

**Huhtamaki**

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# IMPULSE

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Flexible Packaging

**Always a step ahead –**  
the latest packaging trends for coffee

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**Huhtamaki blueloop makes its first appearance at the CPhI Forum**

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**For the first time: Huhtamaki in Italy at Cibus Tec**

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**Huhtamaki at the CPhI trade fair**

**Dear readers,**

Another successful year is drawing to an end and we look back at some exciting projects.

In this issue we'd like to provide you with an overview of our latest products in the area of coffee. Read more about it on page 3. Thanks to an award that we have won, at CPhI 2019 in Frankfurt we were able to take the opportunity to appear as speakers in a forum on the subject of sustainability.

And last but not least, we'd like to offer you a review of this autumn's trade fairs at where we were present and had the opportunity to meet some of you.

Happy reading!



Manfred Marz  
General Manager  
Business Unit Food & Beverages



## Huhtamaki blueloop makes its first appearance at the CPhI Forum

With an increased focus on sustainability over the entire supply chain, packaging companies are faced with the central challenge of developing innovative solutions with lower environmental cost – without negatively influencing the safety and effectiveness of medications.

At CPhI 2019 the latest trends and developments in the area of sustainable packaging were presented, including as part of the CPhI forum “Trends in sustainable pharma packaging & drug delivery devices”. Thanks to our award for the sustainable tablet packaging product Push Tab<sup>®</sup>, which was presented to us at this year's Pharmapack in Paris in February, packaging experts from Huhtamaki were invited along as speakers. Huhtamaki speaker Michael Hahl made his contribution to the CPhI forum under the slogan “leading the way to circular flexible packaging”.



The focus here was on the three guiding principles of the blueloop agenda to which Huhtamaki has committed:

1. Make packaging ready for the circular economy
2. Focus on cost-competitive and value adding solutions
3. Engage and collaborate

In order to communicate these principles clearly we presented two of our products which are production ready and available to our customers right now.

First of all our Push Tab<sup>®</sup> loop – an ideal recyclable material for the replacement of blister and strip packaging in the pharmaceutical industry, which will also be useful in the OTC sector. The most impressive features of the material are that it does not use PVC, has a lower material volume and increased barrier properties.

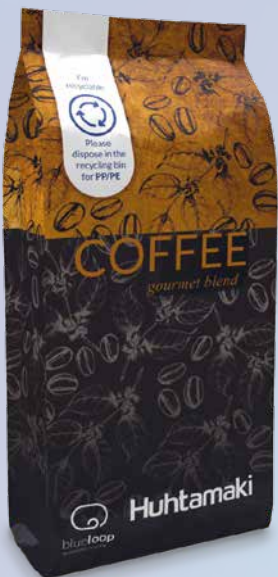


The other example presented was a bag made from barrier paper. This new material is a compound of barrier paper and a heat seal coating which can primarily be used for dry products. The material may also be used for instant drinks, vitamin powders or other OTC products.

# Always a step ahead – the latest packaging trends for coffee

The entire food industry is trending towards sustainable products, and thus also packaging. This is why Huhtamaki has been strongly focused over the last few months on the manufacture of sustainable composites in the coffee market:

These developments bring great challenges when it comes to barrier properties, machine runability and shelf life, since with coffee beans, the flavour and freshness are of utmost importance. The result is a recyclable mono-composite made from pure polyethylene. The road to this point led to a range of different material variants which are now all available to our customers.



We replaced the existing three-layer composite (polyester / aluminium / polyethylene) used until now with a two-layer composite. We first worked on an aluminium-free version by using laminated polyester against barrier PE. Three years of successful commercial production of this product show that it not only offer technical benefits, but it also offers savings. In the next step, the polyester was replaced with an orientated polypropylene. Packaging trials on a Bosch machine then showed its ideal suitability for machine processing. Huhtamaki is also striving to develop a sustainable third variant which is a composite made from pure

polyethylene. The advantage here is that it is a monostructure which, with regard to sustainability and recyclability, is once again far superior to the other composites. This version was also convincing in the test in which the coffee was packaged on an industrial set-up without significantly needing to reduce the machine speed of the Bosch line. Ahead of this project, some adjustments need to be made to the packaging lines in order to be able to work with the new composite. The result of this work however was, alongside achieving well-sealed packaging, that the seal temperature could be significantly reduced in comparison to the standard composite. A lower seal temperature is an additional contribution to sustainable production because it enables energy savings (and ultimately cost savings).

The new structures are seen as positive from a marketing point of view as the shrink and mechanical properties of the olefin materials (on which the focus lay during development) could be reduced to a minimum from the start. This means that the shape of the

packaging is in no way inferior to the original composite. Furthermore, the composite offers peel opening as with the previously used solutions.

Developments in “sustainable coffee packaging” at Huhtamaki are also progressing in two other directions:

- a three-layer composite (extrusion laminated) made from an aluminium-free polyolefin mix. Positive mechanical properties, in particular for larger packs (1000 g bag), no cure time, low in residual solvents.
- Barrier paper – a packaging material with sustainability credentials that the consumer can see

“Huhtamaki has already been working on sustainable versions over recent months and years. Finally we have succeeded in developing a recyclable and sustainable packaging solution for the demanding coffee market using a single material and which is already in industrial production,” Armin Simon, Category Director Coffee at Huhtamaki explains the pure polyethylene composite.

New materials for coffee packaging:

- recyclable
- aluminium-free
- good barrier properties
- works on standard packaging machines
- saves resources in manufacture
- gloss and matt coating
- for whole beans and ground coffee
- Sustainability very easily communicated to consumers



**If you're interested, we will be happy to supply you with test materials (printed or unprinted). Customers can choose between matt and gloss finish here. If required, an eye mark is simply applied by inkjet for initial machinability tests.**

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# For the first time: Huhtamaki in Italy at Cibus Tec



Increasing brand awareness – that was the idea behind our first trade fair in Italy. Now that Huhtamaki is operating an established production site for the manufacture of flexible film composites for a huge variety of applications, we wanted to present ourselves to a wider public at Cibus Tec. And we achieved our goal. We enjoyed the many conversations we had with existing and potential customers.

The days at the fair were filled with exciting discussions with customer which once again 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 sustainable packaging for their products in the medium term. Huhtamaki has been tackling this challenge for several months and is working extremely hard to develop alternative solutions. Huhtamaki blueloop is the underlying theme for this work.

## Huhtamaki at the CPhI trade fair

Sustainability, recycling, environmentally friendly packaging – three key terms and issues that we are encountering all the time at the moment. Society is striving to leave behind a world worth living in for future generations, and we here at Huhtamaki are making our own contribution!

As part of the group-wide blueloop campaign for sustainable and recyclable packaging, we have developed a polyolefin-based version of our award-winning Push Tab® family for the pharmaceutical sector. It offers perfect protection for pharmaceutical solids and has the advantage of being infinitely recyclable.

We presented this version of Push Tab® loop in action on a strip packaging line from mechanical engineers Romaco at our stand at the CPhI in Frankfurt. This meant that many of our existing customers as well as new contacts from the purchasing and development departments of renowned, global pharmaceutical companies were able to gain an impression of the quality of this flexible blister pack alternative and groundbreaking packaging product.

The feedback was entirely positive with a great deal of interest. In over a hundred conversations we were able to convey the advantages of a collaboration with Huhtamaki to these potential customers and convince them of our position as a reliable partner for flexible packaging.



We are already looking forward to walking the road ahead with our customers in these very exciting times – on the occasion of the 100th anniversary of Huhtamaki, in 2020 we will be presenting our portfolio from the Healthcare department at Pharmapack in February and the CPhI in October!

### TRADE FAIRS

**From 5 to 6 February 2020 we will be at Pharmapack in Paris and look forward to your visit!**

Drug Delivery & Packaging  
**Pharmapack**  
INNOVATION • NETWORKING • EDUCATION

**Pharma's dedicated packaging & drug delivery event in Paris**

### Merry Christmas...

The whole Huhtamaki Team wishes you and your family a Merry Christmas and a healthy New Year.

Your Huhtamaki Team

