



PACKALL

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



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of the European Union

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MODULE 2: ECODESIGN

SUMMARY

W4.1.1 Materials ECO design

W4.1.1.1 The importance of the source of materials

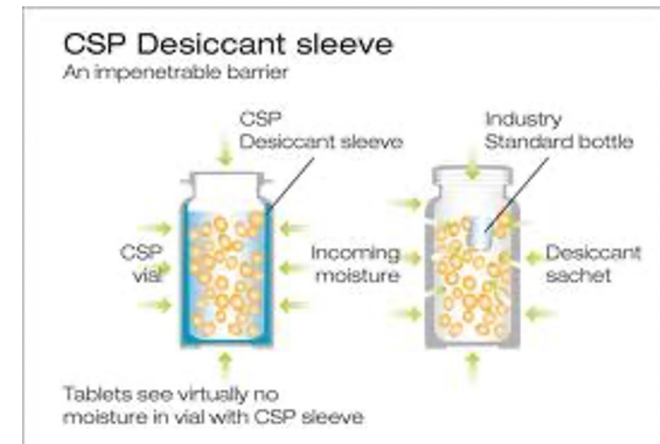
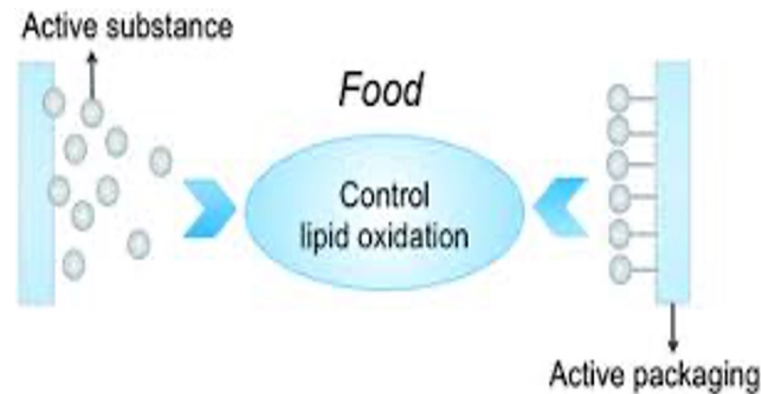
W4.1.1.2 Maximizes material life

W4.1.1.3 Reducing Material Complexity

W4.1.1.4 Biomaterials in the eco-design approach: designing for compostability

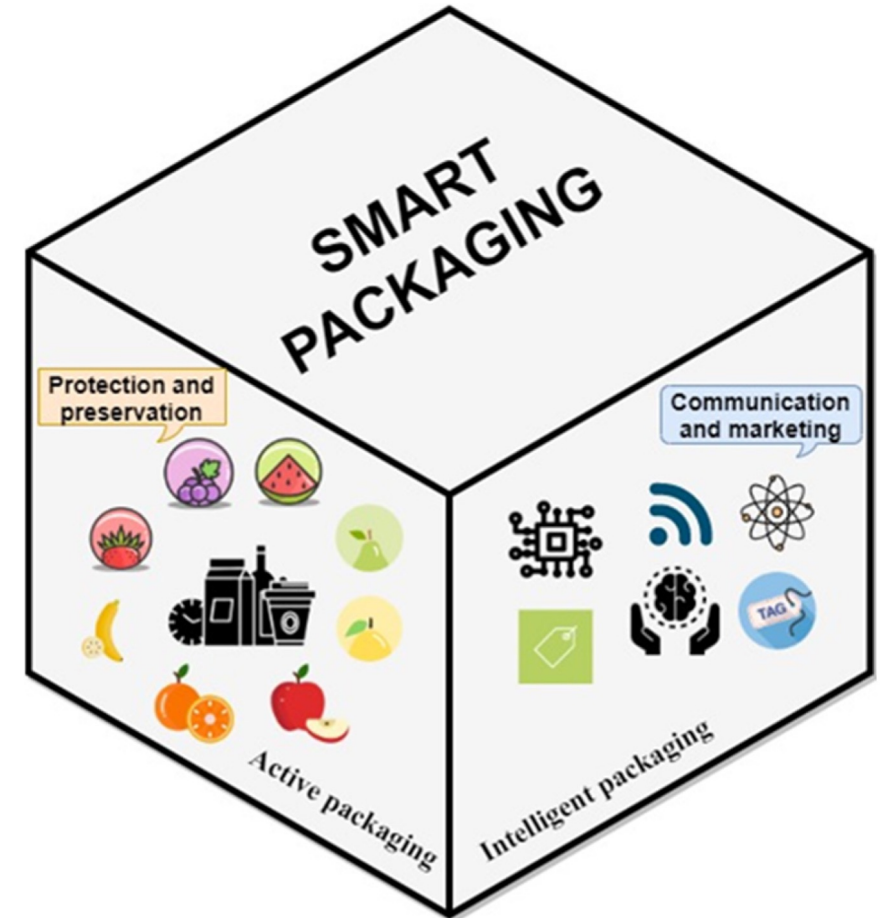
Top 5 Most Important Drivers for Developing Materials Used in Packaging Application

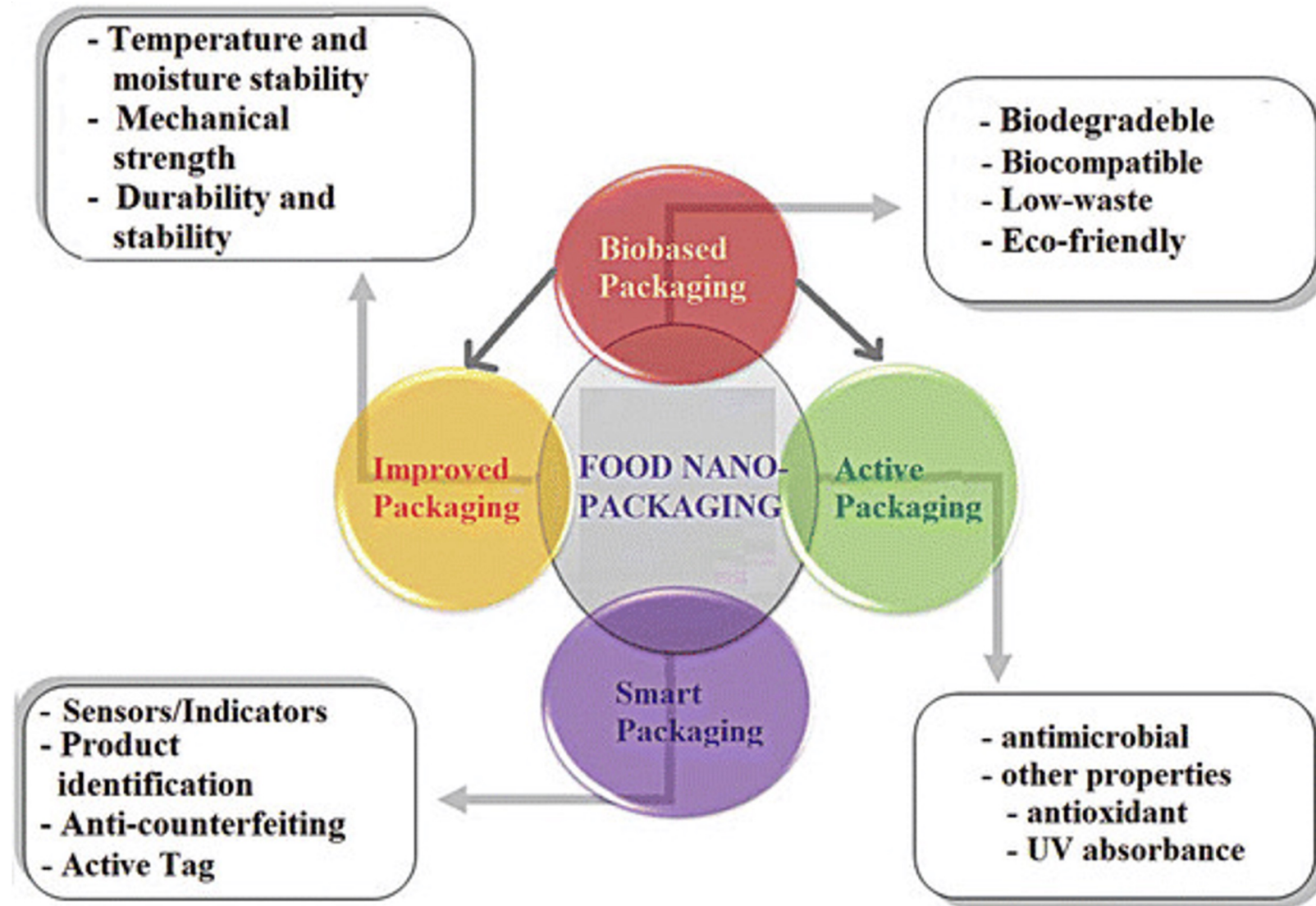
- High barrier
- Active packaging
- Packaging intelligent e intelligent
- Nanotechnology
- Digital printing

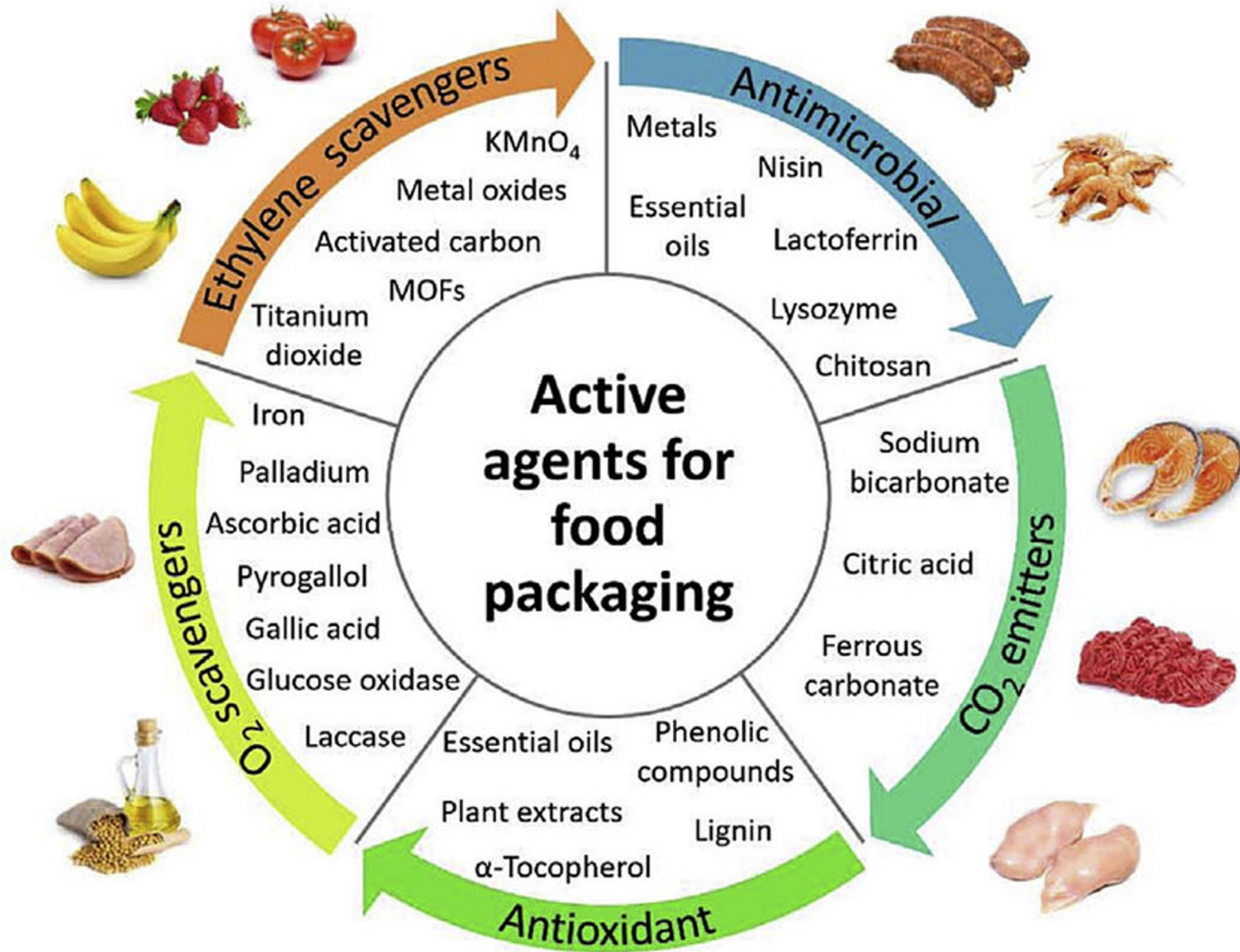


Fonte: Controlling lipid oxidation of food by active packaging technologies
Food and Function issue 5 2013

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







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



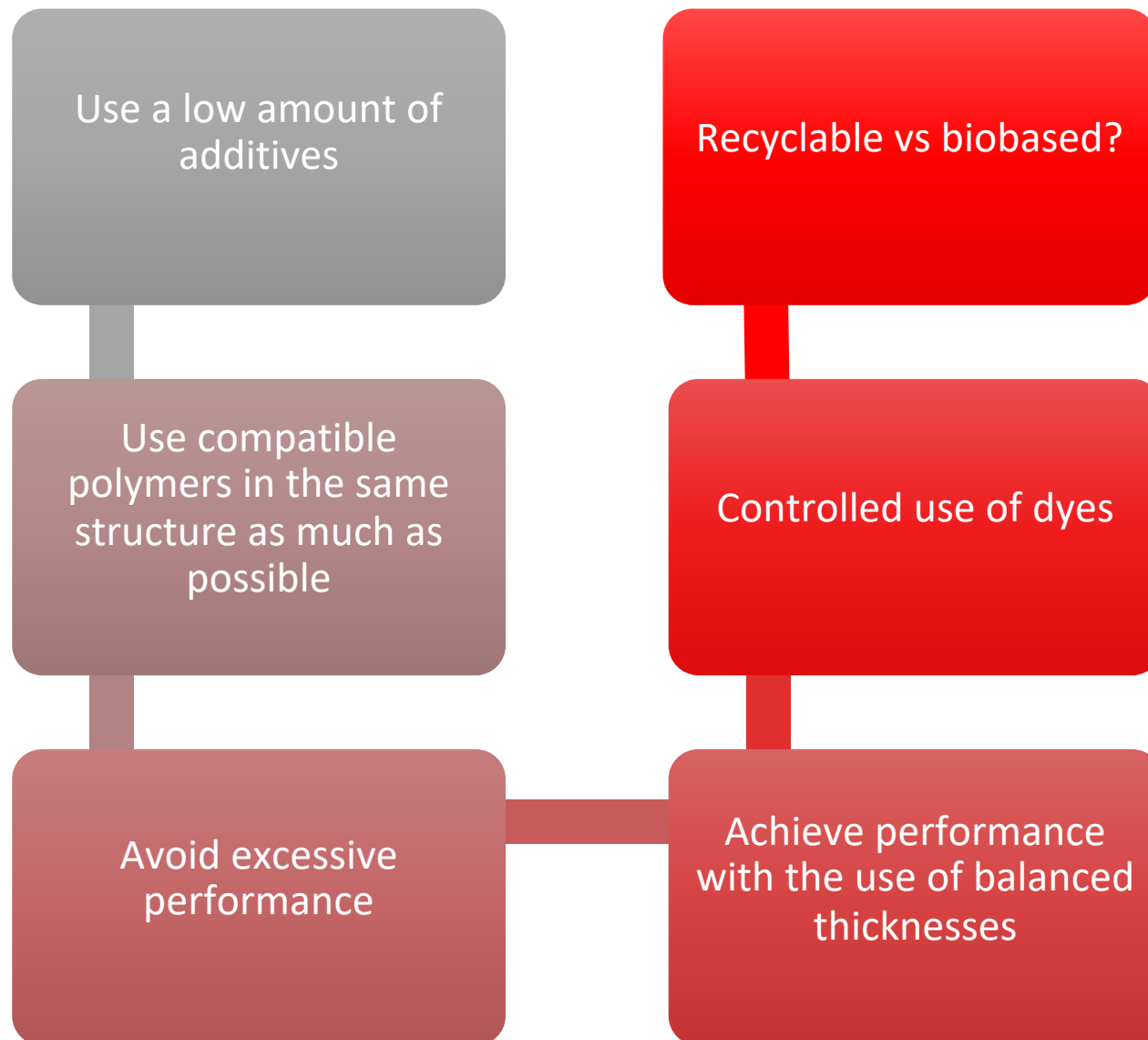
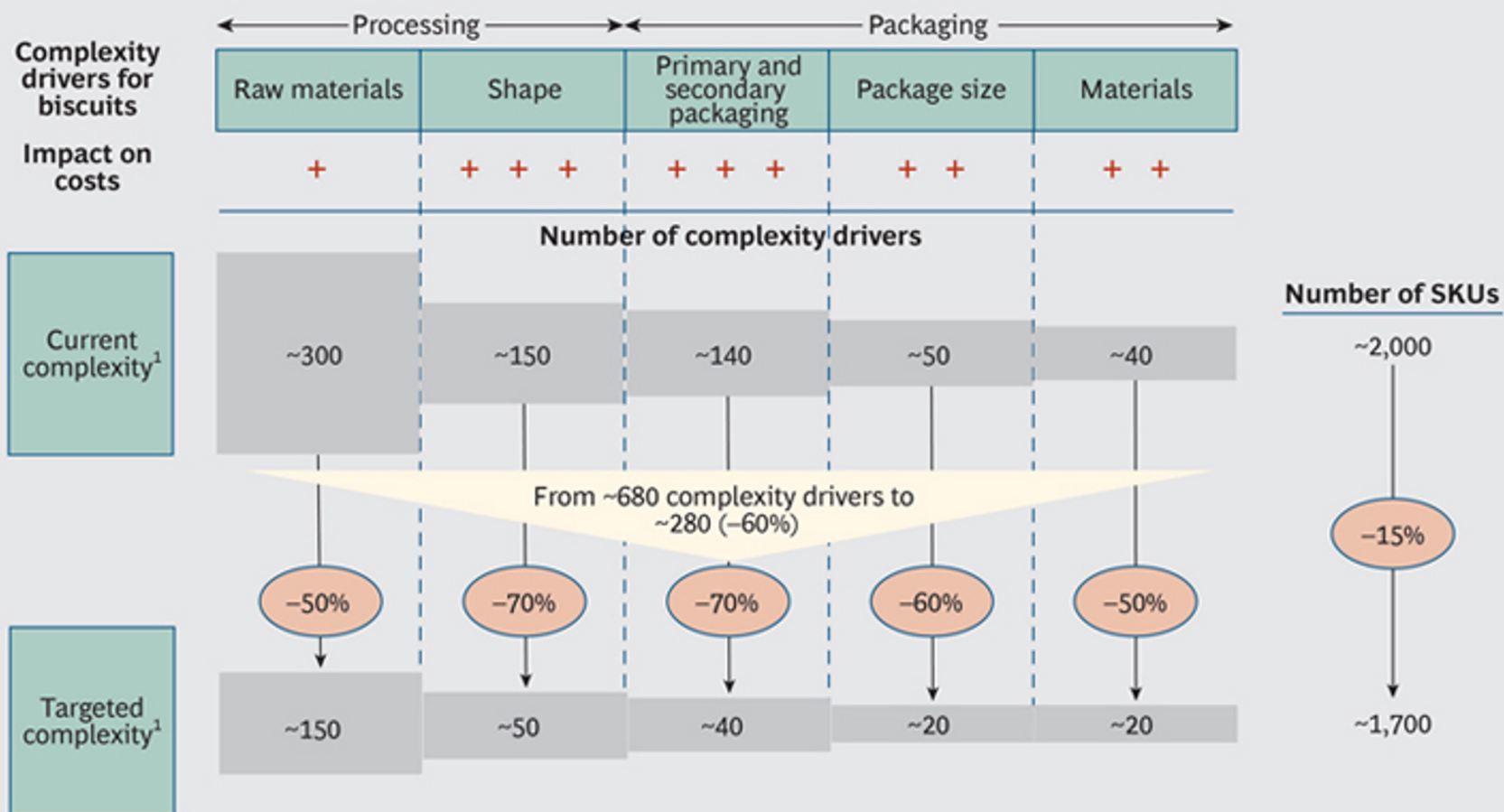




EXHIBIT 2 | A Food Manufacturer Significantly Reduced Complexity While Maintaining Product Diversity



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

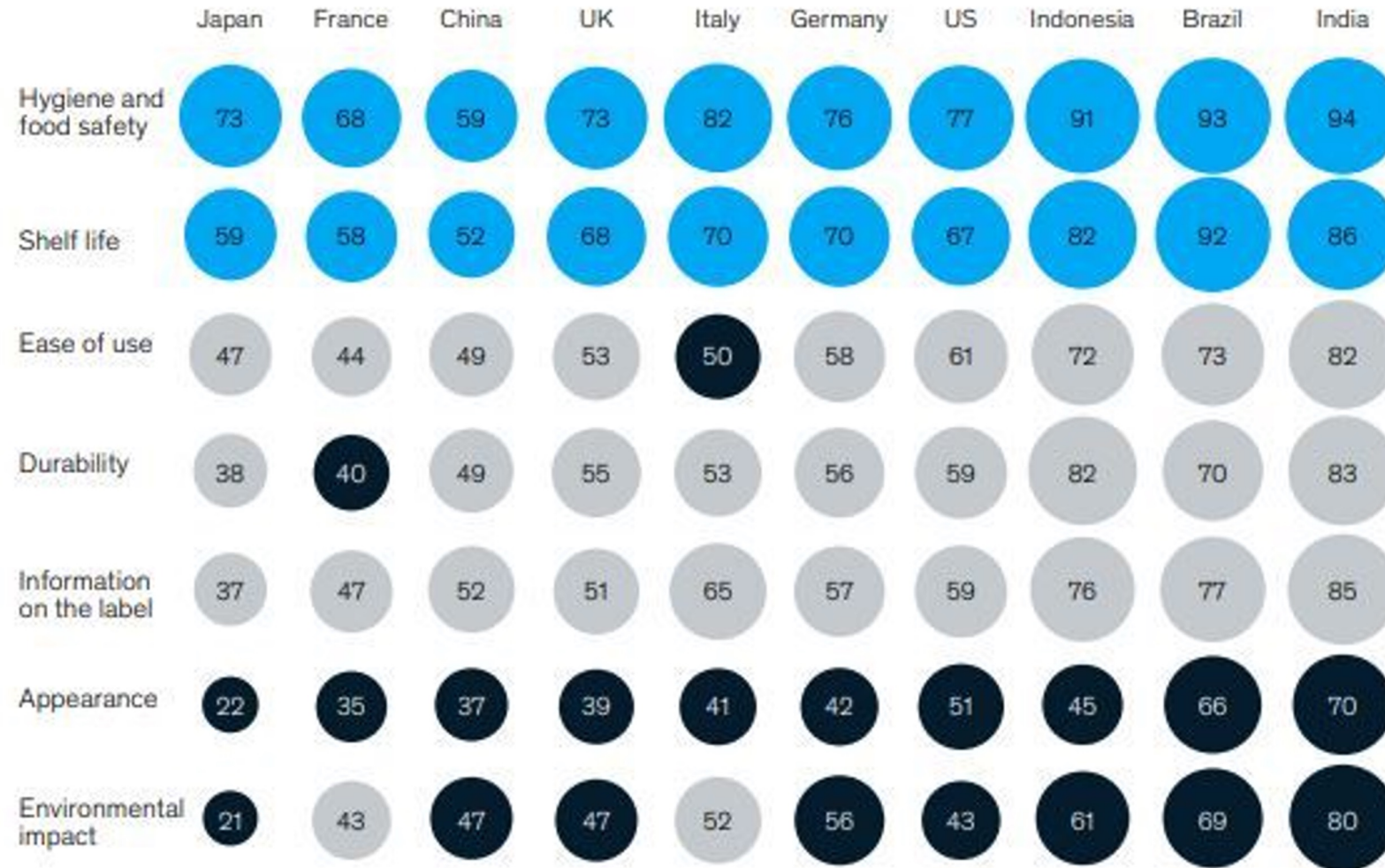
Source: BCG case experience.

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)



EXAMPLES OF INNOVATION IN THE MARKET

PACKAGING: LA PLASTICA



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>



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



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

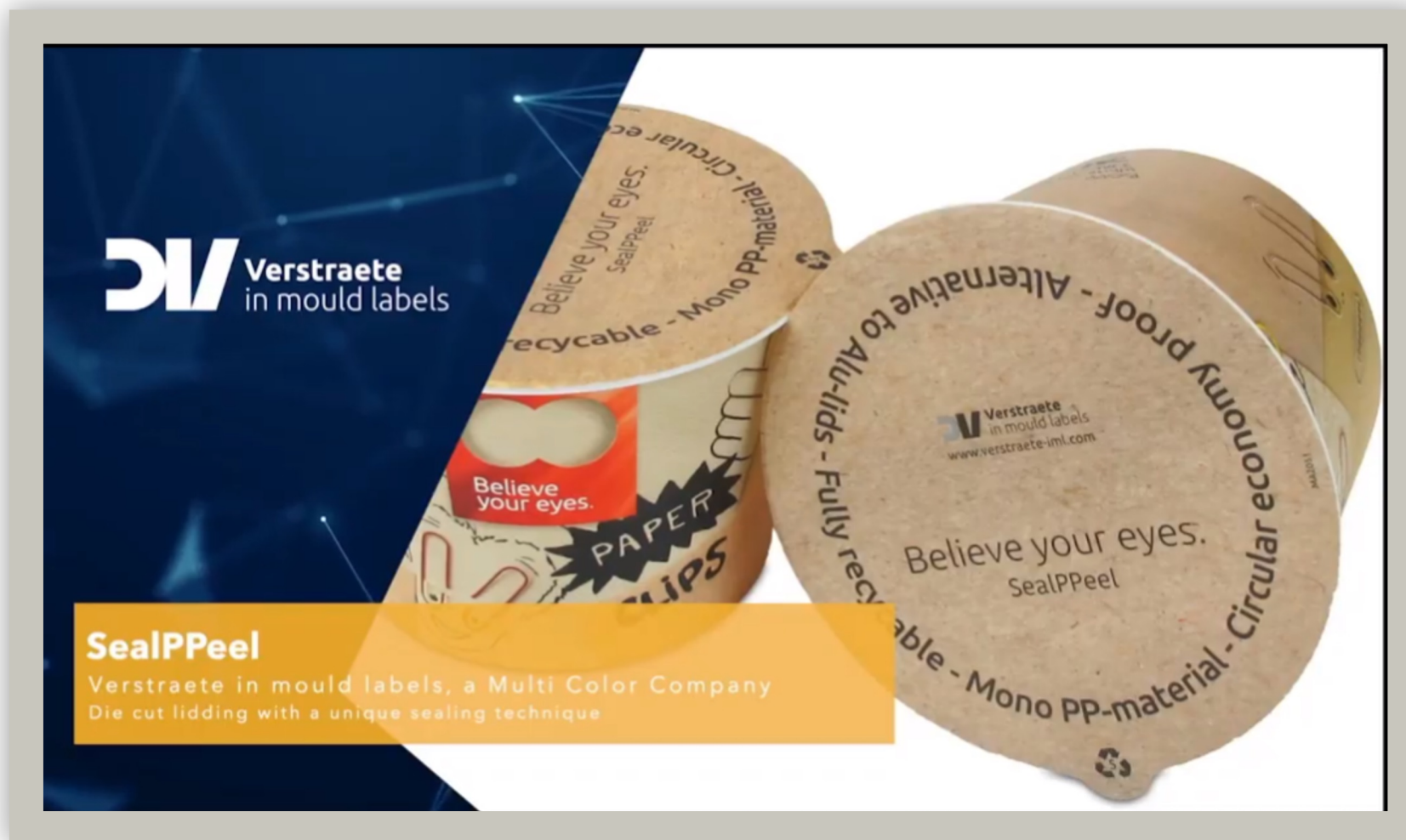


APET Evolve by Faerch
Faerch
Food trays made from 100% recycled material



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.








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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Linking Academy to Industry.



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