



PACKALL

PackAlliance:
European alliance for innovation training
& collaboration towards future packaging

Linking **Academy** to **Industry**.

Program szkoleniowy: moduły

- Moduł 1. Nowe materiały i biomateriały.
- **Moduł 2. Ekoprojektowanie i innowacyjne procesy produkcyjne.**
- Moduł 3. Zaangażowanie obywateli i konsumentów.
 - Moduł 4. Zarządzanie i waloryzacja odpadów.



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KURS 2: Projektowanie opakowań z myślą o zrównoważonym rozwoju

SPIS TREŚCI

1.1 Eko-projektowanie i materiały

1.1.1 Znaczenie źródła materiałów

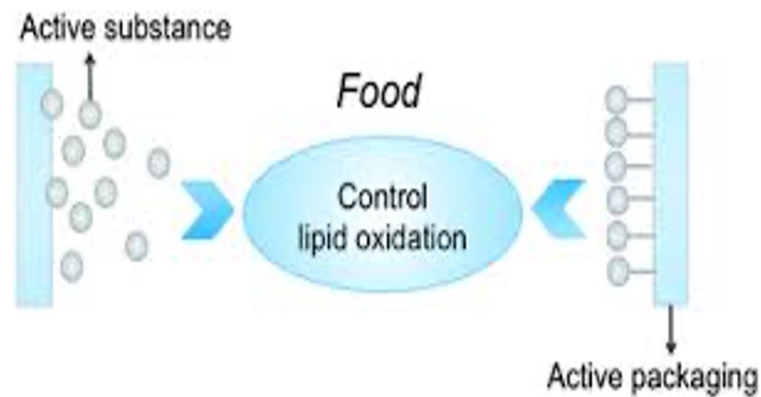
1.1.2 Maksymalizacja żywotności materiału

1.1.3 Zmniejszenie złożoności materiału

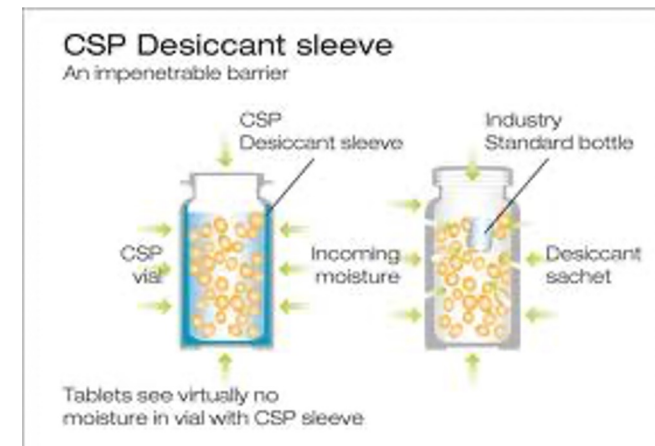
1.1.4 Biomateriały w podejściu ekoprojektowym: projektowanie pod kątem kompostowalności

5 najważniejszych czynników napędzających rozwój materiałów stosowanych w aplikacji opakowaniowej

- Wysoka bariera
- Opakowania aktywne
- Opakowanie inteligentne
- Nanotechnologie
- Druk cyfrowy

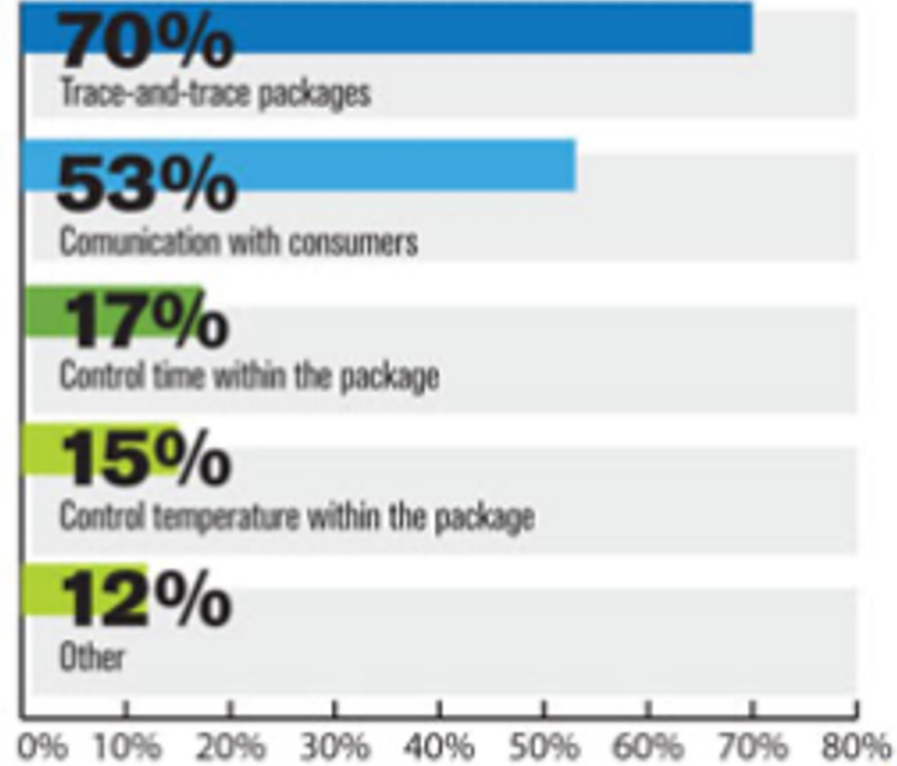


Fonte: Controlling lipid oxidation of food by active packaging technologies
Food and Function issue 5 2013

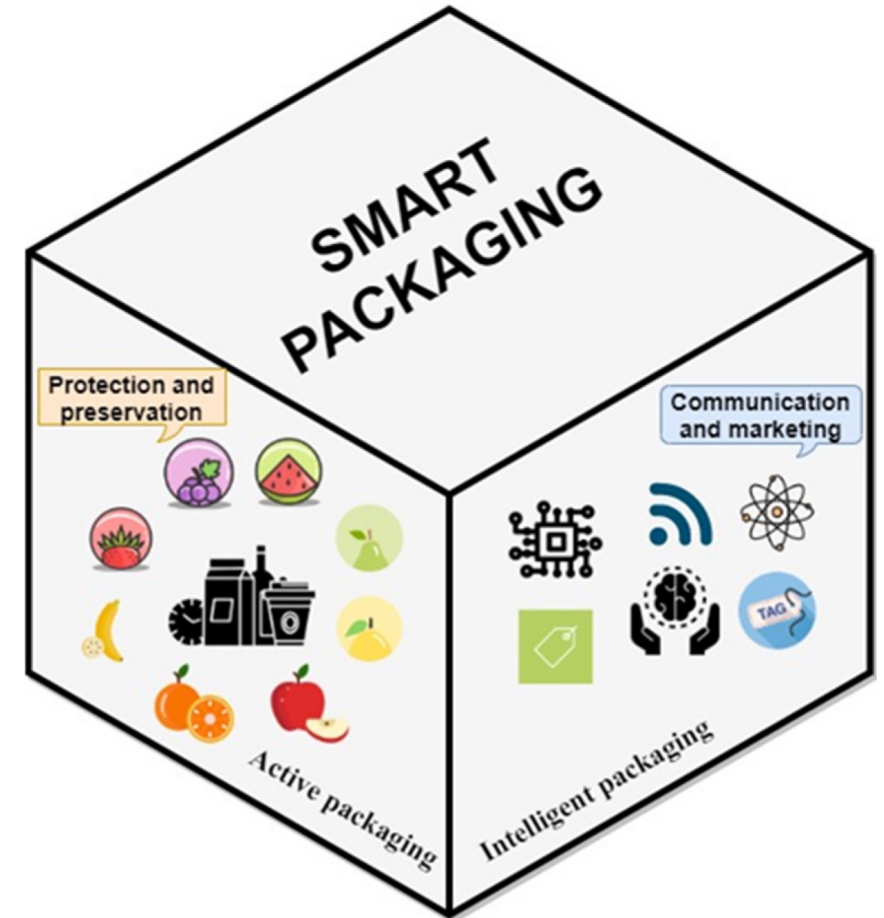


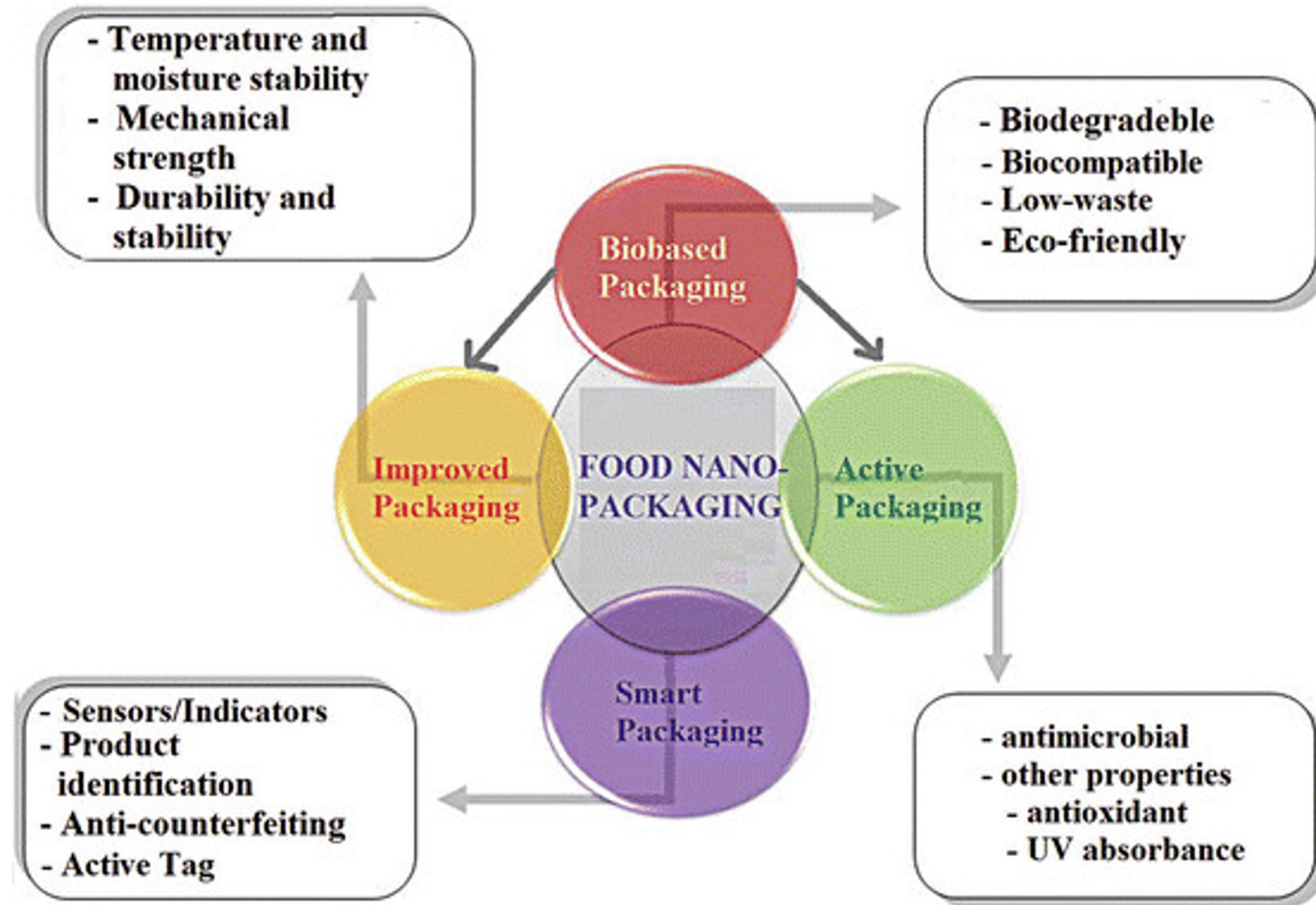
Fonte: <https://www.csptechnologies.com/markets-served/probiotics-nutraceuticals/>

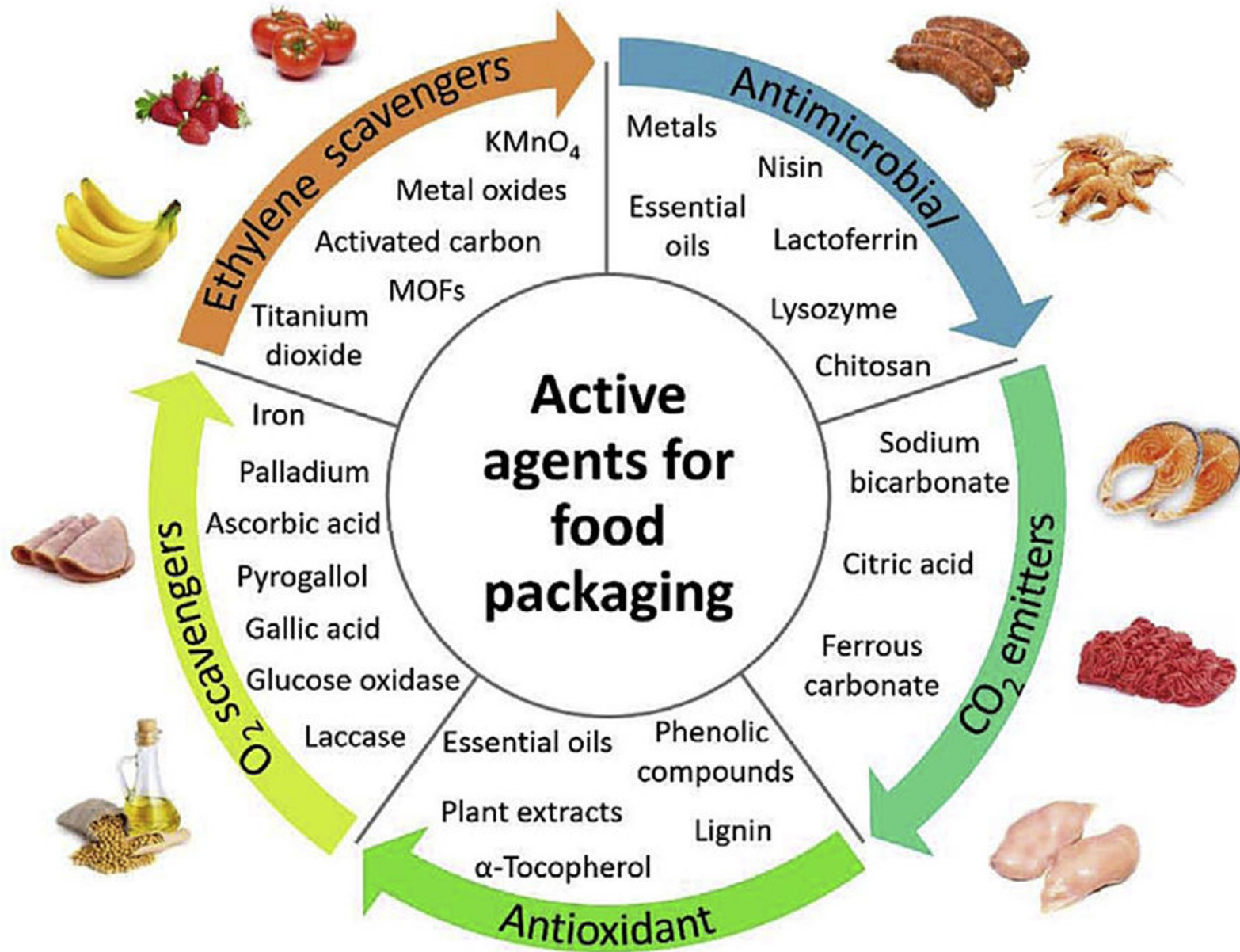
Active & Intelligent Packaging Applications



Source: Clear Seas Research







Spełnienie wymagań wydajnościowych produktu, doprowadziło do opracowania złożonych materiałów i struktur



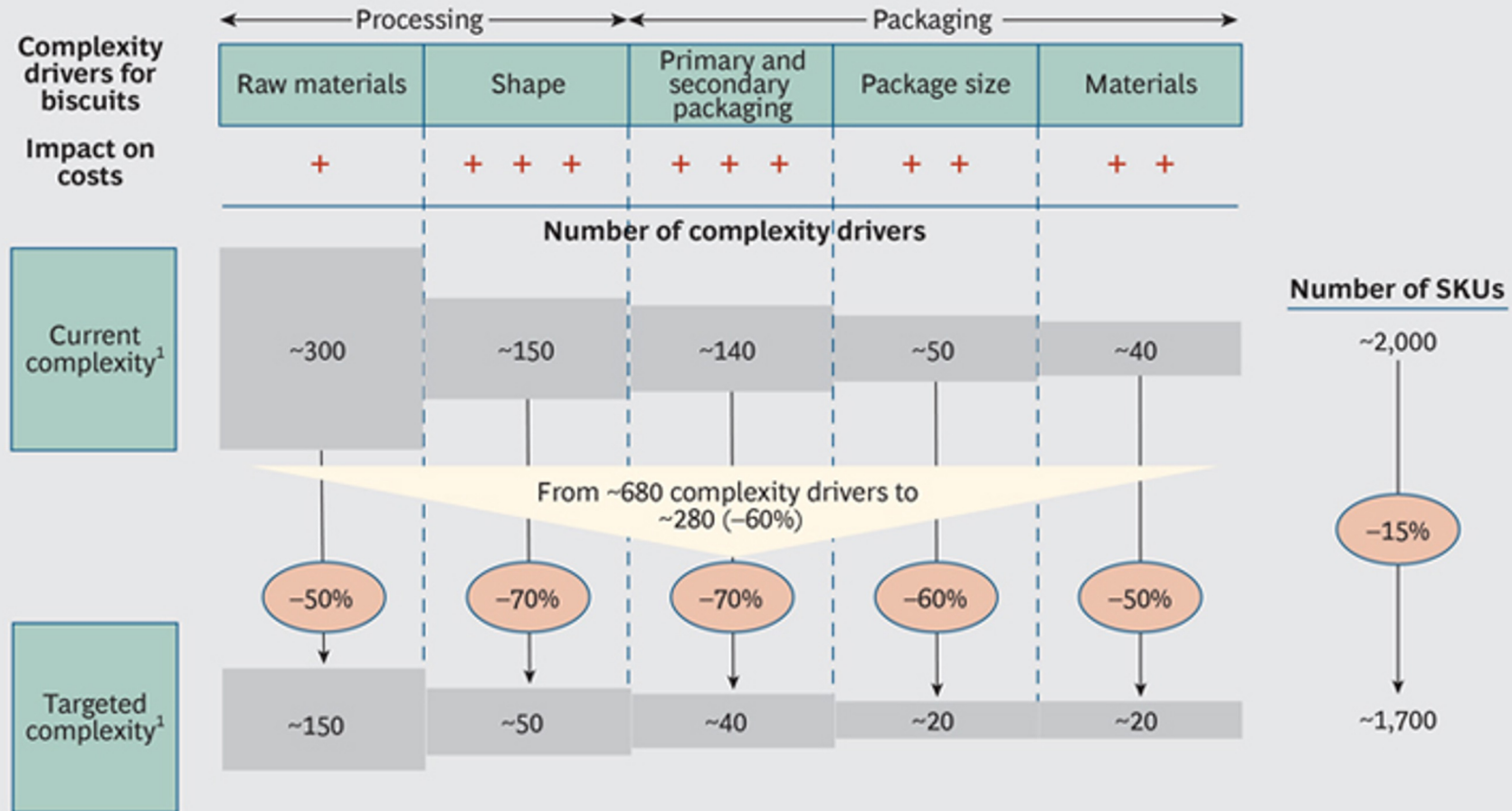
*Caffè Solubile
barattolo in vetro*







EXHIBIT 2 | A Food Manufacturer Significantly Reduced Complexity While Maintaining Product Diversity



+++ = High ++ = Middle + = Low

Source: BCG case experience.

¹Number of specifications.

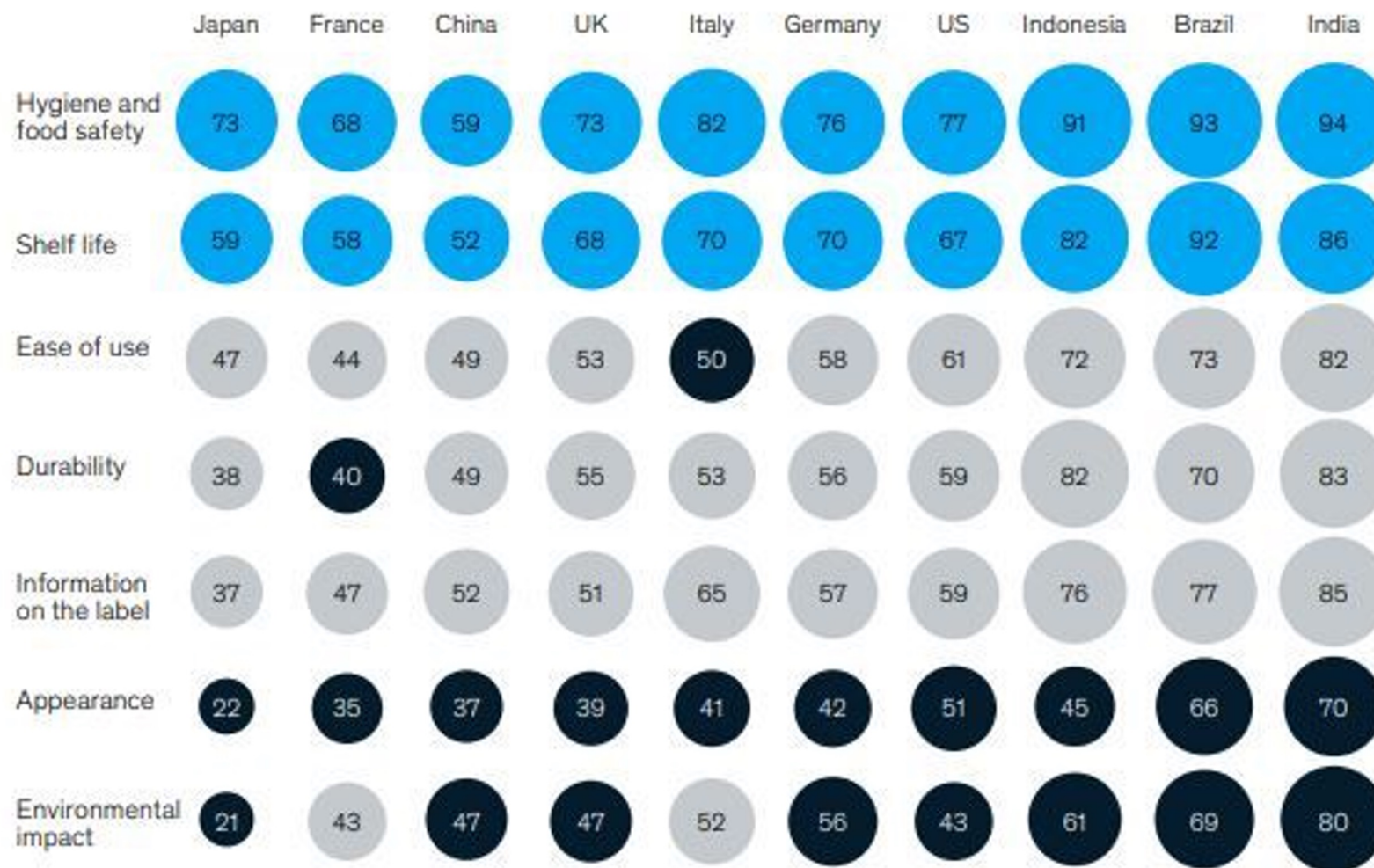


Of seven factors, environmental impact is the least important for consumers.



Importance of products' packaging in different countries,
% of respondents who indicated "extremely" or "very strong"

● Ranked top 2
● Ranked bottom 2



Source: McKinsey Packaging Survey (August 2020)



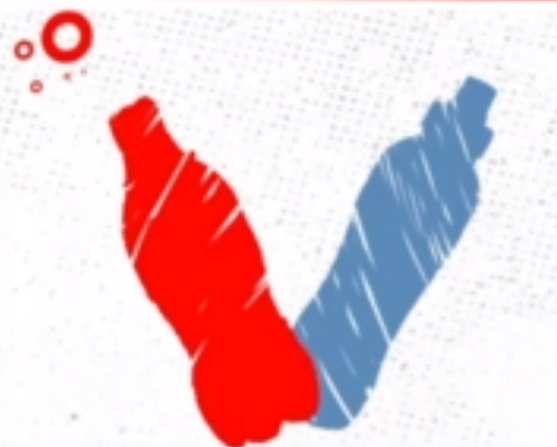
PRZYKŁADY INNOWACJI NA RYNKU



PACKAGING: LA PLASTICA



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RIDUZIONE DELL'UTILIZZO DI MATERIE PRIME

Lavoriamo per ridurre
l'utilizzo di materie prime
necessarie per la produzione
delle nostre confezioni
(es. SLIM BOTTLE)



OTTIMIZZAZIONE DELLE ETICHETTE

Le etichette di FUZETEA
sono state ridotte e quelle
di AMITA sostituite con la
carta, riducendo così la
plastica immessa sul mercato



RIMOZIONE DEL COLORE

Le bottiglie di Fanta sono
ora in PLASTICA
TRASPARENTE per facilitare
i processi di riciclo



50% R-PET NOVITÀ 2020

Dal 2018 stiamo investendo nel PET
riciclato, arrivando a lanciare nel
2020 le bottiglie al 50% in r-PET.
Questa novità è stata sostenuta da
una campagna di sensibilizzazione
verso il consumatore, con
con le etichette in limited edition
«RICICLAMI ANCORA» e la
comunicazione sui tappi.

Circular Eco Line tube with flip top cap by RE Plano GmbH



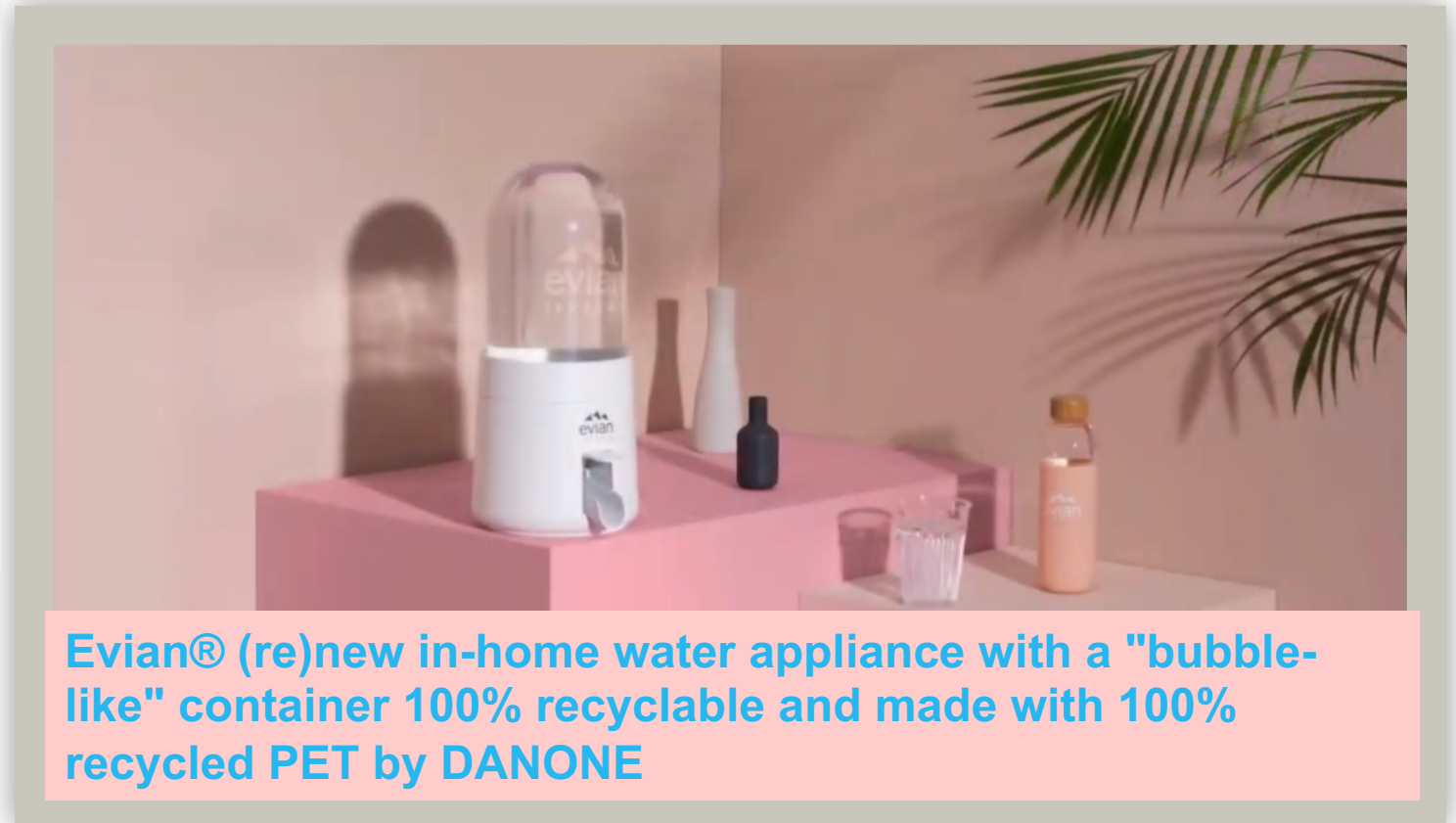
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<https://prseventeurope.com/prse2021/en/page/awards-2020>



Pellicola per sacchetti di plastica
nel negozio online
Materiale riciclato al 100% da
Oerlemans Plastics B.V.





NestRack © Pallet – Cabka’s new nestable and rackable pallet



APET Evolve by Faerch
Faerch
Food trays made from 100% recycled material



PET bottle 'Saskia Still' 1.5 liter
Schwarz Produktion – MEG
The body of this 100 % recycled PET bottle is solely made of recycling material and weighs just 27 grams, making it one of the lightest bottles on the market.

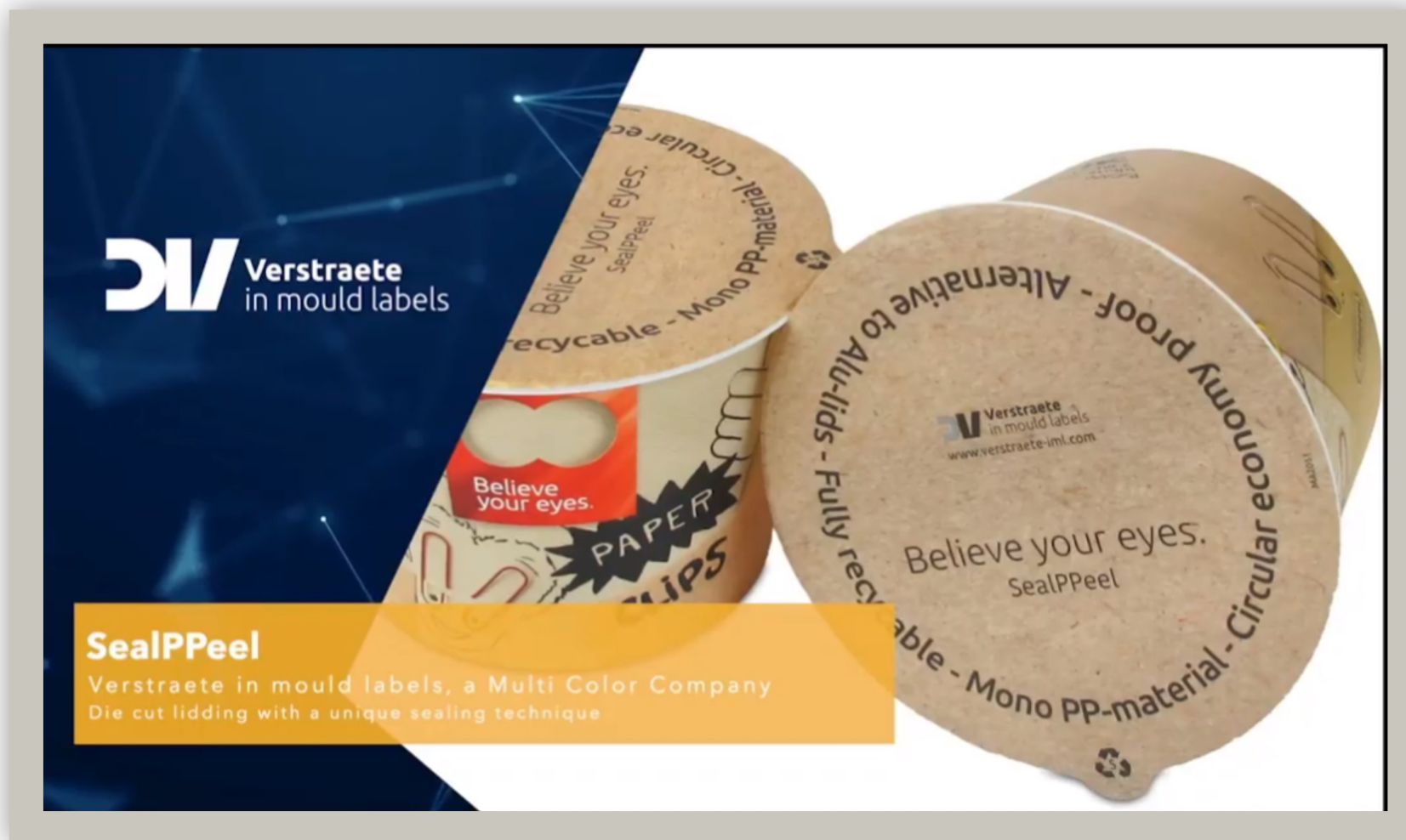


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Fonte: PlasticRecyclers Show Europe 2020








HAVE YOU SEEN THIS SHRINK HOOD?

MADE OF YOUR USED PACKAGING

50% RECYCLED CONTENT

valipac
FOR A SUSTAINABLE FUTURE

The Circular Shrink Hood
Valipac
Transport packaging film with 50% PCR Content

valipac  **Wienerberger**

Let's act together for a circular economy



 **schäfer-etiketten**

 **HERMA** 

Self-adhesive label made from 100% PCR PE - with wash-off adhesive for hot-wash conditions
Schäfer-etiketten GmbH & Co. KG, HERMA GmbH and POLIFILM EXTRUSION GmbH

MADE FROM 100% PCR PE FOR BETTER RECYCLABILITY

BECOME PART OF THE SOLUTION

100% PCR

TAKING RECYCLABILITY TO THE NEXT LEVEL



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AMPACET

AMPACET

ReVive™ 962 E

ReVive™ 962 E
Ampacet Europe
Compatibilizer masterbatch designed for EVOH-based polyolefin barrier films



AMPACET

AMPACET

Blue Edge 226

Blue Edge 226
Ampacet Europe
Technology that improves the aesthetics of clear flexible rPE packaging



AMPACET

AMPACET

Odor Scavenger

Odor Scavenger
Ampacet Europe
Odor absorbing masterbatch



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