canada. Designed for pre-roll, vape, edible, and flower products in the hemp, CBD, and cannabis markets, the new line meets child-resistant packaging standards for Canada. CRATIV, a leader in child-resistant cannabis packaging, offers customisable and brandable cases in standard or custom colours through their PCR50TM line, contributing to a more sustainable packaging format. The products are crafted from a blend of food contact-compliant recycled and virgin PP. Amcor's collaboration in developing the PCR material underscores its commitment to sustainability and innovation, aligning with its goal for all packaging to be recyclable, reusable, or compostable by 2025. The PCR50TM line offers a more sustainable alternative to traditional plastics, meeting both regulatory and industry requirements in the cannabis sector.

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Sustainable retort pouches contain up to 30% PCR content

Ohio-based flexible packaging producer ProAmpac has introduced ProActive PCR Retort pouches, offering a sustainable alternative to traditional retort options. These pouches aim to diminish the use of virgin plastics by incorporating up to 30% post-consumer recycled (PCR) material by mass. As part of ProAmpac's ProActive Sustainability platform, these retort pouches cater to brands and retailers striving to fulfil circular economy objectives. Specifically designed for shelf-stable ready-to-eat proteins requiring ultra-high barrier and high-heat resistance, the proprietary techniques employed in their production maintain functionality, durability, and food safety throughout retort and distribution processes. These pouches contribute to sustainability goals by utilising recycled materials and reducing reliance on virgin resin. The company's commitment to sustainability aligns with increasing industry efforts to enhance environmentally responsible packaging.

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Brazilian chocolate drink refreshes visual identity and reduces metal usage

Nestlé Brazil's chocolate drink Nescau has unveiled a refreshed visual identity and packaging as part of its repositioning as a sports and lifestyle platform. The new packaging, aligned with Nescau's ESG strategies, utilises 15% less metal than the previous design, resulting in a reported reduction of 1800 tons of metal usage annually. The updated steel can adopts a sleeker, paper-labelled design, departing from the previous lithographed "twister" shape. Maintaining iconic elements such as the lightning bolt, the redesigned packaging emphasises simplicity, aligning with lifestyle and well-being themes over performance. Developed in collaboration with FutureBrand São Paulo, the project introduces the tagline "Energy that makes life happy." As Nescau aims to be an agent of positive change socially and environmentally, the rebranding signifies a commitment to transformation and sustainability.

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French vegetable processor moves to PE packaging for frozen products

Leading French vegetable producer Bonduelle, has announced that by 2025, it pledges to have 100% of its packaging designed to be recyclable or reusable, contributing to global efforts in reducing food packaging waste. The recent introduction of eco-designed frozen packaging, utilising highly recyclable PE (polyethylene), exemplifies Bonduelle's dedication to sustainable practices, with the goal of making all its packaging recyclable or reusable by 2025. The new monomaterial replaces the previous metalised structure. The brand's six-fold commitment to food encompasses promoting local and seasonal products, minimising pesticide use, safeguarding biodiversity and soil health, reducing additives, increasing the share of organic products, and developing sustainable packaging. Bonduelle's plant-based foods, known for their quality, taste, and nutritional value, predominantly originate from eco-conscious agriculture. In its third pillar, focused on people, the company strives to deliver responsible economic and social impacts for all employees and communities.

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Sauce manufacturer shifts to PET bottles for ketchup achieving 30% weight reduction

Orkla Foods, Headquartered in Stockholm, Sweden, is a Nordic Orkla subsidiary known for its ketchup products. It has announced that it has replaced its polypropylene (PP) bottles with polyethylene terephthalate (PET) bottles, aiming to capitalise on PET's improved recyclability and cost-effectiveness. The transition was facilitated with the help of French liquids solutions provider Sidel, who have supplied their Sidel Combi machines for blowing, filling, labelling and capping the packaging. The move to PET not only enhances recyclability but also results in a 30% reduction in bottle weight. Orkla has also increased its sustainability credentials as the new bottles are composed of at least 25% rPET (recycled PET). Orkla's Fagelmara facility in Sweden, producing thirty million ketchup bottles annually, implemented the change, seizing the opportunity to redesign the bottle shape during the transition.

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PE clingfilm launched with over 25% weight reduction compared to PVC films

Berry Global has introduced an updated version of its Omni Xtra PE (polyethylene) clingfilm, known as Omni Xtra+, for fresh food applications. This new film is designed to serve as an alternative to traditional polyvinyl chloride (PVC) cling films, emphasising enhanced performance and sustainability. The Omni Xtra+ film improves upon the existing Omni Xtra by offering features like improved elasticity, uniform stretching behaviour, and enhanced impact resistance. It is specifically designed for the overwrapping of fruit and vegetables, meat and poultry, and deli and bakery products, aligning with Berry's commitment to innovation and sustainability. The advanced manufacturing process allows the production of a thinner film compared to PVC versions without compromising strength and puncture resistance. Notably, Omni Xtra+ has received recyclability certifications from industry organisations RecyClass and Interseroh, supporting Berry's sustainability goals by providing a weight reduction of over 25% compared to PVC films, contributing to a circular plastics economy.

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Tech company transitions to recyclable packaging for broadband hardware

Finnish tech company Nokia has announced a shift to 100% recyclable packaging for its Lightspan broadband access nodes by the end of 2023. The move involves replacing protective plastic covers with a biodegradable alternative and using recyclable cardboard components certified by the Forest Stewardship Council for buffer material. The new packaging is designed for reuse in return shipments. Nokia aims to eliminate non-biodegradable foam, plastic, bleaching, toxic materials, and chemical treatments, with the redesigned packaging offering a 60% reduction in size and a 44% reduction in weight. This reduction is expected to lead to a decrease in CO_2 emissions from transportation by up to 60%. The initiative aligns with Deutsche Telekom's circularity goals, and Nokia's broader strategy involves the use of organic, biodegradable materials to reduce transport costs and waste disposal.

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Fully recyclable tray unveiled for food-to-go products

Sabert Corporation Europe has introduced Tray2Go, an innovative and fully recyclable packaging solution designed for the presentation of sushi, chilled food-to-go, confectionery, and bakery products. The Tray2Go range features a robust double-wall tray design coupled with a secure fitting click-lock lid, providing practical and versatile packaging. The materials used in the Tray2Go range are sustainable, with FSC-certified board bases manufactured in the UK and lids made from rPET (recycled polyethylene terephthalate), containing a minimum of 50% recycled material at the company's facility in Belgium. The packaging is available in kraft, black, or white, offering options for bespoke printing and customisation. The design ensures efficient nesting, secure stacking, and excellent product visibility, with a patented footed base for added protection and premium design. Tray2Go aligns with Sabert's commitment to sustainability, delivering functionality and stand-out shelf presence for food products.

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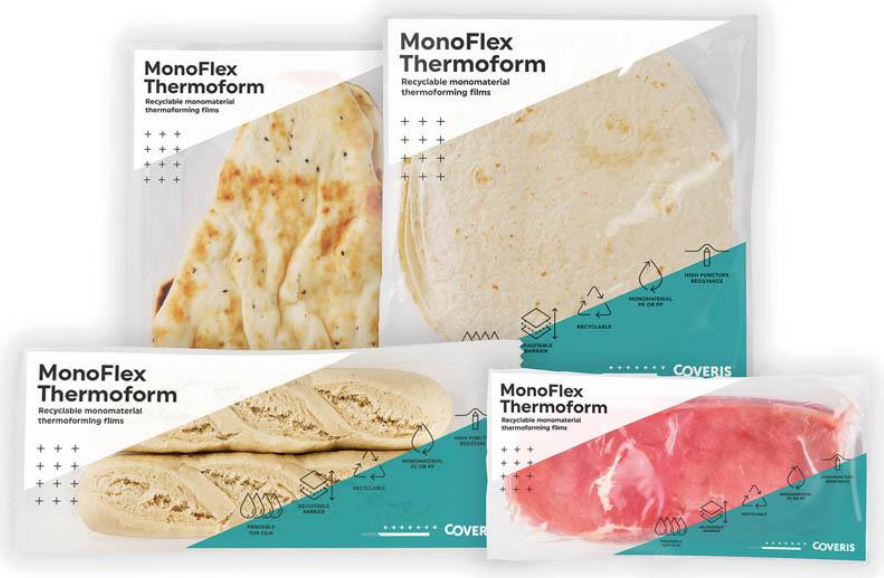
Mono-material thermoforming solution is recyclable

Leading European flexible packaging manufacturer Coveris has launched what it says is a breakthrough in thermoformed film packaging with the development of its mono-material recyclable solution. The company's recyclable MonoFlex Thermoform solutions are made from polyethylene (PE) or polypropylene (PP) and are completely polyamide-free (PA). MonoFlex Thermoform, manufactured at Coveris factories in Germany and the UK, can be made from co-extruded or laminated films with a substrate depending on the product application and printing requirements. Coveris says the solution provides advanced EVOH barrier propertie for product protection and durability, supported by its strong puncture resistance. Developed with a wide operating window, the films maintain packing speeds previously achieved and allow a seamless switch from alternative substrates. Suitable products for the materials include a range of bakery items and other applications in the meat, fish, poultry and dairy industries. They are available unprinted or with a printed top film.



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Sustainable dairy packaging facilitates automatic separation of materials

A significant milestone in sustainable dairy packaging has been achieved with the introduction of the K3r100 innovation in Switzerland by Greiner Packaging, initially used for the Milbona brand natural yoghurts at Lidl Switzerland. Developed at Greiner Packaging's Swiss site in Diepoldsau, the K3r100 enables the automatic separation of cardboard and plastic components, laying the groundwork for improved recycling systems. Although current recycling processes require manual separation, the innovation positions Molkerei Forster and Lidl Switzerland as pioneers in future-proof packaging. The collaboration between Greiner Packaging, Forster dairy, and Lidl Switzerland highlights their shared commitment to sustainability, with a focus on raw materials, production processes, and packaging. The 500g cups featuring 1.5% and 3.5% fat content yoghurts signify a collective effort towards environmentally conscious packaging practices. The partnership's success underscores the importance of collaboration in bringing innovative solutions like the K3r100 to market.

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Relaunched MAP tray for fresh protein market is now certified 100% recyclable

Headquartered in Luxembourg, Klöckner Pentaplast, is a manufacturer of plastic packaging products. The company's KP Elite MAP Tray, is a fully recyclable modified atmosphere packaging tray manufactured from 100% rPET (recycled polyethylene terephthalate). It has now been relaunched by KP, with a focus on the European fresh protein market. The tray is now certified 100% recyclable by RecyClass, making it the only fully recyclable, lightweight, modified atmosphere mono-material packaging tray. Designed for efficiency in processing and packing, it ensures a hermetic seal to reduce leaks and minimise the need for rework and repacking. With a peelable seal, exceptional clarity, and extended shelf life, KP Elite offers a sustainable solution for the fresh protein market, aligning with the company's commitment to circularity and reducing waste in the protein packaging market.

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Brewery advances plastic circularity with sustainable packaging initiative

The Heineken Group has intensified its commitment to achieving 100% plastic circularity in its operations, replacing shrink packaging on Amstel brand cans with material made from 30% recycled post-consumer polyethylene resin. Conducted in collaboration with Dow and films and flexible plastic packaging supplier Lord, this initiative is expected to reduce 39 tons of CO2 emissions annually, showcasing the positive impact of industry collaboration. Following the 2022 implementation of this sustainable material in the secondary packaging of the Devassa brand, resulting in a significant reduction of 777 tons of plastic, the second phase expands the use to Amstel, the company's second most consumed brand in Brazil. The company acknowledges the necessity of collaborative efforts with sustainability-focused suppliers and emphasizes the shared responsibility of the industry in promoting positive environmental practices. Dow, the supplier of recycled resin for the Revoloop line, expresses commitment to advancing sustainability requirements in packaging in collaboration with partners like Heineken and Lord.

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Innovative monomaterial for long-distance liquid food packaging reduces waste

Aran Group, an Israeli company known for its innovations in liquid food transportation, has launched Premium Flex 2.0, the successor to its earlier Premium Flex BIB (bag in box), aimed at addressing flex cracking during long-distance transport. Set to debut in early 2024, Premium Flex 2.0 distinguishes itself by eliminating metalised layers in its packaging. The primary barrier is now a thin layer of ethylene vinyl alcohol (EVOH), comprising less than 5% of the packaging, with other layers composed of various polyethylenes. This alteration positions Premium Flex 2.0 as a fully recyclable, monomaterial packaging solution suitable for polyethylene recycling streams. The company's internal lab tests indicate the product supports logistical transport over distances of up to 8,000 km (4,971 miles) by sea, land, or air. Weighing under 500 grams per 220-litre bag and featuring a four-layer composition, Premium Flex 2.0 aims to combine flexibility and durability while minimising environmental impact, eliminating the need for additional packaging and reducing overall waste.

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Integrated moulded handle PET bottle is sustainable packaging solution

South Africa’s Mpact Plastics has launched the IMH PET bottle, designed with an integrated moulded handle. It conforms to South Africa’s Extended Producer Responsibility (EPR) regulations to enhance bottle-to-bottle recycling. Notably, its PET (polyethylene terephthalate) handle is injection-moulded during preform production, eliminating the need for separate handles and manual sorting before recycling. This design aligns with South Africa’s established bottle-to-bottle recycling practices, utilising food-grade PET and rPET materials. The bottle exhibits high-quality attributes, surpassing a shear handle strength of 25kg and complying with ISO 9001 and FSSC 22000 standards at the company’s Wadeville plant. Beyond functionality, the pack’s durability, ergonomic design, and recyclability contribute to positive consumer experiences. Suitable for diverse industries, the IMH bottle offers an appealing and functional packaging solution, potentially minimising reliance on returnable plastic crates in certain applications. Brand customization options include embossing, self-adhesive labels, and shrink sleeves.

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Mono-material airless dispenser is first of its kind

Illinois-based Aptar Beauty has introduced the Mono Micro, an innovative airless dispenser crafted exclusively from polyethylene (PE), making it the first of its kind to be composed of a single material. This advancement in sustainable packaging caters to brands in the dermacosmetics and “Masstige” segments, aligning with heightened consumer preferences for sustainable solutions. The European evaluation institute Cyclos-HTP has certified the Mono Micro as 100% recyclable, endorsing its compatibility with existing recycling streams. The dispenser encompasses all components, from the outer cap to the label (if used), in PE, emphasising a commitment to circularity and ease of recyclability. A spokesperson for Aptar Beauty said that the Mono Micro underscores the company’s dedication to enhancing offerings with Design for Recycling solutions, positioning it as a forward-looking choice for brands anticipating future regulations on recyclable plastic packaging and striving to fulfil sustainability commitments.

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Innovative collaboration reduces plastic in sauce bottles

Mars Food & Nutrition Australia has teamed up with Wellman Packaging, a specialist FMCG packaging supplier, to enhance the sustainability of its MasterFoods squeezy sauce bottles. These recently launched bottles incorporate Wellman PET technology, resulting in an 18% reduction in virgin plastic usage. This shift is anticipated to slash Mars Food & Nutrition Australia's virgin plastic consumption by 12.7 tonnes in 2024, with ongoing plans for additional reductions. The collaboration, forged amidst the challenges of the Covid-19 pandemic, reflects the company's commitment to sustainability. Mars Food & Nutrition Australia and Wellman refined the bottle design through numerous iterations to maintain the desired 'squeeziness' that customers appreciate. The new PET MasterFoods squeezy sauce bottles are now available on supermarket shelves across Australia.

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Recyclable food containers with 10% PCR plastic content launched

Plastic packaging manufacturer Novolex, based in South Carolina, has introduced a line of food packaging containers produced by its Waddington North America brand, featuring a minimum of 10% post-consumer recycled (PCR) content. The range encompasses dessert cups in three sizes: tamper-evident containers, cake containers, and bakery clamshells. Notable products include transparent Signature dessert cups made from PET (polyethylene terephthalate) with a universal lid, CakePak bases and lids with an EZ Release system, BreakAway tamper-evident containers with stackable clear design, and multi-use clamshells with a secure closure. A spokesperson for Novolex said that the company is dedicated to sustainability and aims to contribute to the circular economy by continually innovating products to minimise environmental impact. The company's commitment to incorporating recycled content reflects a broader industry trend towards greater environmental responsibility.

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Refill Revolution (11)

The trend towards refillable and reusable packaging is gaining momentum as more companies explore ways to reduce their use of single-use, hard-to-recycle packaging. This growth is partly driven by the goal of the Plastic Pact to deliver reusable packaging by 2025. Many of these initiatives are coming from startup and smaller brands, but multinational companies are also beginning to test the waters with small-scale trials and pilots. The dry food, household, and health and beauty sectors are currently the most active in this area.

Consumer attitudes towards single-use packaging are shifting, with a growing resistance to disposable packaging. The innovations in refillable and reusable packaging can be categorized into the four models outlined by the Ellen MacArthur Foundation: Refill at home, Return from home, Refill on the go, and Return on the go. The dry food, household, and personal care sectors are leading the way in this area. Many of the in-store examples of refillable and reusable packaging are currently small trials and pilots, as major retail chains test the waters with a limited number of initiatives in select outlets. The next steps of these major retailers will be watched with interest.

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Refill Revolution

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German retailer initiates reusable packaging system to tackle waste

German retail chain REWE has partnered with Miwa Technologies to introduce a sustainability initiative, selling pasta, rice, cereal, and other items in reusable and returnable containers to reduce unnecessary packaging and food waste. Utilizing second-generation Miwa modules with integrated displays and scales, customers can monitor real-time product quantity and corresponding prices. The upgraded system incorporates new electronics and software, making larger products compatible, and uses vibrations to aid dispensing. Consumers can opt for in-store reusable containers, with the packaging cost added, or bring their own. After weighing, the module prints a price tag, and store-bought containers can be returned through machines in REWE shops. Miwa's solution is expected to save nearly 2,000 pieces of disposable packaging per container, relying on reusable capsules and smart data. The pilot project involves eleven shops. Miwa received €5 million in funding through the European Innovation Council's EIC Accelerator programme.

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Cosmetics brands join forces for successful bulk refill initiative in French pharmacies

Eight cosmetic brands, including Mustela, Garancia, La Rosée, and Bioderma, have joined forces for the Pharma-Recharge Consortium to provide consumers with bulk options for 15 of their products at select French pharmacies. Launched at the Carré Opéra pilot pharmacy in June, the successful initiative is now expanding to four additional pharmacies in different regions of France. The products, offered in 500-ml glass pump bottles for refills, aim to address consumer demand for sustainable packaging options. The system, designed by Mobil Wood and Jean Bouteille, involves a shared furniture unit with 15 product fountains, allowing users to follow easy steps to fill their bottles with a predefined dose. Survey results after four months indicate a high satisfaction rate among users, prompting the consortium to continue the initiative until May 2024, with plans to integrate more brands into the project.

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Cosmetics brand reveals refillable, mechanical, and bio-based liners

Schwan Cosmetics introduces a sustainable approach to beauty with the unveiling of refillable, mechanical lip liner cartridges, catering to the growing demand for sustainable, high-performance beauty products in the APAC (Asia-Pacific) market. The Power Up Your Pout lip liner features exchangeable cartridges infused with peptides and jojoba oil, offering a 3-in-1 plump, define, and fill application. This addition to the REFILL & STYLE range aims to reduce environmental impact by eliminating packaging waste when the liner is empty. Positioned to meet the rising preference for sustainable alternatives in Asia's beauty market, Schwan Cosmetics highlights its commitment to a closed-loop sustainability strategy, incorporating recycled and bio-based materials in packaging. The Power Up Your Pout was presented at the Cosmoprof-Asia 2023 exhibition in Hong Kong, where TheBetterBarrel eyeliner and lip liner pencils from Schwan Cosmetics were nominated as finalists in the Sustainability category at the Cosmopack Asia Awards..

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Reusable pouch system reduces environmental impact

London-based Moree helps food brands ditch single-use packaging. The business has developed a sustainable packaging solution, focusing on reusable pouches suitable for direct food contact, aimed primarily at dry goods. Brands can access Moree's reusable packaging on a pay-per-use model. Returning these pouches is simplified through Moree's RetEarn app, where customers can send back used packaging and accumulate points. These points not only foster brand loyalty but also enhance customer engagement. The operation is said to be reminiscent of a boomerang effect. Customers return their empty pouches via pre-paid envelopes, Moree then cleans these pouches and returns them to the brand owners in pristine condition. This system allows brands to focus on their products without worrying about logistical details, as Moree manages the return, cleaning, and delivery of the packaging.

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Reusable packaging range launched in Germany

Germany-based KeepIn has introduced a range of sustainable, reusable packaging solutions for food, including cups, bowls, and trays. They are made from 100% PP (polypropylene), with ventilation, optimal stackability, and recyclability features. The products come in various sizes, are insulated with innovative technology, and are designed to weigh less than alternatives while matching both disposable and reusable lids. The average life of Keepin's products is expected to be around 125 re-uses. KeepIn's commitment to quality extends to offering customised solutions for system providers, HoReCa players (Hotel, Restaurant, Café), and wholesalers, providing personal service and tailor-made options. KeepIn products are dishwasher-safe, durable, and adhere to hygiene standards, contributing to its goal of making a unique contribution to sustainability and climate protection.

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Canadian tech firm collaborates on university sustainability initiative

Vancouver-based company Reusables.com has partnered with Compass Group Canada to introduce innovative technology aimed at reducing single-use packaging waste at Simon Fraser University (SFU). The Tap to Reuse and Smart Bin technology, utilising Radio-Frequency Identification (RFID), allows SFU's Mackenzie Café customers to replace single-use packaging with reusable stainless steel containers in a library-like borrowing and return system. Following a successful pilot that saw a reduction of 125 kgs of packaging waste and the avoidance of 500 kgs of carbon emissions in six months, the initiative is expanding to more Canadian universities. Reusables.com's plastic-free containers and cups, managed by RFID tags and an automated return system with a 99% overall return rate, aim to make sustainable packaging the norm in food services. SFU sees this initiative aligning with their single-use reduction goals and promoting circular economy practices, while Compass Group Canada emphasises its commitment to sustainability through the partnership. The company envisions a global shift towards reusable packaging, aiming to make reuse frictionless and traceable.

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Global partnership for sustainable spirits packaging

Global beverage company Diageo has entered into a worldwide partnership with EcoSpirits, a circular economy technology firm, to implement a flexible framework for piloting and expanding circular packaging across approximately 18 markets in the next three years. Building on Diageo's existing EcoSpirits programme with Smirnoff in Indonesia, this collaboration initially targets Gordon's gin, Captain Morgan rum, and Smirnoff vodka brands. Utilizing EcoSpirits technology, the brands will adopt a 4.5-litre EcoTote system, functioning like a keg, enabling a closed-loop circular economy where emptied EcoTotes are collected, cleaned, and refilled for subsequent distribution. This initiative aims to enhance sustainability by reducing carbon emissions and waste, with specific metrics to be confirmed after the three-year period. The EcoTote, designed for up to 150 uses, aims to replace the consumption of up to 1,000 glass bottles, potentially offering a carbon footprint benefit after just the sixth use. The initial markets are set to launch in 2024.

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UK airline crews adopt reusable cups and cutlery

UK-based airline EasyJet, is implementing a pioneering initiative to equip its approximately 14,000 pilots and cabin crew with reusable cups and cutlery following a successful trial. The move, set to be extended to all crew in the EU, Switzerland, and the UK, aims to eliminate over 10 million single-use items annually, equivalent to 71 tonnes per year. The durable cups and cutlery are designed for repeated use, with the rollout expected to be completed by January 2024. A spokesperson for EasyJet expressed gratitude for the crew's commitment to reducing waste, highlighting it as part of the airline's broader efforts to lower operational impact. EasyJet launched its net-zero roadmap in 2022, targeting a 78% reduction in carbon emissions per passenger-kilometer by 2050, employing strategies such as fleet renewal, operational efficiencies, sustainable aviation fuel, and carbon removal technology. Since 2000, easyJet has already reportedly reduced carbon emissions per passenger-kilometer by one-third.

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French retailer launches reusable bottle deposit system with beverage partners

French supermarket chain Carrefour, has introduced a deposit system in 150 Carrefour City stores in Paris in collaboration with Coca-Cola, Heineken, and Citeo. The initiative encourages shoppers to reuse glass bottles for Coca-Cola, sparkling and still mineral water, and Gallia beer. Customers can return these bottles to the stores for a deposit refund (€0.20 (£0.17) for large bottles, €0.10 for small ones). The returned bottles will be sent to partner factories for washing, refilling, and reintroduction to store shelves. Carrefour plans to expand the deposit system to new regions in 2024 and equip 500 stores by 2026. A reused bottle is estimated to save 51% of water, 76% of CO2, and 79% of energy. The collaboration aligns with Coca-Cola's commitment to collect 100% of its containers for recycling or reuse by 2030. Heineken, already packaging 82% of its volumes in French hospitality sectors in reusable containers, emphasises circularity to achieve decarbonization goals.

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Cosmetics company tackles sustainable packaging challenge with reuse initiative

The Cosm'N'pack project, initiated by Cosmébio in France, addresses the pressing challenge of sustainable packaging in the cosmetics industry. In response to the AGEC law's push for increased reuse, Cosmébio embarked on the Cosm'N'pack project in 2021, overcoming obstacles with funding from French public agency ADEME and collaboration with the Drôme-based bottle washer, "Ma bouteille s'appelle reviens." Around twenty Cosmébio-affiliated brands participated in the initial phase, testing reusable containers and contents representative of the cosmetics market. Encouraged by positive testing, the project entered a second phase, involving thirteen pioneering brands, Biocoop, and La Vie Claire as distributors, and 67 partner stores in the Auvergne Rhône Alpes region. The "Bring me back to the store" initiative, featuring a QR code and posters, encourages consumers to return cosmetic containers for reuse, aligning with the project's goal of establishing a regional-scale cosmetics packaging reuse loop.

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Australian distillery pioneers eco-friendly packaging for gin

Never Never Distilling Co, an Australian distillery, is collaborating with Singapore-based ecoSPIRITS to reduce single-use glass and packaging waste by 95% for its Oyster Shell Gin. Utilising ecoSPIRITS' ecoTOTE, a fully reusable glass container, the closed-loop system minimises packaging waste in the supply chain. The ecoTOTE, featured as an alternative to traditional kegs, is transported to venues, dispensed, and re-bottled using ecoSPIRITS' SmartPour technology. After use, the ecoTOTES are returned to the ecoPLANT for sanitization and refilling. The collaboration aligns with Never Never's commitment to sustainability, evident in their Oyster Shell Gin, which repurposes waste products for flavour. The ecoTOTE format offers a 60-90% reduction in premium spirits packaging and distribution carbon emission footprint, with up to 95% less physical glass waste. Never Never suggests a unique consumption experience, serving the frozen Oyster Shell Gin in a recently emptied oyster shell, adding flair to the sustainable initiative.

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Paperisation (19)

The packaging industry is experiencing a substantial shift in materials, primarily driven by objectives centered around sustainability. The replacement of plastic remains a priority for many brands and retailers, as they seek alternatives that may provide a smaller environmental footprint or at least be more favourably received by consumers focused on anti-plastic. This month, we tracked 15 new initiatives in this direction.

ThePackHub continues to document numerous cases of brands and retailers transitioning primarily from plastic to paper-based alternatives. While some substantiate their moves with positive environmental impact data, not all changes can withstand rigorous environmental examination. The truth is that we're currently in a period of substantial transformation, where recyclable plastic is often replaced with different materials because consumers perceive it as the environmentally conscious choice. Most material changes typically follow significant investments in machinery and novel processes. These changes are made with a long-term view, and any backtracking seems far in the future.

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Paperisation

New recyclable paper has 200% greater water resistance th...

New aseptic beverage carton features 90% renewable content

E-commerce giant moves to 100% recyclable packaging for E...

Global packaging giant launches alternative to EPS egg bo...

Heat-sealable paper introduced for inhibiting corrosion o...

Tartan manufacturer adopts innovative packaging for susta...

German fish producer switches from EPS to corrugated

Recyclable corrugated solutions replace EPS for white goo...

Sustainable collaboration for plastic-free beverage packa...

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Innovative packaging solution boosts sustainability in su...

Beverage brand transitions to recyclable paper labels for...

Pizza ovens move from EPS to moulded pulp packaging

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New recyclable paper has 200% greater water resistance than standard

Cincinnati-based JBM Packaging, a manufacturer of sustainable, flexible packaging solutions, has launched Hydroblox, a water-resistant, uncoated, recyclable packaging paper. Engineered to offer superior barrier protection for products with potential exposure to water or condensation, Hydroblox has 200% greater water-resistance than a standard white woven paper. It is FDA-approved for direct contact with food products, and with recycling certification from Western Michigan University, it equips brands with a plastic-free option when it comes to water-resistant packaging. In addition to perishable items, such as chocolate and baked goods, Hydroblox can be used for various applications where water-resistant properties are needed. This includes outdoor gear and camping equipment, personal care items, cosmetics, art supplies and pet products. According to JBM Packaging, Hydroblox was created from customer-driven innovation. It started as a recyclable paper cup for water coolers, fitness centres and snacks.

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New aseptic beverage carton features 90% renewable content

Liquid carton manufacturer Tetra Pak and Portuguese beverage producer Lactogal have announced the launch of an aseptic beverage carton that features a paper-based barrier. The launch follows successful commercial consumer testing in 2022. The launch of Tetra Brik Aseptic 200 Slim Leaf carton with paper-based barrier increases the renewable content to 90%, and is made of around 80% cartonboard. The carbon footprint has also been reduced by 33%, and has been certified as Carbon Neutral by the Carbon Trust. This is part of a large-scale technology validation, involving around 25 million packs, and currently ongoing in Portugal. The Aseptic 200 Slim Leaf brings Tetra Pak one step closer to its ambition of a beverage carton made solely from responsibly sourced renewable or recycled materials, fully-recyclable and carbon neutral. Tetra Pak is aiming for industrial-scale production of the solution by 2025.

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E-commerce giant moves to 100% recyclable packaging for Europe

Amazon has announced that it has ended the use of non-recyclable packaging across Europe. The company says that all deliveries will be packed in either a flexible paper bag, cardboard envelope or a corrugated cardboard box. The three packaging options are being touted as easy to open and recyclable at home in all of Amazon's European markets. These changes will apply to orders shipped from Amazon's own warehouses and also to those being sent via third parties through the 'Fulfilment by Amazon' platform. Amazon highlighted that these changes will not detract from its ongoing work to ship products in their boxes without any additional packaging. Over the past year, the number of products provided in SIOC 'ships in own container' formats increased by 50%. These changes, combined, mean that Amazon has mitigated the use of more than a reported billion single-use plastic delivery bags from its European distribution since 2018.

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Global packaging giant launches alternative to EPS egg boxes in US

Huhtamaki North America has announced the launch of fibre-based egg cartons, made from 100% recycled materials in the United States for the first time. The move comes ahead of legislation banning EPS (expanded polystyrene) across the US. To date, twelve states have enacted legislation aimed at banning EPS packaging. The most common application for this material includes foam “peanuts” for packing, coolers, food service cups and plates, and egg packaging. Huhtamaki has over 100 years of experience in moulded fibre packaging technology. In 2022, the business announced a $100 million investment into a 250,000-square-foot expansion of its Hammond, Indiana, moulded fibre manufacturing plant. Huhtamaki’s state-of-the-art technology will provide a full range of highly customisable egg cartons that are fibre-based and manufactured from 100% recycled North American materials. The cartons offer increased branding space and will be available in several colours for brand differentiation.

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Heat-sealable paper introduced for inhibiting corrosion of metal parts

Minnesota-based Cortec has unveiled an environmentally-conscious packaging solution with CorShield VpCI-146 Heat Sealable Paper. This new paper combines the heat-sealing properties of EcoShield Heat Sealable Paper and the corrosion-inhibiting features of CorShield VpCI-146 Paper. This dual corrosion-inhibiting heat-sealable paper is designed for metal parts, offering a sustainable and convenient packaging option. The CorShield VpCI-146 Paper is coated with Vapor phase Corrosion Inhibitors (VpCI) that create a protective layer against corrosion when wrapped around metal parts. Commonly used for packaging bearings, brakes, and automotive aftermarket parts, this innovative solution eliminates the need for special cleaning or degreasing, allowing end users immediate usability of the metal component. This creates a huge advantage for end users who can immediately use or install the protected part.

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Tartan manufacturer adopts innovative packaging for sustainable global shipments

Lochcarron, a leading tartan manufacturer based in Scotland, has recently made a stride towards sustainability by adopting Paptic material for its mailers. Paptic is a wood-fibre-based and recyclable innovation aligning with the company's commitment to responsible material usage. The shift to Paptic extends to Lochcarron's global e-commerce shipments of their tartan accessories and clothing. Paptic expressed delight at Lochcarron's choice, highlighting the brand's heritage and commitment to eco-friendly practices. Lochcarron praised Paptic for its performance in varying temperatures and in damp conditions. Founded in 2015 in Espoo, Finland, Paptic Ltd has grown into a 40-professional company, delivering Paptic materials to over 50 countries. Lochcarron affirms its intention to continue using Paptic® for its mailers, emphasising a sustainable strategy without compromising packaging performance for global shipments.

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German fish producer switches from EPS to corrugated

Bavarian fish producer Ferdinand Bierbichler wanted an alternative to the EPS (expanded polystyrene) boxes they were using for their smoked fish products. The company approached German corrugated packaging manufacturer STI Group with the task of converting their 1kg smoked fish packaging from EPS to a corrugated solution. The company's Circular Innovation team developed the solution: volume-optimised corrugated cardboard packaging made from fresh fibre materials with a water-based barrier coating that is particularly grease-proof and suitable for direct food contact. For better handling, the fish is wrapped in wax paper as before, and the container is sealed in an anti-fog film. With the new packaging, the storage volume of empty packaging was reduced by 92% and the shipping volume of filled fish packaging was reduced by 53%. This was accompanied by a reduction in the CO2 footprint of the packaging material by around 60% – and the new packaging now costs less than half.

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Recyclable corrugated solutions replace EPS for white goods packaging

Mondi, a global packaging and paper company, is addressing the environmental concerns surrounding the use of expanded polystyrene (EPS). With bans on EPS packaging gaining momentum globally, particularly in the European Union and the Caribbean region, Mondi is collaborating with partners to introduce sustainable alternatives for white goods and electronic equipment packaging. Corrugated packaging emerges as a recyclable solution, boasting a 100% recyclability rate, and Mondi's Snug&Strong corrugated solution aims to replace EPS. This initiative responds to extended producer responsibility mandates and aligns with the move towards more circular packaging. The Snug&Strong solution not only offers protection for goods but also addresses supply chain complexities, improves packaging processes, and enhances environmental friendliness by being delivered flat, requiring less storage space and reducing transportation costs. Mondi's approach presents a cost-efficient and viable alternative to EPS, considering the total cost of ownership.

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Sustainable collaboration for plastic-free beverage packaging

Liberty Coca-Cola Beverages, a regional Coca-Cola bottler serving Philadelphia, New Jersey, and New York City, is collaborating with WestRock, a prominent provider of sustainable paper and packaging solutions, to introduce a paperboard carrier, replacing plastic rings in multipack bottled beverages. WestRock's PETCollar Shield Plus paper-based packaging will be implemented at Liberty's Philadelphia production facility, packaging Coca-Cola's major brands in 12-ounce (354 ml) and 16.9-ounce (500 ml) products. Liberty will be the first bottler globally to adopt the PETCollar Shield Plus bottle clip solution, a move aligned with their commitment to investing in recyclable technology and reducing reliance on secondary plastic packaging. The new paperboard carrier, set to be operational by summer 2024, will complement Liberty's existing paperboard packaging for mini-cans, aiming to collectively eliminate 200,000 pounds (91 tonnnes) of plastic annually from their footprint. Liberty Coca-Cola Beverages, recognized for prior sustainability initiatives, underscores its dedication to environmental responsibility, with co-owners Fran McGorry and Paul Mulligan expressing pride in partnering with WestRock to lead innovative changes in the industry.

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Finnish collaboration enhances sustainability of ice cream cone packaging

Metsä Board, based in Finland, has partnered with industry leaders, including packaging designers Futupack, Adara Pakkaus, and Marvaco, to enhance the sustainability of ice cream cone packaging. The collaborative effort sought to reconfigure the entire value chain, from material production to logistics, resulting in a packaging solution with a purportedly “significantly” lower climate impact. Metsä’s Sustainability Services conducted detailed calculations, revealing that the 8% lighter weight and the use of fossil-free energy in Metsä’s chemical pulp production led to up to a 36% reduction in climate impact compared to conventional white-lined chipboards. The packaging utilises Metsä Board’s double-coated white-top kraftliner for the top liner and uncoated kraftliner for the inside liner and fluting, both derived from traceable fresh wood fibre. The user-centric design by Futupack prioritises easy opening, and Adara Pakkaus introduces expanded colour gamut co-printing for improved print quality and reduced environmental impact. The collaborative project team claim to underscore interdisciplinary teamwork in addressing environmental concerns in the packaging industry.

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Innovative packaging solution boosts sustainability in supply chains

Smurfit Kappa has unveiled the SupplySmart solution, designed to assist businesses in optimising packaging for increased efficiency and reduced environmental impact across their supply chains. Utilising insights from an extensive analysis of over 100,000 supply chains, SupplySmart features a digital twin function enabling virtual testing of revised packaging strategies to anticipate and mitigate risks before implementation. Henkel, a major player in the consumer goods industry, collaborated with Smurfit Kappa to create a sustainable paper-based alternative for dishwasher tablet packaging, resulting in a notable 66% volume reduction, streamlined logistics, and a 44% decrease in CO2 emissions. A spokesperson for Henkel commended SupplySmart for its role in contributing to sustainability goals and efficient supply chain management. Smurfit Kappa's SupplySmart addresses challenges in supply chain management, providing a risk-free environment for businesses to enhance efficiency and sustainability through packaging improvements.

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Beverage brand transitions to recyclable paper labels for enhanced sustainability

Beverage brand Capi is undergoing a sustainability initiative by transitioning from plastic to paper labels for its glass bottles, making them 100% recyclable. The business expressed excitement about introducing these new labels, emphasizing the company's ongoing commitment to enhancing product sustainability. The shift to paper labels aims to reduce waste in the recycling process, addressing a previous issue where labels adhered to the glass during processing, resulting in extra waste. Working collaboratively with label makers, Capi identified a paper label solution that eliminates this waste. Additionally, Capi has revamped its design to enhance on-shelf visibility and convey a sense of premium quality at retail stores. The importance of maintaining Capi's aesthetic and heritage while ensuring that crucial information about the brand, such as being all-natural and Australian-made, remains prominently displayed for informed consumer choices. The company's sustainability efforts align with a broader industry trend, contributing to a more environmentally conscious approach to packaging.

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Pizza ovens move from EPS to moulded pulp packaging

Pizzarette is an innovative cooking device that prepares pizza directly at the table, which is distributed across the Benelux countries, Germany and Switzerland by Emerio BV. To make the oven more sustainable, the distributor has been studying alternative packaging materials. The solution that has been chosen is that of moulded pulp. The dome of the oven is made of terracotta or ceramic and is, therefore, somewhat vulnerable. Tests have shown that it is best to pack the domes with moulded pulp. The material has minimal environmental impact and is said to provide excellent cushioning properties to keep the domes safe during transport. Also, packaging made from moulded pulp is made from recycled material and is therefore 100% recyclable. This meets modern packaging standards and reduces environmental impact as factories emit less nitrogen oxides NO and NO2 and CO2. The result is that 10,000 m3 of EPS and 1.2 million plastic bags per year are replaced.

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Sustainable paper coating for sustainable food packaging

Archroma, based in Switzerland, has introduced Cartaseal VWAF, a PFC-free and ammonia-free barrier coating for paper-based packaging. This innovative coating forms a continuous, defect-free film, providing exceptional protection against the penetration of oils, fats, water, and vapour. Specifically designed for food packaging, Cartaseal VWAF meets FDA and BfR requirements, ensuring safety in food contact applications. It is also compliant with eco-labels such as EU Flower, Nordic Swan, and Blue Angel annexes. Importantly, Cartaseal VWAF offers a sustainable alternative to both PFC-based coatings and plastics, contributing to increased compostability, repulpability, and recycling during the paper recycling process. The product is a key component of Archroma's PACK IT CLEAN system, offering a solution that aligns with the company's commitment to a safe, efficient, enhanced approach. The initiative addresses concerns related to traditional paper-based packaging, emphasising stain and leak resistance without environmental harm.

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Award-winning sustainable e-commerce packaging emerges from Germany

Flöter and Airwave Packaging's Paperwave Box, originating from Germany, has garnered recognition as the most sustainable e-commerce packaging in Europe, securing accolades such as the WPO Packaging Award, the German Packaging Awards, and the Sustainable Packaging Awards within a span of 14 months. Embracing the Frustration-Free packaging concept, the Paperwave Box achieves a 40% reduction in cushioning material and a 50 to 70% decrease in packaging time. Certified by the Forest Stewardship Council, this packaging is crafted from 100% recyclable paper with a thin layer of potato starch, facilitating disposal in paper waste or composting at home. The box's clamshell design is accentuated by the inflated paperwave inlet, offering customizability for marketing and branding. Notably, the air cushions printed at the packing station contribute to reduced energy consumption and lower CO2 emissions during transport. Endorsed as recyclable by the Paper Technology Foundation in Munich and tested at Western Michigan University (WMU), the Paperwave Box is seen as a sustainable choice for businesses prioritizing product protection during shipping.

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Metalised papers for sustainable flexible packaging

Lecta, based in Barcelona, a company with expertise in direct high-vacuum metalisation, has introduced two innovative metalised papers, Metalvac Seal and Metalvac Barrier WV, specifically designed for flexible packaging as sustainable alternatives to plastic. Metalvac Seal offers heat-sealing properties on the back, suitable for diverse graphic and flexible packaging applications for non-food and food items that do not require specific barriers. On the other hand, Metalvac Barrier WV provides heat-sealing and barrier properties against water vapour, light, and some grease, catering to a wide range of flexible packaging applications for both non-food and food products. Both products are recyclable, enhancing sustainability. The entire Metalvac range adheres to Good Manufacturing Practice (GMP) standards, complies with environmental, energy efficiency, quality, and occupational health and safety standards, and is available with forestry certifications upon request.

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Global sandwich chain joins forces for more sustainable catering platter

Subway, the global sandwich chain, has partnered with Detpak in an effort to eliminate 26 garbage trucks' worth of plastic annually by replacing its plastic takeaway catering trays with 100% kerbside recyclable platters. Manufactured in Australia and New Zealand by Detpak, a subsidiary of the South Australian packaging company Detmold Group, the new fibre-based catering platter, designed and tested at Detpak's LaunchPad R&D laboratory in Adelaide, is aimed at easy assembly, efficient storage, and transportation. The collaboration between Detpak and Subway reflects a commitment to innovative, sustainable packaging, with Detpak Group emphasising the importance of reducing single-use plastic for environmental and social responsibility. Subway sees the shift to 100% recyclable alternatives as a step towards the broader goal of ensuring all packaging is recyclable, compostable, or biodegradable.

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Italian bedding manufacturer switches to wood fibre-based packaging

Dorsal, a leading Italian company specialising in high-quality bedding products, has moved away from fossil-based plastic packaging to Paptic, the Finnish wood-fibre-based material. The move was apparently driven by the growing demand from environmentally conscious customers. This strategic move aligns perfectly with Dorsal's commitment to sustainability and responsible material usage. Recyclable at scale, Paptic materials promise a unique combination of sustainability, strength, and distinctive tactile properties. The materials were developed to decrease the use of plastic in flexible packaging, making it possible to replace oil-based materials in various packaging applications. Paptic wood-fibre-based materials are available as FSC certified. A spokesperson for Dorsal said that their customers have enthusiastically embraced the new Paptic packaging, which perfectly aligns with the brand's environmental values. Dorsal pillows are now in bio-based and recyclable packaging made from renewable raw materials sourced from sustainably managed forests.

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Initiative looks to develop 100% paper and biodegradable single-dose packaging for olive oil

Spanish olive oil producer Acesur, in collaboration with technology centre AINIA, is spearheading the Single-Pack initiative, an innovative R&D project aiming to transform olive oil and sauce packaging. The objective is to develop 100% paper single-dose containers that are entirely biodegradable, eliminating plastic from the composition. The significance of single-dose packaging has grown during the pandemic, particularly in the Horeca channel, ensuring hygiene and safety for consumers. Existing single-use containers are often plastic or incorporate a thin layer of flexible plastic within paper. With Single-Pack, co-financed by the Center for Industrial Technological Development (CDTI) and the European Regional Development Fund (ERDF), Acesur's R&D team is exploring plastic-free coatings for paper, providing resistance to fats, acting as an oxygen barrier, and ensuring proper sealing. The company aims to launch the 100% paper single-dose packaging by August 2024, contributing to sustainability demands and responding to the growing consumer awareness for more environmentally-friendly packaging.

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Bio Alternatives (16)

This month, we've seen a continued emphasis on biobased packaging, with an introduction of 28 initiatives in this area. The development of biodegradable, compostable packaging, and novel biobased substitutes to plastic are continuing unabated. Nevertheless, the absence of widely available industrial composting infrastructures in many markets significantly hinders widespread adoption.

Moreover, there is an ongoing concern that compostable and biodegradable packages will contaminate existing recycling processes. Despite these hindrances, the bio-based packaging industry is experiencing strong growth, with numerous new projects underway, many of which may never hit store shelves.

However, the adoption of these innovative packaging solutions is not yet widespread among major brands, and their use is primarily confined to small, emerging brands seeking to establish a unique sustainable angle.

In recent times, the development of seaweed packaging has emerged as a particularly robust area.

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Bio Alternatives

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Deodorant range is packaged in compostable tube packaging

Desert Essence is a personal care brand based in New York. Their Desert Essence Deodorants are a series of personal care products formulated with sustainability at the forefront to provide consumers with a simple yet effective way to elevate their grooming routine. The products are plastic and aluminium-free and formulated with Australian tea tree oil to combat odour-causing bacteria. The deodorants come in 100% compostable board tubes to allow consumers to compost them after use, while the vegetable-derived oil-resistant liner keeps the product intact. The Desert Essence Deodorants come in a range of simple fragrances, including Fresh Powder, Coconut, Tea Tree Lavender and Lemongrass. The gluten-free, cruelty-free and vegan cosmetics are crafted in the US with globally sourced ingredients and are also free of petroleum compounds and artificial fragrances and dyes.

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Protective wine packaging is compostable and recyclable

Two Californian companies have collaborated to create innovative 100% sustainable wine bottle shipping packaging for wineries and the growing number of environmentally-conscious consumers. Bay Cities Packaging and Design, and Cruz Foam came together to bring wine packaging to market that is not only reusable, but at the end of its life, the Cruz Foam insulation can be composted, and the outer corrugated layer can be recycled in a kerbside recycling bin. The newly developed foam is made from chitosan, a biopolymer derived from seafood industry waste and other food waste. It is hoped that the new packaging will revolutionise the wine shipping industry and marks a significant stride forward in the packaging circularity movement by reducing waste by breaking down into nutrient-rich compost instead of languishing in landfills. The foam also insulates wine from temperature extremes. Also having a lighter weight and more compact packaging material results in lower freight costs.

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Dutch supermarket moves fruit juice bottles to plant-based plastic

Avantium N.V. and Dutch retailer Albert Heijn are collaborating to introduce fruit juice bottles made from Avantium's 100% plant-based and circular material, polyethylene furanoate (PEF). Produced by global beverage solutions provider Refresco, Albert Heijn's private-label store brand becomes the world's first to feature PEF packaging. The transition to PEF aligns with Albert Heijn's sustainability goals, aiming to offer an alternative, sustainable packaging solution for its fruit juices. The bottles are anticipated to reach store shelves in the latter half of 2024. Avantium's PEF offers superior barrier properties compared to PET, enhancing shelf life, and is fully recyclable, aligning with circular economy principles. PEF's oxygen barrier is reportedly 10 times better, while its carbon dioxide barrier is 6 to 10 times better, and its water barrier is twice that of PET. The construction of Avantium's commercial PEF plant in the Netherlands is underway, signifying a strategic step in scaling up PEF production.

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EU funded project creates sustainable packaging from microalgae-based PHAs

The NENU2PHAR project, funded by the EU Horizon 2020 programme, has successfully developed a range of commercial packaging applications made from polyhydroxyalkanoates (PHAs) bioplastic derived from microalgae. With the aim of establishing a new European value chain for PHA-based bioplastic products, the project utilises microalgae, which are considered green polymers and biodegradable, as a sustainable and underutilised biological resource for creating PHAs. The project focuses on producing PHA-based products for various applications, including food packaging and other sectors like cosmetics and medical meshes. The NENU2PHAR project also addresses recycling options for PHA bioplastics, ensuring compatibility with existing sorting technologies and demonstrating biodegradability in the marine environment. The project has received funding from the Bio Based Industries Joint Undertaking (BBI-JU) under grant agreement No 887474. The JU receives support from the European Union's Horizon 2020 research and innovation programme and the Bio Based Industries Consortium.

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First fully compostable coffee pods debut in Canada

Toronto-based Neighbourhood Coffee Company, a women-led purveyor of premium artisanal coffee, has launched Canada's first fully compostable single-serve coffee pods. Crafted with plant-based materials and compatible with all Keurig single-serve coffee machine models, these biodegradable pods break down in a matter of weeks, offering reportedly superior volume compared to traditional plastic capsules. Developed and fulfilled by Nexe Innovations, the pods are Biodegradable Products Institute (BPI) certified and take as little as 17 to 25 days to break down in industrial composting. The pods are made from a combination of plant fibre, compostable polymers, and other compostable materials. Available in two popular flavours, Medium-Dark Roast Signature Blend and Annex Artisanal Espresso Roast, the capsules retail for $15.99 (£12.59) per box of 12. Neighbourhood Coffee celebrates Toronto's diverse communities, naming each blend after a unique neighbourhood in the city.

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Indian researchers develop edible cups as eco-friendly alternative

Researchers at the Indian Institute of Technology Roorkee have developed the first Kodo millet-based edible cups, aiming to shake up the packaging industry. Kodo millets, known for their nutritional value and drought resistance, serve as the core material for these cups. The cups, rich in essential nutrients, are designed to hold hot beverages like coffee for at least 60 minutes and cold beverages for up to three hours. The shelf life of the cups is around three months with appropriate barrier packaging. The edible cups, made from Kodo millet flour, wheat flour, guar gum, sugar, and hibiscus powder, offer a cost-effective and sustainable alternative to conventional plastic cups. With an estimated cost of $0.03 per cup at lab scale, the researchers plan to seek licensing for commercial production and partner with food and beverage companies to scale up production and address environmental concerns related to plastic pollution.

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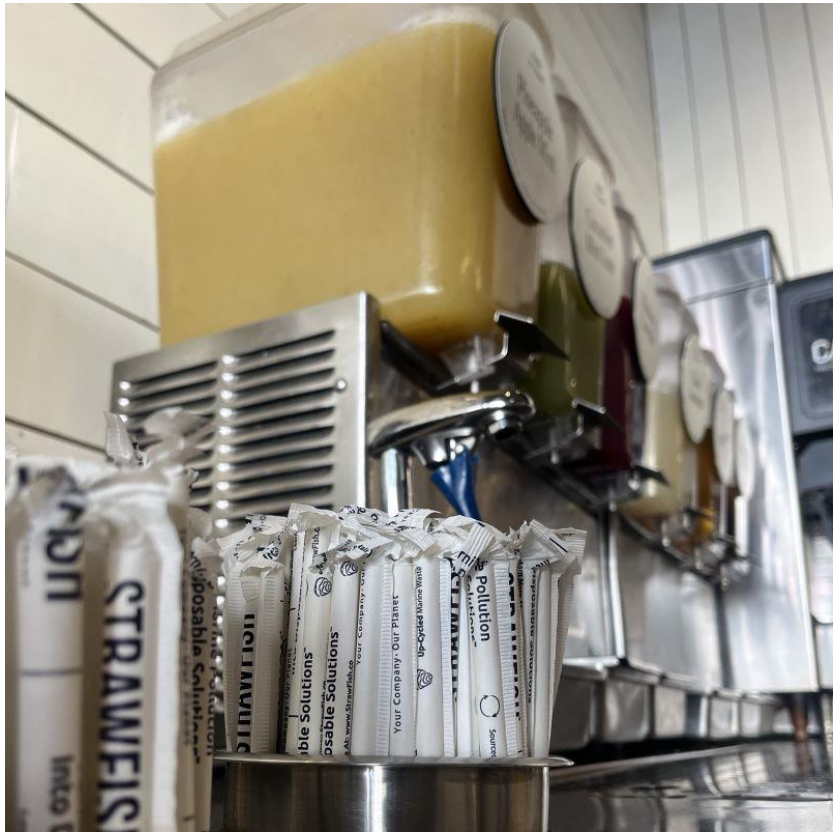
Florida startup creates biodegradable straws from upcycled marine shells

Florida-based startup StrawFish is making strides in the fight against single-use plastic by offering biodegradable drinking straws made from upcycled marine shells. The company, founded in 2019, was motivated by the growing plastic pollution issue and sought a solution that didn't burden consumers with the responsibility of composting. Recognising the limited acceptance of "bioplastics" in US composting facilities, StrawFish developed a range of drinking straws, including cocktail stirrers, boba straws, and bendy straws, using discarded marine shells from the Baja Peninsula in Mexico. The straws, available in the US, are designed to fully biodegrade in months, aligning with the company's focus on innovation and environmental responsibility. StrawFish has established partnerships with industry leaders, including Royal Caribbean, Cava, Clean Juice, and The Sphere, and is set to expand its impact through in-house manufacturing in 2024.



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Innovative plant-based tamper-evident food-to-go packaging

Based in Vancouver, Good Natured offers an extensive range of plant-based tamper-evident food packaging under GoodGuard and Simply Secure brands. The GoodGuard line features a patent-pending dual-hinged design with a locking tab, eliminating the need for additional wrapping labels, ensuring secure packaging for various items. The containers boast 360-degree visibility a crush-resistant and stackable design, providing durability and efficient space utilization. Simply Secure packaging is certified compostable, catering to specialty bakery items. Comprising 99% plant-based materials, these containers exhibit smooth lines, drop-kick durability, and easy stackability. The addition of a perforated locking clasp enhances security, preventing unauthorized access until it is ready for consumption. Both options maintain resealable snaps for freshness. The company's commitment to sustainability is evident in its use of plant-based materials, aligning with sustainable practices. The neutral assessment acknowledges the products' innovative designs and functionality, addressing the growing demand for secure and sustainable food packaging solutions.

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European initiative transforms beer waste into sustainable packaging solutions

The BioSupPack project, coordinated by AIMPLAS, the Spanish-based Institute of Plastics comprised of 17 partners from eight countries, is advancing sustainable packaging solutions using polyhydroxyalkanoates (PHA) derived from beer production residues. With a budget of €8.8 million funded by the Bio-Based Industries Joint Undertaking (BBI-JU) and Horizon 2020, the initiative focuses on developing cost-competitive and versatile bio-based packaging for food, cosmetics, homecare, and beverages. By obtaining PHAs from brewer's spent grain and employing enzymatic recycling, the project aims to create rigid packaging prototypes with tailored barrier properties. These include injection-moulded PHA, biocomposites demonstrators, and PHA-coated fibre-based service packaging. The project, aligned with the European Union's Bioeconomy Strategy, supports environmental goals, with an emphasis on safety and socio-economic sustainability in the assessment of the new bio-based packaging. The BioSupPack project's funding structure involves over 25% private equity, demonstrating a collaborative effort in the pursuit of innovative and sustainable packaging.

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Tequila brand pioneers sustainable packaging in partnership

Tequila Komos, the prominent ultra-luxury tequila brand based in Jalisco, Mexico, has forged a groundbreaking partnership with Green Loop, a pioneer in sustainable packaging solutions. Green Loop, the creators of the Agave Bagasse Waste Recovery Center, specialises in recycling byproduct waste from the tequila industry, offering sustainable alternatives to traditional packaging materials. Tequila Komos is the first in the industry to adopt BIOPALL, Green Loop's hybrid biopallets comprising 70% agave fibre and 30% sustainably sourced wood, significantly reducing agave bagasse volume and curbing tree logging by 30-70%. This collaboration aligns with Tequila Komos's steadfast commitment to environmental and social responsibility, complementing their decade-long efforts in repurposing waste for community infrastructure through the Komos Foundation.

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Luxury brand chooses water-resistant packaging for international shipping

Suzannah London, a luxury womenswear brand from the UK, collaborated with packaging experts at Smurfit Kappa's Gosport site to develop a water-resistant international shipping solution that balances elegance and functionality. Faced with the challenges of safeguarding crafted clothing during international transit, the bespoke postal-style boxes feature a robust design with a high paper weight to reduce possible water damage. A water-resistant varnish coating was applied to ensure protection while maintaining recyclability. The 82% recycled fibre content packaging aligns with Suzannah London's sustainability goals without compromising on the luxurious unboxing experience or the strength needed for global shipping. The two sizes of varnished, branded postal boxes provide a tailored solution for different product dimensions, offering a secure and visually appealing packaging option for a brand renowned for its timeless fashion items. Overall, Smurfit Kappa's specially designed packaging meets the brand's high-quality standards, delivers a premium unboxing experience, and contributes to Suzannah London's sustainability objectives.

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Florida startup creates biodegradable straws from upcycled marine shells

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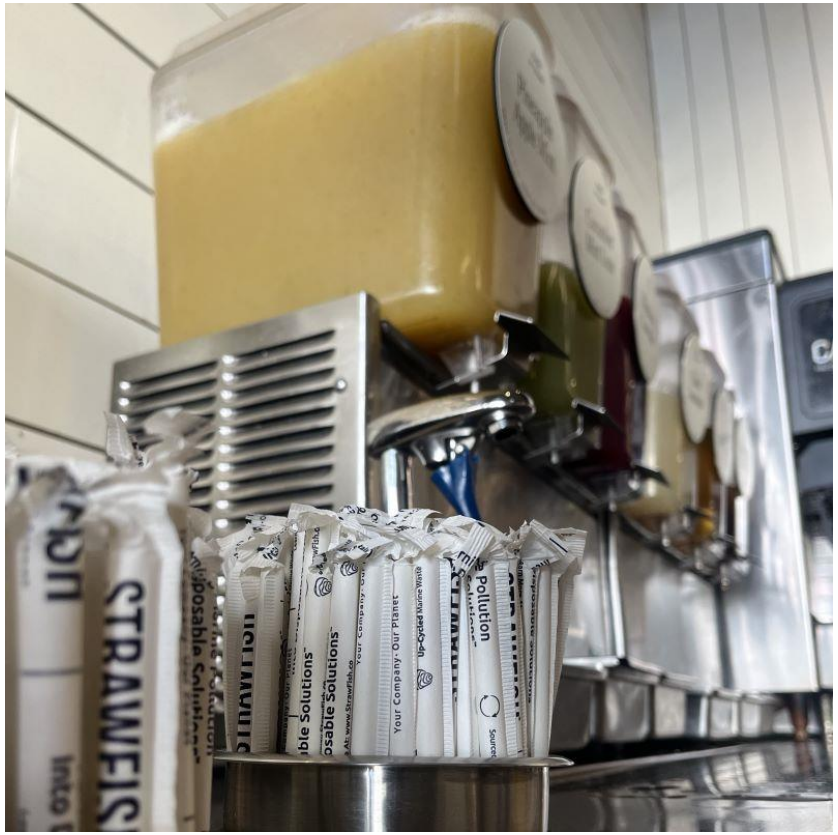

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Sustainable sugarcane packaging launched in Australia

Detpak, a South Australia-based packaging solutions company, has introduced Vanguard, Australia's first comprehensive collection of compostable sugarcane plates, bowls, and containers with No-Added PFAS (per- and polyfluoroalkyl substances). Developed in collaboration with Eco-Products, the Vanguard range utilises a proprietary formulation for grease resistance without relying on PFAS, addressing global environmental and health concerns associated with PFAS persistence and potential toxicity. The Vanguard range, crafted from renewable moulded sugarcane fibre, offers compostable packaging to support a circular economy. Detpak's proactive move to eliminate PFAS from its products reflects its dedication to sustainability goals and is in line with global targets, including those of the Australian Packaging Covenant Organisation (APCO). Detpak's exclusive launch of the Vanguard range in Australia exemplifies its commitment to environmental responsibility and staying ahead of concerns surrounding chemicals.

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Sustainable collaboration introduces renewable lab plastics

Finnish oil refining company Neste and German life science equipment manufacturer Eppendorf have collaborated to introduce a sustainable alternative to fossil-based feedstock in the production of laboratory consumables. The partnership has resulted in the development of Eppendorf Consumables BioBased, featuring items like Eppendorf Tubes and epT.I.P.S. BioBased filter pipette tips made from certified PP (polypropylene) derived from Neste RE, a feedstock sourced from materials such as cooking oil. The products maintain performance standards equivalent to those made from fossil oils, meeting scientific experiment requirements. The initiative aims to reduce the life science industry's significant use of single-use plastics, promoting the adoption of renewable materials in laboratories and scientific research. The companies plan to address value chain challenges, exploring chemical recycling and the incorporation of recycled content in future production. This collaboration represents a substantial step towards sustainability, enhancing the industry's environmental impact.

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Finnish board games manufacturer adopts sustainable labelling solution

Tactic Games, a Finnish board games provider, is taking steps to reduce its environmental impact by replacing plastic shrink wrap with UPM Raflatac Forest Film labels, a bio-circular material made with 90% renewable wood-based materials. The Forest Film labels, certified by ISCC Plus, aim to lower fossil-based material use in game packaging. Tactic Games, committed to minimising its carbon footprint and incorporating recycled materials, plans to seal all its games with Forest Film labels by the end of the year. The company has implemented various initiatives to enhance sustainability, including using certified paper and cardboard in its Finnish factory. The switch from plastic is expected to decrease Tactic's annual consumption by approximately 5,000 kgs. The first product featuring the new label is the Mother Earth board game, focused on promoting sustainability, and Tactic aims to have all its games sealed with Forest Film labels by the year's end.

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Swedish initiative explores sustainable barriers for dry moulded packaging

FunkyPack, a Swedish initiative, is set to pioneer smart barrier solutions for dry-form products with its project, FUNctional and novel biobased solutions for key barriers in packaging (FunkyPack). Although dry moulding technology is well-established, barriers remain a key area for development. The project, led by Varberg, based Yangi and supported by a consortium including BIM Kemi and Bioextrax, aims to explore three chemical solutions for high-performance dry-form fibre-based packaging, fostering sustainable alternatives to traditional plastics. By reducing reliance on finite fossil fuels and embracing bio-based materials, the initiative seeks to minimise the environmental footprint in packaging production. A spokesperson for BIM Kemi emphasises the company's commitment to sustainable solutions, having contributed to moulded fibre applications for over 40 years. The FunkyPack project, financed by Vinnova, the Energy Agency, Formas, and other stakeholders, boasts a total budget of SEK 8.2 million (£633k), with results expected to be shared in April 2025 after a 2.5-year duration.

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Miscellaneous (17)

The packaging industry is seeing a wave of innovative solutions aimed at improving efficiency, added functionality, and user-friendly design. Brazilian brewery Cervejaria Masterpiece and US can supplier Ball Corporation have launched the world's first beer can featuring the Aluminum Stewardship Initiative (ASI) certification seal, highlighting sustainable practices. MIT scientists have developed BrightMaker, a technology that embeds invisible, infrared-readable fluorescent tags in objects for tracking and security. Researchers at Case Western Reserve University are working on self-powered smart packaging to monitor perishable food conditions during transport. German smoothie maker True Fruits has introduced a bottle cap with a cannabis grinder, retailing for €25 plus postage. Meanwhile, General Mills is engaging young consumers with thermochromic packaging for its Yoplait Go-GURT product, which reveals hidden graphics when frozen. These innovations are typical of those that touch on various aspects of sustainability, security, and consumer engagement in packaging.

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Miscellaneous

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Improved dispensing nozzle for Brazilian ketchup

Brazilian condiments manufacturer Fugini has announced the relaunch of the nozzles for its stand-up pouches. The company says that the new nozzle will help consumers to empty the pouch easier, meaning less waste. The move coincides with the installation of a new production line. This means that film for the pouches are delivered flat transported on reels, which allows more items to be loaded and, as a consequence, reduces CO2 in the environment. Product from the new line also increases freight utilisation of finished product, as more pouches are packed per case. Fugini says that among the benefits that the new line brings compared to bottles include less volume of waste produced, 32% more product loaded and 22% more boxes per pallet. The new nozzle features on ketchup, spicy ketchup, mayonnaise, mustard and barbecue sauce packaging and is available in Brazilian stores now.

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Lightweight glass bottle introduced for reduced carbon footprint

SGD Pharma, a glass primary packaging manufacturer, has launched the Nova lightweight glass bottle designed to reduce the carbon footprint associated with weight optimisation. Specialising in moulded glass packaging solutions for the pharmaceutical industry, SGD Pharma introduces the Nova bottle as an environmentally-conscious alternative, showcasing a 20% reduction in CO2 emissions on its 200ml bottle in the NOVA range compared to the standard Dorado bottle. The Nova bottle achieves an impressive weight-volume ratio of 0.65, offering a lighter alternative while maintaining safety and functionality. SGD Pharma, headquartered in France, emphasises its commitment to sustainability, with a global goal to reduce its carbon footprint by 35% by 2030 and 65% by 2040 as part of its participation in the Science Based Targets initiative. The Nova bottle is a manifestation of SGD Pharma's focus on decarbonisation and environmentally-friendly packaging solutions for the cosmetic industry.

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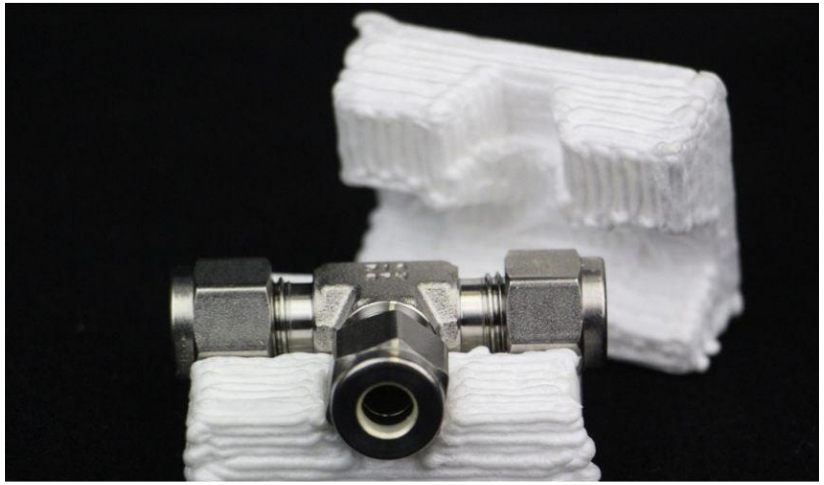
University unveils breakthrough in 3D printed low-density thermoplastic foams

The Fraunhofer ICT Group, based in Dortmund, is reported to be the largest provider of applied research in the field of information and communications technologies in Europe. They have announced a significant breakthrough in 3D printing technology by successfully developing low-density thermoplastic foams. Leveraging 3D printing, these foams can be utilised for manufacturing lightweight components. Scientists have created a foam-specific sealing sleeve for additive manufacturing, overcoming previous challenges in foam production, and a patent has already been applied for this innovation. The breakthrough allows for the production of 3D-printed foam parts with only 5% of the density of the solid material, enhancing economic efficiency and offering shorter volume-related printing times. The developed process includes a new closing nozzle promoting foam formation by automatically interrupting its flow at defined points. The breakthrough opens up new possibilities in diverse applications, including lightweight packaging materials in the transportation sector and customised products like seat cushions.



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Sardine cans with personalised names introduced in Brazilian promotion

Gomes da Costa Brazil, who claim to be the largest processors of canned tuna and sardines in Brazil, has introduced the “Choose by Name” promotion. In the promotion its sardine cans are named after common names representing 25% of the population, as per IBGE (Brazilian Institute of Geography and Statistics) data. The campaign, aiming to foster a connection with consumers through personalised packaging, will distribute prizes of up to 500 reals (£80) via the PicPay digital wallet in the “Ahou Ganhou” initiative and also includes a grand prize raffle of 50 thousand reals (£80,000). To participate, customers need to purchase two or more packs of Gomes da Costa sardines (125 grams, various flavours), register the purchase receipt on the official website, and instantly discover if they are winners in this straightforward and digital promotional scheme.

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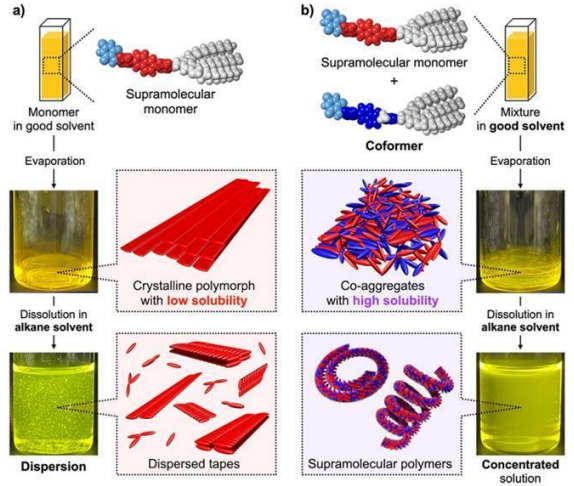
Researchers develop method for enhanced solubility in supramolecular polymers

Researchers from Chiba University in Japan have developed a method to enhance the solubility of supramolecular polymers (SPs), paving the way for more recyclable and biodegradable plastics. SPs, made of non-covalently bonded small molecules, are considered potentially recyclable materials due to their unique structure. However, the low solubility of their monomer compounds in a crystalline polymorphic state has limited their use. The researchers utilised coformer molecules to prevent crystalline polymorphic states from forming, thus improving solubility. The team hopes that this innovation will overcome previous challenges in preparing SPs at high concentrations and enable the creation of more sustainable plastic materials with high recyclability. Professor Shiki Yagai led the research from Chiba University's Institute of Advanced Academic Research.



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Innovative spoon-in-lid solution for infant formula packaging

Pre-cut lidding supplier Chadwicks of Bury, in partnership with plastic engineering specialist, Camberley-based Tekplas, has introduced an innovative “Spoon-in-Lid” solution for infant formula packaging in New Zealand, Australia, and East Asia. Unlike conventional packaging where the scoop is placed inside the formula can, this solution integrates a plastic spoon securely sealed within the over-lid, featuring a transparent die-cut lid provided by Chadwicks. The components, including the aluminium can, over-lid, scoop, and die-cut lid, are fully recyclable. This user-friendly design allows consumers to open the over-lid, peel away the clear pre-cut lid, and access the scoop spoon easily. The collaboration aims to enhance functionality and user-friendliness in packaging, addressing the challenge of the scoop becoming submerged in the can’s contents, presenting a more accessible and effective solution.

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Innovative bulk management system transforms grocery and convenience markets

Ottawa-based TAG's Bulk Management System (BMS) is said to be reshaping traditional supply chains in the bulk grocery and convenience markets. This innovative system offers automatic weighing and dispensing, reducing inventory shrinkage, streamlining labour processes, and simplifying the purchasing experience. With data analytics, it enhances inventory control, aids in product decisions, and supports customer loyalty initiatives. The hygienic pods provided by TAG facilitate the implementation of bulk food sales, promoting a safer and more cost-effective approach. The system promotes sustainability by reducing packaging, ensuring compliance, and offering contactless, safe, and sanitary food options. Real-time digital displays show price and weight, while RFID and QR technology allows suppliers to track product shelf life and location in the supply chain. The TAG BMS comprises hardware and software components, including TAGKiosk, TAGPod, TAGCartridge, and TAGSoftware, providing an integrated solution for data analytics and inventory control.

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Mushroom shelf life extended with innovative sticker

Polish food tech firm Fresh Inset has expanded the application of its Vidre+ technology stickers, designed as a shelf life extender, to Champignon mushroom packaging. The Vidre+ delivery system employs 1-MCP freshness protection via a sticker format, gradually releasing an active ingredient over 30 hours without residue, countering ethylene-triggered post-harvest deterioration. Trials indicated that Vidre+ positively impacted mushroom quality, extending the commercial value of sliced mushrooms for 14 days and whole mushrooms for 20 days after harvest. Currently used in Argentina, Vidre+ is seeking regulatory approval in food production markets across the Americas, Africa, and Europe. Fresh Inset aims to establish Vidre+ as a standard for post-harvest preservation, highlighting the potential to save up to 9.46 million tons of fruits and vegetables annually, contributing to reduced food waste and enhanced global logistics routes. The technology is versatile and applicable to various products. It can be easily integrated into existing packaging processes, offering a competitive advantage to growers and packers.

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Smart packaging films with nanotechnology enables real-time food freshness monitoring

A project financed by the National Natural Science Foundation of China has been developing an innovative approach to smart packaging for real-time food freshness monitoring. The researchers introduce a novel ammonia-sensitive and antibacterial nano-sized substituted imidazolate material (SIM-1), synthesised via a solvothermal method. SIM-1 is incorporated into corn starch/polyvinyl alcohol (CS/PVA) blend films, enhancing their compatibility through hydrogen-bonding interactions. The resultant films exhibit improved mechanical strength, water/oxygen barrier, UV screening, long-term colour stability, and antibacterial properties. The team is exploring the potential of these films in monitoring the deterioration of shrimp, demonstrating observable colour alterations as a response to freshness changes. The study emphasises the significance of upgrading traditional packaging methods to meet the growing demand for real-time monitoring capabilities. The research provides insights into the application of metal-organic framework nanocrystals in developing sustainable and cost-effective smart packaging materials.

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High performance adhesive for wine and spirit bottle neck labels

Fedrigoni Self-Adhesives, based in Northern Italy, has announced that it has improved its range of premium self-adhesive materials with new high-performance adhesives designed to create premium neck labels for the wine and spirits sector. The company says that using a high-performance adhesive means it is no longer necessary to reduce the grammage of the facestock, therefore ensuring optimum adhesion and that all the special features of the materials are preserved, such as embossing or special textures. Maintaining the features of the facestock means added value to the combinations of the neck label and the main label, which is a key factor for designing high-quality coordinated packaging and giving each bottle a premium image. The use of all kinds of quality papers are possible, resulting in a combination of select papers and innovative self-adhesive materials.

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Sustainable packaging initiative unveiled for online deliveries in Sweden

The Swedish arm of Amazon has implemented a new packaging initiative where products will be delivered in the manufacturer's original packaging, without any additional Amazon packaging. This move aims to reduce shipping emissions by lightening shipments and eliminate the need for customers to recycle extra Amazon boxes or paper bags. This is a roll out of Amazon's SIOC Ships In Own Container initiative. The program encourages selling partners to use easily recyclable and ready-to-ship packaging. Since 2015, Amazon has globally reduced the weight of distribution packaging per shipment by an average of 41%, resulting in a reduction of over two million tons of packaging materials. Amazon have emphasized the goal of minimal packaging, with additional paper bags or cardboard boxes only added when necessary for product protection. The initiative covers thousands of products, subject to rigorous drop tests, ensuring safe delivery in their original packaging. Customers have the option to request extra shipping packaging if needed.

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Innovative child-resistant smart blister wallet for clinical trials

Schreiner MediPharm, in collaboration with Keystone Folding Box Co., introduces an innovative pharmaceutical packaging solution, the Child-Resistant Smart Blister Wallet, expanding its range of smart blister packs tailored for clinical trials. Originating from Germany, Schreiner MediPharm enhances Keystone's Key-Pak wallet card by integrating electronic functionalities, creating a "smart" version that acts as a real-time e-diary for monitoring dosing history. The wallet features conductive trace patterns linked to each cavity, generating data when a patient removes a dose. This data, including time and date of removal, is stored in the pack's electronics and can be transmitted via NFC or Bluetooth for precise patient compliance tracking. The child-resistant and senior-friendly design, incorporating the Key-Pak's push-through safety feature, ensures ease of use for patients. Customisable to various clinical trial requirements, this solution aims to improve data quality, streamline processes, and potentially reduce trial duration, thereby expediting drug approval. The automated, scalable manufacturing processes underline efficiency and flexibility in clinical research.

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Celebrity designer transforms beer can in festive collaboration

Celebrity fashion designer Talia Coles has taken the lead in redesigning the Corona Extra beer can with Feliz Navi-Drip, presenting limited-edition packaging and an opportunity to win matching robes. Following her previous involvement in styling Snoop Dogg for Corona's La Vida Más Fina campaign, Coles becomes the first designer to revamp the Corona Extra can, introducing a modern reinterpretation of traditional Christmas attire. The can incorporates colour-changing thermochromic ink technology, revealing the iconic beach hut from Corona's well-known holiday advertisement as the beer inside warms up. A QR code on the can directs consumers to the Corona Holiday Sweepstakes website, where they can enter to win a matching Feliz Navi-Drip robe. Exclusive twelve-packs of these cans are available in Los Angeles, Miami, New York, and Philadelphia, USA, starting on Black Friday, with virtual experiences offered for those unable to access the cans in person.

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World’s first hydrogen-fuelled glass spirits bottle revolutionises industry

Global spirits company Bacardi, has achieved a milestone by completing the “world’s first” commercial production of a hydrogen energy-fuelled glass spirits bottle. In collaboration with premium glass manufacturer Hrastnik1860, Bacardi utilised hydrogen as the primary energy source for a glass furnace, reducing greenhouse gas emissions associated with traditional glass bottle production. The trial, which produced 150,000 70cl glass bottles of a St-Germain elderflower liqueur, saw hydrogen contributing over 60% of the furnace’s fuel, resulting in a 30% reduction in greenhouse gas emissions. The initiative underscores Bacardi’s commitment to environmental best practices, with the company aiming to leverage the insights gained from the trial to pave the way for broader adoption of hydrogen energy-fuelled glass production in the industry. The hydrogen-fuelled glass bottles are expected to be available in bars and stores in the coming weeks, representing a significant step towards more sustainable packaging in the beverage industry.

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Innovative technology enhances shelf life of soft fruits

Chicago-based Hazel Technologies has ventured into the soft fruit sector through its acquisition of the Breatheway brand in 2021, aiming to address the challenge of high demand coupled with fruit deterioration. Breatheway utilises innovative modified atmosphere packaging (MAP) with a unique “Temperature Switch” membrane technology, actively regulating oxygen and carbon dioxide levels based on the specific needs of different berry varieties. This results in extended shelf life, 15-30% more marketable fruit, and an enhanced consumer experience. Hazel Technologies currently collaborates with a major global soft fruit grower/trader, exclusively supplying Breatheway for raspberries, and the packaging has also proven effective for blackberries, blueberries, and strawberries. Recent studies on raspberries treated with Breatheway demonstrated 16.3% more marketable fruit at day four and 24.7% at day 11, with an overall average of 44% fewer quality issues. Available in the United States, Europe, Africa, Mexico, and Peru, Hazel Technologies plans to explore new crop and packaging format compatibility, such as cucumbers and bananas.

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Creative tattoo label initiative by global condiment giant

Heinz has introduced an initiative known as the “Tattoo Label,” featuring a detachable label designed to serve as a tattoo mould, allowing enthusiasts to replicate the iconic Heinz label at tattoo parlours. This innovation, a collaborative effort between Heinz and the Rethink agency, targets tattoo artists and brand enthusiasts, encouraging them to display their loyalty through Heinz-inspired tattoos permanently. The campaign is not the first of its kind, as Heinz had previously launched its own red ink under the “Heinz Tattoo Ink” project and, in 2019, unveiled bottles featuring labels replicating Ed Sheeran’s tattooed arm. To promote the Tattoo Label, Heinz strategically placed posters in major cities, including Chicago and New York. This creative venture adds a unique dimension to brand loyalty, merging consumer engagement with the artistry of tattoo culture.

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Premium skin film elevates packaging for high-quality meat and fish

Adapa, a flexible packaging manufacturer based in Austria, has introduced the upgraded SkinFresh Top Expert range, a premium skin film designed for packaging top-tier meat and fish products. This refined range promises an aesthetically pleasing shelf presence, featuring transparent sheets that snugly envelop the products, providing a second-skin effect. Adapa's commitment to meeting customer demands is evident through continuous testing and refinement, showcasing the group's dedication to developmental expertise. The SkinFresh Top Expert range accommodates various applications, including packaging fresh meats, poultry, fish, cheeses, vegetable products, and ready meals. With a new formulation to enhance processing, the films are characterised by high transparency, glossiness, good printability, and a robust barrier for effective sealing and protection. The company's ongoing commitment to innovation is reflected in the optimised formulation, establishing the SkinFresh Top Expert range as a frontrunner in the skin film segment.

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About Us

ThePackHub is a UK-based packaging innovation consultancy that provides packaging solutions to brand owners, retailers, and packaging suppliers. They offer technical support for packaging projects of all sizes, with a strong reputation for assisting start-ups to multinational organizations.

ThePackHub manages a comprehensive innovation database called The Innovation Zone, featuring over 7,900 packaging innovations worldwide, with 25 new initiatives added weekly. They have a vast network of packaging contacts across the industry that helps inform much of their consultancy work. Additionally, they have published several packaging reports, covering sustainability, packaging trends, supplier guides, seasonal packaging, and more. ThePackHub hosts face-to-face seminars that provide insight from expert speakers and bring the industry together to network and collaborate.

ThePackHub has a wealth of experience helping many major companies with their packaging innovation. Clients include Arla Foods, Waitrose, Barilla, Coca Cola, PepsiCo, Mondi, Premier Foods, AB InBev, Kraft Heinz, Mondelez, Mars Wrigley, Church & Dwight, PZ Cussons, Starbucks, Walgreen Boots Alliance, Marks & Spencer, Lidl, Muller and many more.

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