

Huhtamaki

Customer magazine
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ENGLISH

IMPULSE

Flexible Packaging

designed for recycling

A photograph of Michael Hahl, a man with short grey hair, wearing a blue button-down shirt. He is gesturing with his right hand, pointing towards the camera. A name tag on his shirt reads "Michael Hahl" and "Huhtamaki". In the background, a large poster of a smiling man with a beard is visible.

Huhtamaki customer event – Fit for the future with Huhtamaki blueloop

New factory in Egypt
now operational

M.A.D.E. and CFIA in France

Dear readers,

In the second issue of IMPULSE magazine this year, we are excited to tell you about our recent sustainability event: a two day seminar featuring experts from Huhtamaki and industry specialists giving fascinating talks and workshops on sustainability, recycling and design.

We also took this opportunity to introduce our collaborative platform: Huhtamaki blueloop "designed for recycling". You can read all about the event and its outcomes, as well as Huhtamaki blueloop, on pages 2 and 3.

On page 4, we're happy to introduce you to our new factory in Egypt and a review of the MADE and CFIA trade fairs.

I hope you enjoy reading this issue.
Best wishes,



Warren Shaw
VP Innovation and
Product Development

Huhtamaki customer event-

Fit for the future with Huhtamaki blueloop

Two days dominated by sustainability:

The first Huhtamaki Sustainability and Recycling Event was held from 13 to 14 May 2019. Various aspects of this topic were examined and discussed, talks were given and questions answered. Olli Koponen, our Executive Vice President Flexible Packaging, acted as the sponsor of the event. In addition to this, Huhtamaki experts and outside specialists gave talks.



To start things off, Michael Hahl and Warren Shaw from Huhtamaki focused on defining what the term "sustainability" means: when considering this issue, it's crucial whether you focus on the question of which resources and materials are used in the manufacture of a product and its packaging, or

whether you focus on the aspect of disposal and recycling. Huhtamaki blueloop picks up on precisely this problem and explained the two different approaches by way of examples and solutions within this context.



Packaging concepts presented:

- **Push Tab loop**
Polyolefin mix structure as an alternative packaging concept to replace conventional strip packaging
- **Tube PBL**
Mono-PE tube with 20% weight reduction and improved recyclability – ready to go
- **Coffee**
Polyolefin mix structure as a recyclable alternative to conventional multilayer plastic laminates
- **Soup**
Mono-PP structure as a recyclable alternative to conventional multilayer plastic laminates
- **5-Panel Pouch**
Mono-paper pouch as a recyclable (repulpable) alternative to conventional multilayer plastic laminates

Huhtamaki blueloop

With the blueloop programme, we are aiming to replace linear packaging production with a recycling system, where materials can be used over and over again. When producing films, Huhtamaki blueloop already ensures that any waste generated during production is separated, and that as many components as possible are subsequently recycled.

The following steps define the content of our blueloop programme:

1. Recyclable packaging solutions
2. Commitment and knowledge sharing
3. Active internal & external communication

There is a clear trend towards using mono-materials, coated paper and so-called “performance coatings” to make it easier to recycle packaging.



Taking up this idea, Dr Christiani and Ms Beckkamp from the cyclos-HTP Institute – who also advise the German Federal Ministry for the Environment in this field – talked about another crucially important issue: Which criteria must recyclable packaging meet, and which parameters lead to a positive assessment in terms of recycling?

The experts answered both questions in detail and touched upon a few examples from the market. In the near future, the market is bound to undergo a radical shake-up where recycling criteria is concerned. It is therefore of paramount importance for both packaging manufacturers and their customers that this is taken into

consideration during the development stage when coming up with ideas for new products.

Sustainability and design

The informative first day ended with a traditional bavarian evening in the Allgäu Alps. Peter Desilets from the design company pacoön started with his presentation the second day: during his talk, he illustrated how packaging design is also important in terms of sustainability and recycling, and how we can prepare ourselves for the future in this field. Examples from real life completed the picture, and all of the questions and any outstanding issues that the customers who attended the event had were immediately answered by the expert.



Things then moved on to Huhtamaki's production site in Ronsberg, where the focus was on the practical part of the seminar. At our production facilities, the customers were impressed by the practical implementation of our sustainability promise and were inspired by the future packaging concepts.

Summary

The talks provided all the attendees with relevant information first-hand, and everyone got the opportunity to discuss things with the Huhtamaki experts who were present – the feedback following the two days of the seminar was positive: “Fantastic seminar, I'd definitely attend again” and “Great organisation, really helpful content” are just two of the many encouraging comments received about the event. Plans are already underway for a follow-up event; if you're interested in attending, get in touch with your Huhtamaki contact and reserve your place.



Have you got any questions or suggestions on this subject? We look forward to hearing from you:
Michael Hahl, e-mail: blueloop@huhtamaki.com

New factory in Egypt now operational



Huhtamaki has once again made a successful investment and is now producing in Africa for the first time: we officially opened our latest, state-of-the-art production facilities for flexible packaging near Cairo.

Production at the factory – which has been built on a plot measuring almost 37,000 square metres, and therefore has plenty of room for future expansions – started in March. It is anticipated that the new factory will employ 250 members of staff.

Customers in the African market were previously supplied by our factories in the United Arab Emirates and India – thanks to this sound investment, we are now ideally positioned in Africa too.

M.A.D.E. and CFIA in France

Both M.A.D.E. in Paris and CFIA in Rennes are becoming increasingly important as far as the food packaging industry is concerned – in March this year, Huhtamaki participated in the two established trade fairs in France for the third time.

We enjoyed all of the input we received from existing and potential customers. However, the trade fairs were primarily characterised by the exciting discussions we had, which revealed that the issue of sustainability is right at the top of everyone's agenda. Many of our customers have set themselves the goal of using only recyclable packaging for their products in the medium term.

With this in mind, Huhtamaki is taking on this challenge and working extremely hard to develop alternative materials. Huhtamaki blueloop forms the framework in this regard.



TRADE FAIRS

We also look forward to seeing you at the following trade fairs:



Cibus Tec in Parma
from 22 to 25 October 2019



CPHI in Frankfurt
from 5 to 7 November 2019

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