



PRESS RELEASE

Flexible packaging: Protecting the environment with lightness

(Frankfurt/Main 02/08/2018) Light and thin - flexible packaging scores points with its material characteristics in the areas of resource efficiency and sustainability. It also ensures that no more material than necessary is used to protecting the packaged product. From the manufacturing of the material to its recycling, as few emissions as possible are produced and resources are spared.

Flexible packaging is a great advantage because they often have the same functionality as other packaging solutions, but require far less materials. Also, they make modern needs-based packaging solutions possible; they offer size-optimised solutions, which is exactly what consumers in developed countries expect, especially when buying food.

A study of the ifeu Institute, Heidelberg (Institute for energy and environmental research), came to the overall conclusion that flexible packaging prevents a large amount of waste from being produced in the first place. In one scenario that assumes that 100% of food packaging is made of flexible packaging (instead of 40% today), 26 million tons of packaging material would not end up in the waste cycle. This corresponds to material savings of 77 per cent or 1 million tons of lorry cargo.

In the same scenario, greenhouse gas emissions would be reduced by 42 million tons. This is almost 1% of all greenhouse gas emissions of all 28 EU member states combined.

Klaus Jahn, IPV Executive Board Spokesman, says, "Flexible packaging spares the environment thanks to its special material characteristics. Its lightness creates less waste, fewer emissions and saves water. Compared to other packaging materials, its quality cannot be beat. Even if not all food packaging can be switched to flexible shells, the numbers suggest a considerable savings potential of both emissions and resources."

A further argument is that so-called automatic reels, which are printed and rolled tightly, are assembled and filled at the customer's premises. From transport volumes all the way to the end consumer, the environmental footprint here is considerably smaller than with pre-manufactured, non-flexible packaging.

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