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

Linking Academy to Industry.

Training program: modules

- **Eco-design & novel manufacturing processing**
  - New materials and biomaterials
  - Citizen and Consumer Engagement
  - Residue management and valorisation

Co-funded by the Erasmus+ Programme of the European Union

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MODULE 2: ECODESIGN

SUMMARY

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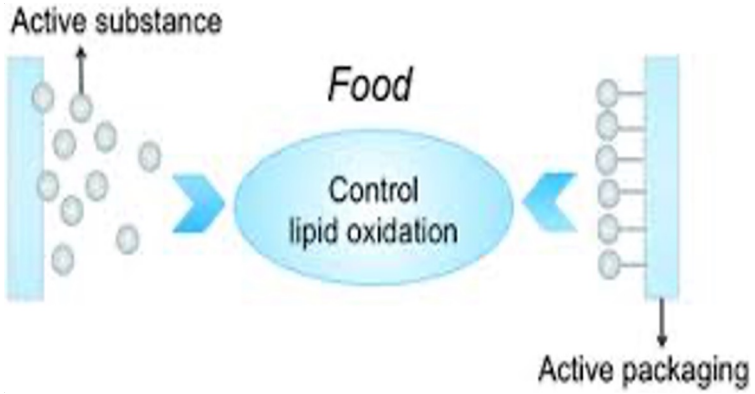
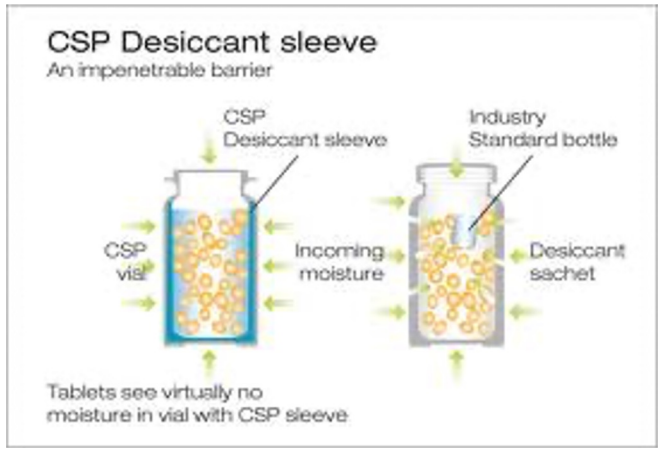
Top 5 Most Important Drivers for Developing Materials Used in Packaging Application

High barrier
Active packaging
Packaging intelligent e intelligent
Nanotechnology
Digital printing



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/

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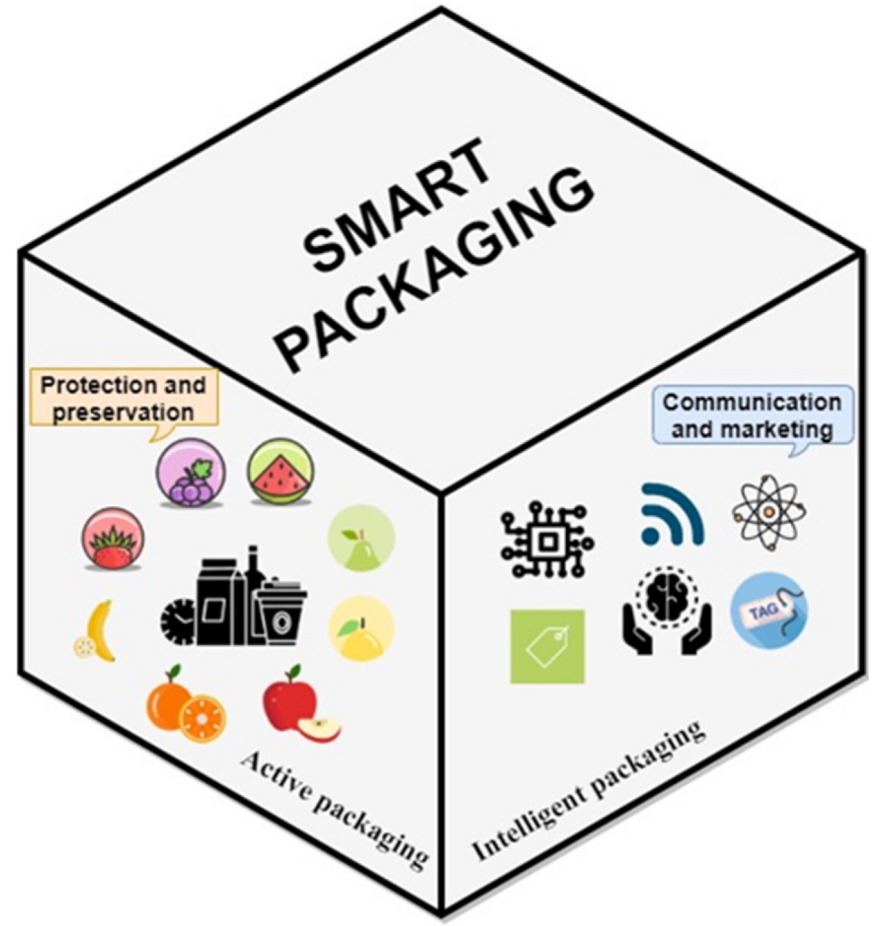

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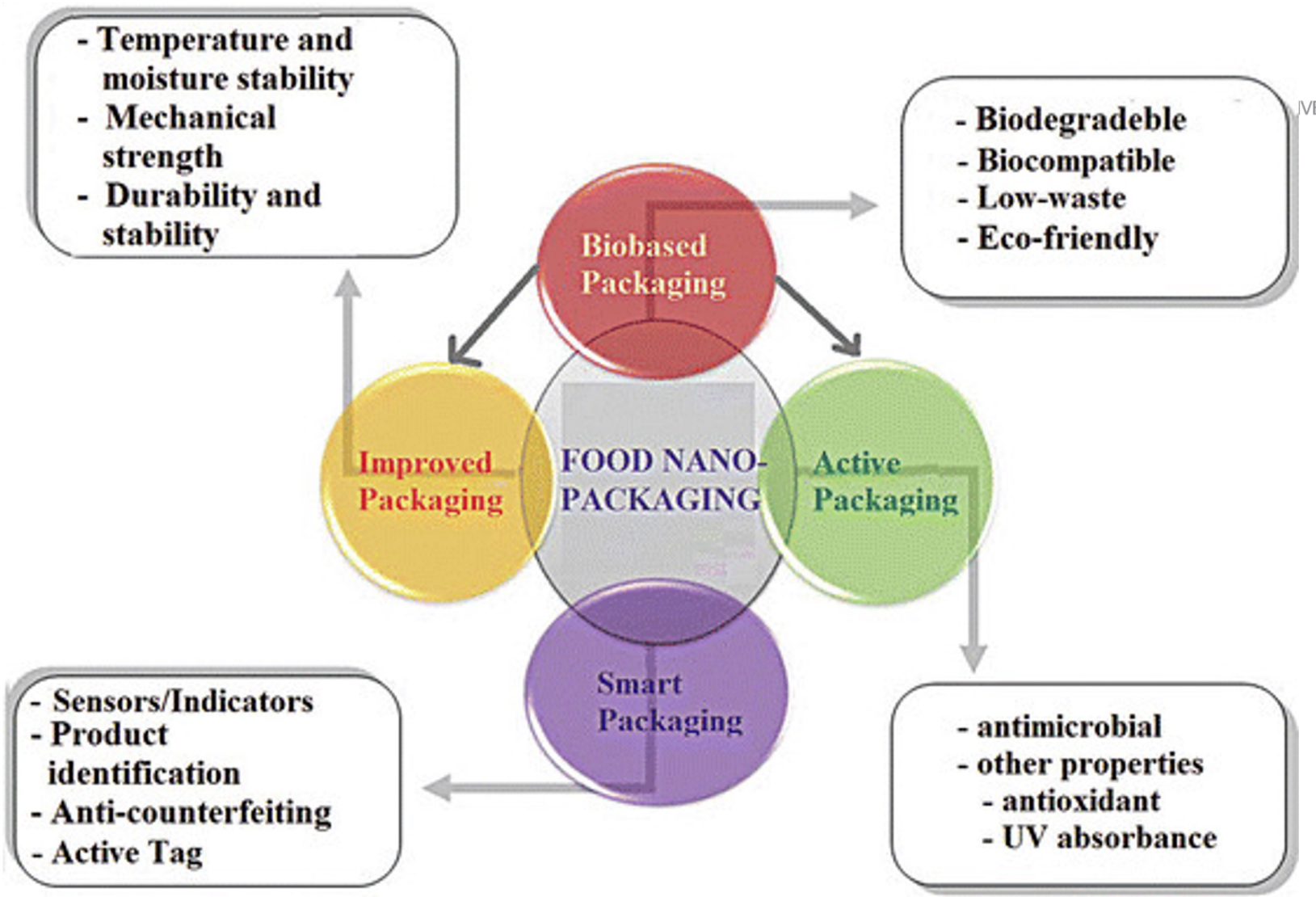

Source: Nanotechnology in Food Packaging 2019

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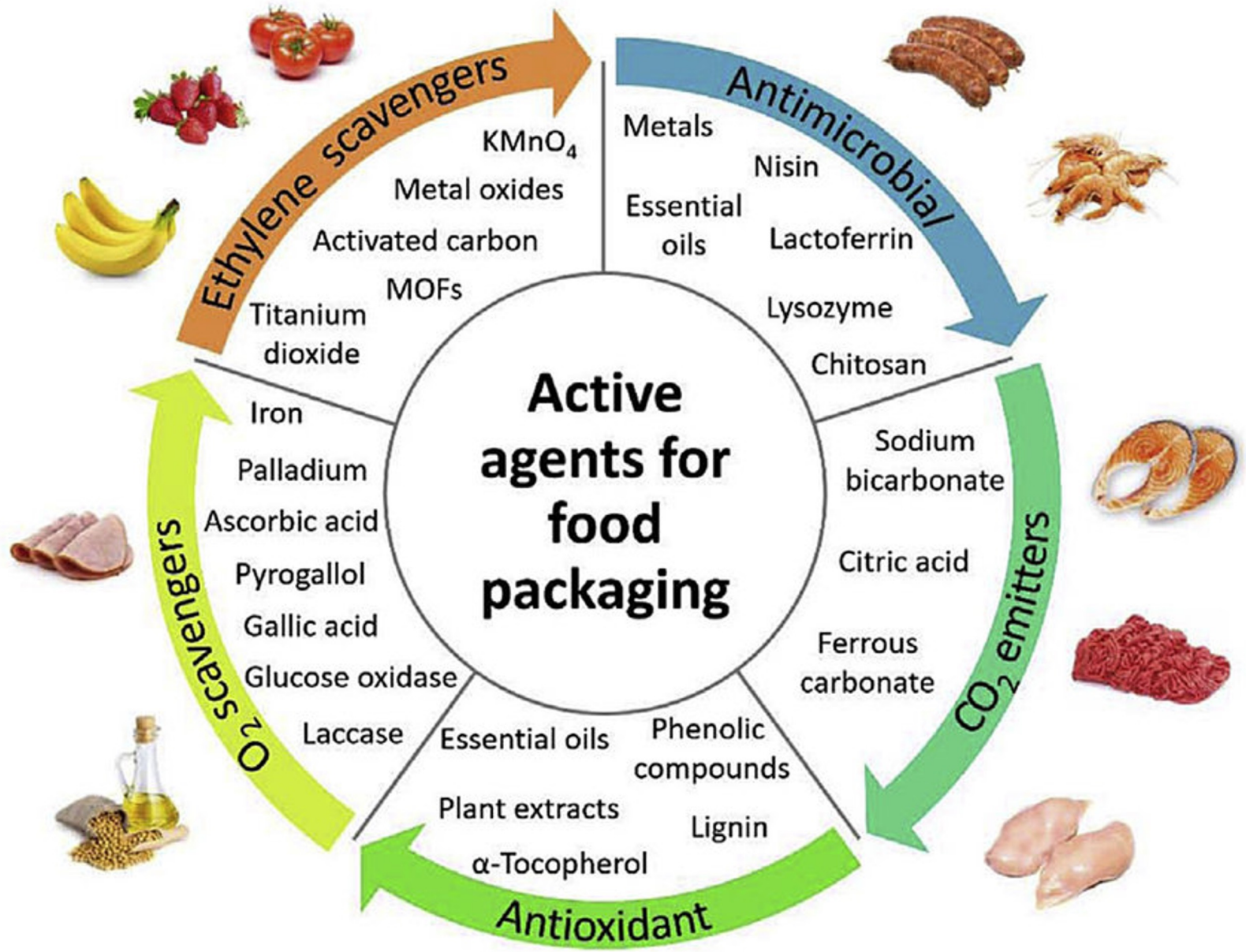

Fonte: A concise guide to active agents for active food packaging 2018

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Meet product performance requirements, leading to the development of complex materials and structures

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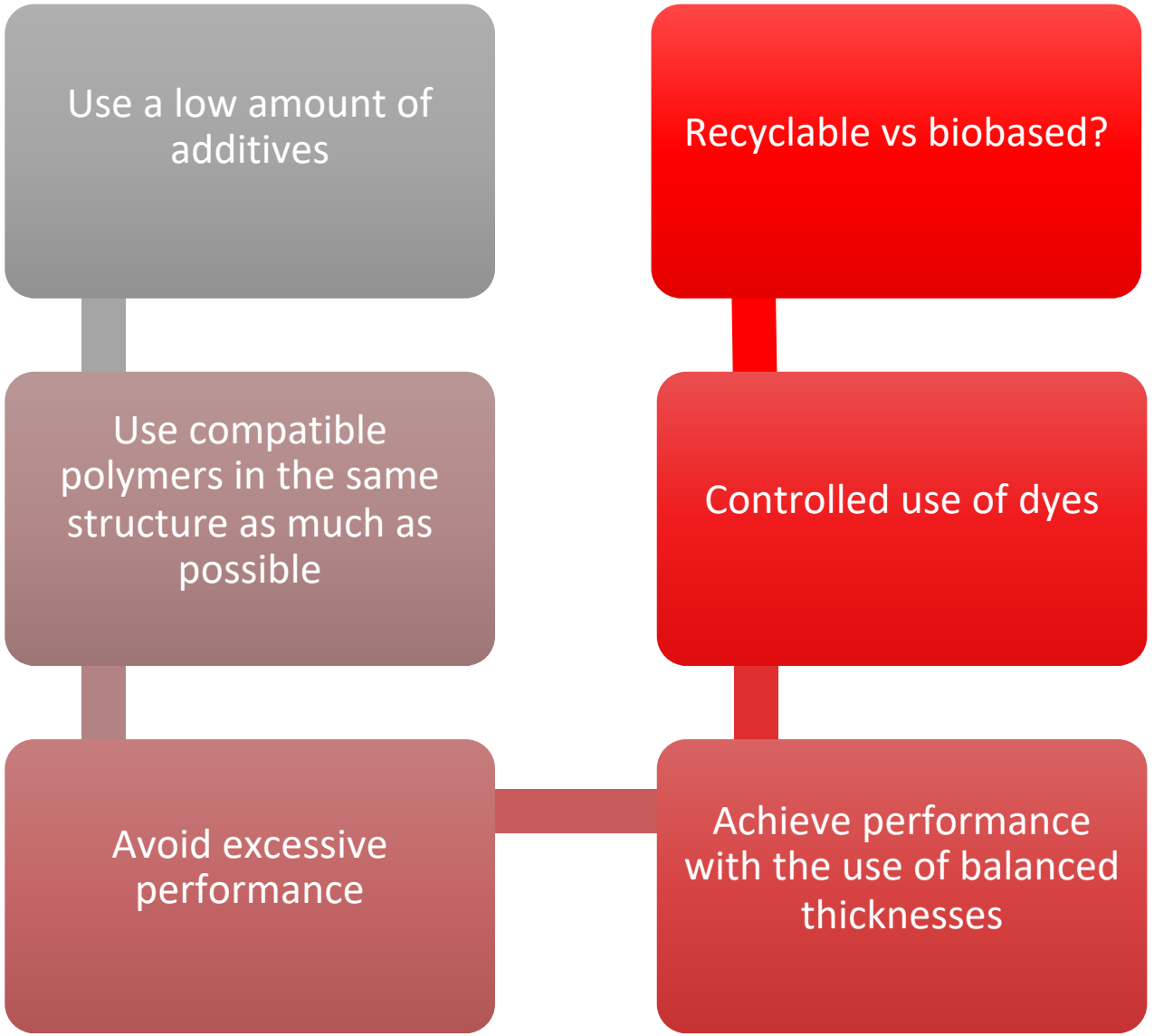

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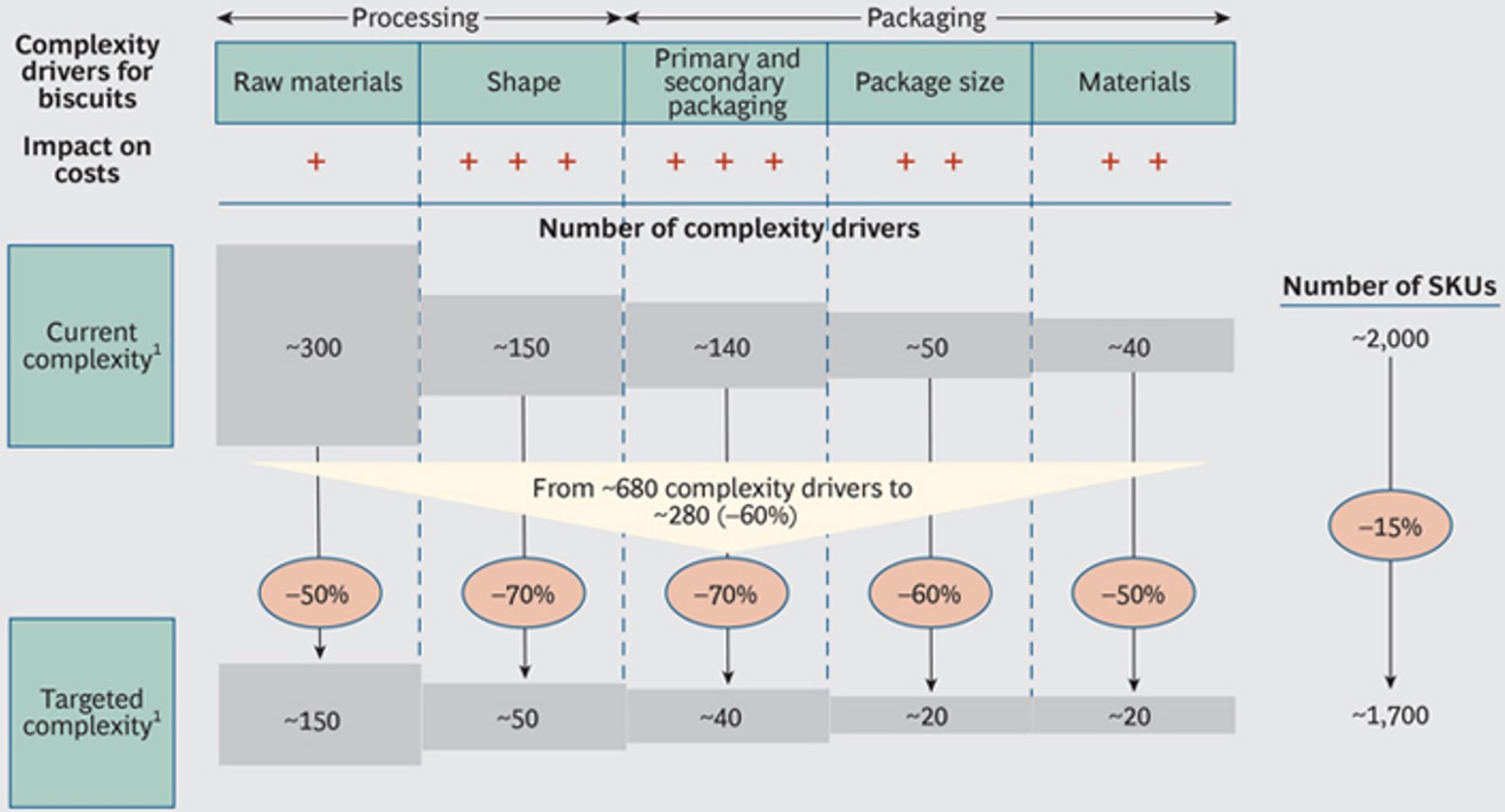
EXHIBIT 2 | A Food Manufacturer Significantly Reduced Complexity While Maintaining Product Diversity



Source: BCG case experience.
[1]Number of specifications.

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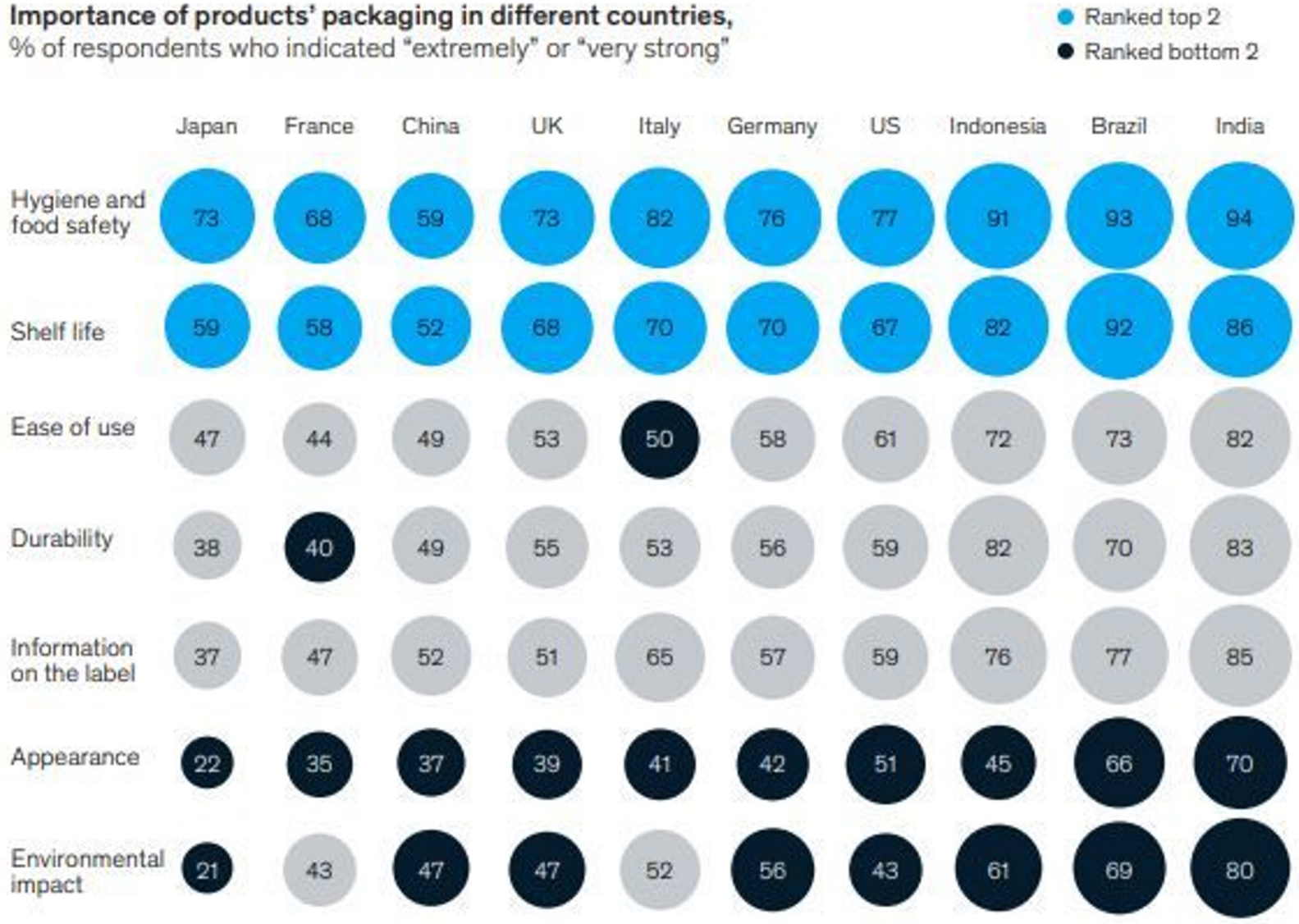
Of seven factors, environmental impact is the least important for consumers.

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



Source: McKinsey Packaging Survey (August 2020)

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EXAMPLES OF INNOVATION IN THE MARKET

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Coca-Cola HBC Italia

PACKAGING: LA PLASTICA

ECOMONDO KEY ENERGY DIGITAL EDITION

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**.

materiale ad uso interno – da non condividere con terzi estranei alla vostra azienda

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Product of the Year for plastic packaging

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

The flip top caps are manufactured with 100% green energy and are made exclusively from post consumer recycled plastic (PCR)

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

Source: Plastic Recyclers Show Europe 2020

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Product of the Year for plastic packaging

Film for plastic bags in the online store
100% recycled material from Oerlemans Plastics B.V.

Evian® (re)new in-home water appliance with a "bubble-like" container 100% recyclable and made with 100% recycled PET by DANONE

Source: Plastic Recyclers Show Europe 2020

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Product of the Year for plastic packaging

Source: Plastic Recyclers Show Europe 2020

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Technological product innovation of the year

Source: Plastic Recyclers Show Europe 2020

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ecoembes
El poder de la colaboración

pyroll

synthos
chemical innovations

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