

IMPULSE

Flexible Packaging

**Push Tab® loop –
Your recyclable
tablet packaging**
Improved sustainability
for Push Tab®

**Huhtamaki blueloop
is taking off**

**New printing machine and
production hall in Ronsberg**

**Huhtamaki participating
in the “Futury” initiative**



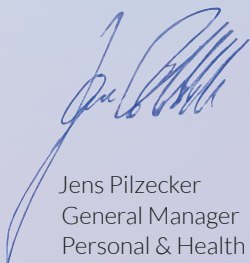
Dear „Impulse“ Reader,

Having left the warm summer period behind us, we are getting prepared to keep the next seasons hot.

We'll keep the heat up by giving you an exciting update on our sustainability journey. We have a lot to share and feel well positioned to give the right answers to our customers' needs who seek environmental friendly and recycle ready packaging. In this edition we will focus on Personal Care applications as well as Health Care.

Insights about Huhtamaki's participation into the Futury initiative as well as the installation of a new roto-gravure press in Ronsberg complete the content of this magazine.

Please enjoy reading and get inspired,



Jens Pilzecker
General Manager
Personal & Health Care



Huhtamaki blueloop is taking off

The previous issue of Impulse already included a report on the launch of our blueloop programme.

We've been working flat out since then, so there's even more for us to report: at the Cosmetic Business trade fair, which was held from the 5th to 6th of June in Munich, our team presented innovative laminates for the cosmetics industry, with huge success!

The first product developed by our "tube laminate task force" in Ronsberg will soon provide the market with an alternative material that satisfies the demand for a recyclable tube material, which is why it is attracting so much interest – our blueloop tube laminate is already in the starting blocks and will have a wide variety of possible applications. It is characterised by a 20% reduction in weight and vastly improved recyclability thanks to its >95% PE content.



Huhtamaki has been a global player in the field of tube laminates for many decades. Our products set the benchmark in many industries, ranging from health care and FMCGs, all the way through to technical applications. We are committed to reducing the environmental impact of packaging and developing new material combinations. Our focus is on reusability, a more efficient use of materials and reducing the amount of waste.

We presented new products at the Cosmetic Business trade fair. We showcased a polyethylene-based, 240 µm laminate with an EVOH barrier that satisfies the need for a reduction in weight and is made of 95% PE. We will offer a fully recyclable, polypropylene-based solution in the near future as an alternative.



One of the highlights of the trade fair was when Global Tube from Italy and Huhtamaki jointly received the award for "Tube of the year 2019" from the etma. Talking about the developments, Sales Director Marc Lütgendorff proudly said: "The last few months have shown me that Huhtamaki has realised which way the wind is blowing, and everyone is putting all of their energy into securing the future of laminate tubes."

Would you like to find out more about the product?

Contact: Marc Lütgendorff, e-mail: marc.luetgendorff@huhtamaki.com

Push Tab® loop – Your recyclable tablet packaging

Improved sustainability for Push Tab®

The pharmaceutical industry is looking for sustainable tablet packaging, Huhtamaki has it covered: the improved version of our Push Tab® in the form of the Push Tab® loop is recyclable and has huge potential for the future.

Push Tab® is an alternative to blister and cold form solutions based on strip pack technology. Fabio Daidone, Senior Sales Manager at Huhtamaki Flexible Packaging, says the following about the product: “We specially developed Push Tab® loop as a sustainable alternative to blister and cold form applications. The advantages of this innovation include the fact that it is PVC-free, uses less material, and can be recycled.”

Impressive features of Push Tab®:

- Maximum barrier properties and improved cost structure
- Collaboration with the experienced machine supplier, Romaco
- Can be used in all climate zones
- New design options



All good arguments in favour of the new blister packaging, yet Push Tab® loop is capable of even more: Push Tab® loop is a real trailblazer in the debate on sustainability and recycling! Thanks to its polyolefin structure, the material is recyclable and can therefore be fed back into a recycling stream, unlike conventional tablet packaging.



Have we sparked your interest?

Contact: Fabio Daidone, e-mail: fabio.daidone@huhtamaki.com

New printing machine and production hall in Ronsberg

As part of the ongoing modernisation of one of the largest Flexibles factories, Huhtamaki Ronsberg has invested in an 11-colour printing machine, including a new production hall. This investment is a cornerstone of our blueloop agenda and sends out a positive signal that our production site in the Allgäu region will be protected.

This modernisation work has the full backing of Charles Héaulmé, the CEO of Huhtamaki (3rd from the right in the photo). The inauguration of the new printing machine provided him with an opportunity to gain a detailed overview of the site and its capacities.



Being part of the change: Huhtamaki participating in the “A call for innovation” initiative

Eight million tons of plastic end up in the oceans every year, just under fifty percent of which has been used for packaging. At 220 kilograms per person each year, Germany is the woeful European Champion where packaging waste is concerned. The urgent need for innovations in foodstuff packaging and the call for a reduction in waste represent huge challenges for the entire food industry. That's why we feel even more responsible to take action now.

Huhtamaki is participating in an initiative organised by Futury, which consists of teams of students who are trying to find new solutions relating to the circular economy. We are contributing our expertise to support Futury's initiative,

which involves global corporations working together on developing innovations. They are developing holistic, sustainable and above all practical solutions along the entire value chain. The aim is to reduce, and in the long term to avoid, plastic waste from food packaging.

Teamwork and collaboration are the most important thing, whatever we do: all of us who produce, transport, sell and innovate on a daily basis can only change the world if we work together.

FUTURY

Have we piqued your curiosity?
For more information, visit:
www.futury.eu/dontwaste

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

IMPRINT

IMPULSE – The customer magazine of Huhtamaki Flexible Packaging Europe, issue 03/2019

Publisher: Huhtamaki Flexible Packaging Germany GmbH & Co. KG
Heinrich-Nicolaus-Straße 6, 87671 Ronsberg
www.flexibles.huhtamaki.eu
Concept, layout: www.ausliebeprotzen.de

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