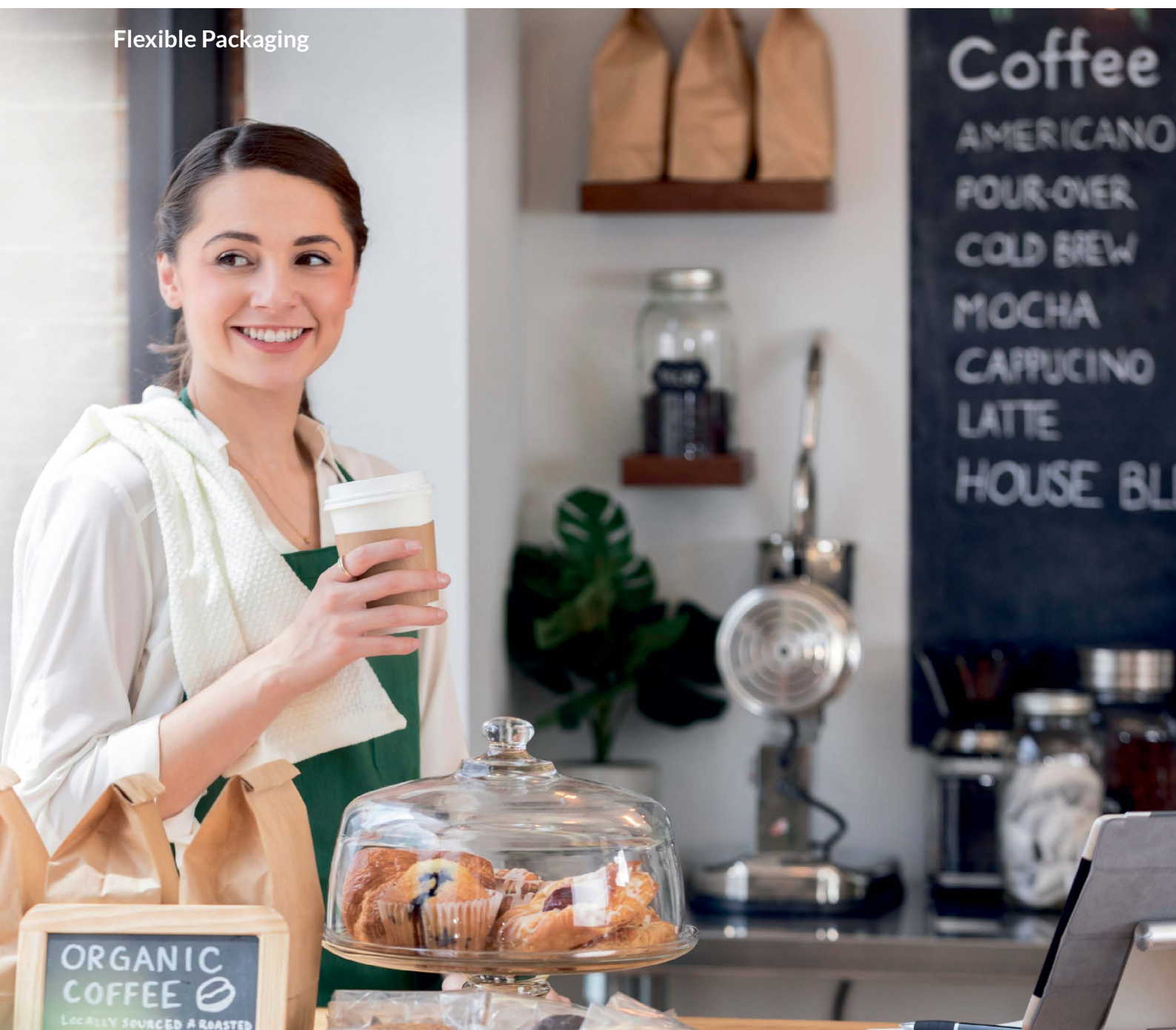


Huhtamaki

# IMPULSE

Issue 03/2020

Flexible Packaging



**Using our heads –**  
Huhtamaki is counting on sustainable header labels

**Hot off the press –**  
Huhtamaki invests in a new gravure printing press

**Sustainable production, future oriented:**  
Huhtamaki blueloop laminates



## Dear readers,

We hope you've managed to relax over the summer, because an action-packed autumn awaits!

To ensure we maintain the highest possible standards where printing is concerned, we've invested in a new printing press at our plant in Tortona, Italy. You can read more about this on page 2.

We're delighted to present the latest recyclable products we've developed in the fields of coffee and healthcare on pages 3 and 5.

Sadly, coronavirus is still keeping all of us on our toes – read all about the preventive measures we've taken as a company.

Happy reading!

Beate Bardewyck  
Vice President Flexible Packaging Europe

# Topics

**Editorial** 1

**Outlook** 2

Hot off the press – Huhtamaki invests in a new gravure printing press at the Tortona site

**Cover story** 3

Using our heads –  
Huhtamaki is counting on sustainable header labels

**Sustainability** 5

Sustainable production, future oriented:  
Huhtamaki blueloop laminates

**News** 6

Huhtamaki news – Our latest coronavirus measures

**Imprint** 7



## Hot off the press – Huhtamaki invests in a new gravure printing press at the Tortona site

To ensure we maintain the highest possible quality standards, we've "upgraded" our site in Italy.

The focus is on the processing of paper, OPP and aluminium/paper. The gravure printing press with ten printing units enables virtually any printed design to be processed, making it the perfect addition to our existing fleet of machinery. The integrated front and rear inspection system is synchronised with the automatic control system of the machine, which means that production process is perfectly safe.

Thanks to the new, multipurpose gravure printing press, quality standards are at the highest possible level. As a result of this investment, supply bottlenecks are avoided, as any material can now be processed on all of the machines in Tortona's fleet of machinery. This means that our technological base at our Italian plant is now also complete.



In line with our aim of producing and processing sustainable forms of packaging, this printing press is "fit for the future" given its ability to process a wide range of materials.

### CONTACT



Have we piqued your curiosity?  
If you have any questions, please contact:  
[marketing.ronsberg@huhtamaki.com](mailto:marketing.ronsberg@huhtamaki.com)





# Using our heads – Huhtamaki is counting on sustainable header labels

Sustainable behaviour and production have become the top priority throughout the packaging industry. There are different ways to approach this issue – you can either look at the materials that are used to manufacture products, or the way that these materials are disposed of. We've looked at both.

Huhtamaki can draw on extensive experience in the coffee industry. That's why our Development department put a great deal of thought into how we might be able to help our customers in this segment become more sustainable where packaging is concerned.



To this end, one of the things we've been focusing on is our header labels, which are essentially available in two versions: paper/OPP (printed on one or two sides) and now PaperPeel.

Aside from being easy to handle (peel), the advantage of the double-sided OPP version is the ability to use the back of the label. This is generally used for promotions, competitions or promotional codes.

The PaperPeel version recently developed by Huhtamaki is now garnering attention in the field of sustainable packaging (patent pending).

The header label is made exclusively from paper and has a dispersion layer, which means that only one material is used. What makes this new header label so unique is that when you detach it, the label comes cleanly and completely off the pack.

## Huhtamaki paper header labels:

- Mono-material and therefore recyclable
- Material savings
- Disposed of with paper waste
- Recycled paper possible

A note at the top ("Open here") indicates the correct side for the consumer to pull on, and the label can be removed cleanly without leaving any residue.



This development can replace the paper/OPP specification for single-sided printing that has been used to date. It's also possible for recycled paper to be used as the raw material, making it even more environmentally friendly.

This enables Huhtamaki to cater to individual customer demands and requirements. This is possible, because the header label does not come into direct contact with the coffee product.

It becomes even more interesting when the external wrapper is also made from (recycled) paper – this means that both the outer packaging and the header label can be disposed of with paper waste.



The evolution at Huhtamaki header labels: started with the “standard” label with OPP and paper and developed versions such as PaperPeel or double-sided printing.

Huhtamaki already offers both, and the first tests with the paperlabels are already planned. Tests are currently also being carried out to make an aluminium-free inner wrapper – this would mean the entire coffee packaging could be classified as recyclable.



Our aim is to offer you the best possible combination of sustainability and product protection.

## CONTACT



Have we piqued your curiosity?  
We look forward to hearing from you.  
Contact person: Alexander Holzmüller  
[alexander.holzmueller@huhtamaki.com](mailto:alexander.holzmueller@huhtamaki.com)





## Sustainable production, future oriented: Huhtamaki blueloop laminates

The wait is finally over – We're delighted to be able to present our sustainable Huhtamaki blueloop laminates! The packaging industry's calls for environmentally-friendly and recyclable materials have been growing ever louder.

That's why we've been working flat out on developing appropriate composites. The focus is on alternatives to existing composites that contain aluminium and are based on polyolefins, i.e. PP and PE Mix, or monostructures, i.e. pure PE or PP composites.

### We can now also offer various tried-and-tested alternatives as follows:

- OPP/metOPP/PE film – adhesive-laminated
- OPP/PE/metOPP/PE – extrusion-laminated and coated

To enable you to convert your production processes quickly, we've already successfully tested these new materials on various standard machines in advance, ranging from stick pack and flow pack machines, all the way through to sachet machines. This means there's nothing to stop your company from using these materials. Sample materials are also available at short notice – both printed and unprinted versions.



One thing particularly worth noting is that the materials are classified as recyclable in accordance with the latest CEFLEX guidelines. If disposed of correctly, this means that the Huhtamaki blueloop material can be recycled.

Waste disposal companies are also increasingly moving in this direction and are processing ever larger quantities of recyclable material.

### Huhtamaki blueloop laminates at a glance:

- Recyclable
- High barrier achievable
- Chemical resistance possible as an option
- Rapid availability of sample materials
- Machinability tested

To comply with food legislation, the recycled material cannot be reused for packaging foodstuff or pharmaceutical products. However, "downcycling" enables other plastic products to be used in a variety of different ways.

The recycled material can be used to make flowerpots or packaging that doesn't come into contact with the product, for example, which saves valuable fossil resources, as no new material is used during production.

## CONTACT



Have we sparked your interest? We look forward to hearing from you:  
[armin.ullmann@huhtamaki.com](mailto:armin.ullmann@huhtamaki.com)





## Huhtamaki news – Our latest coronavirus measures

Sadly, even after the summer holidays, we're still not out of the woods where coronavirus is concerned. Quite the opposite. We're now facing a second wave, or a rising number of infections. We at Huhtamaki continue to stay focused on the health of our employees.

To put it in other words, many of the measures we introduced back in spring will continue to be in place, and we don't intend to get rid of them any time soon.

This includes cleaning all the contact surfaces in the company more frequently, and face masks must also be worn in corridors and lavatories until further notice.

Tried and tested during the lockdown, working from home will continue to be an option following consultation with the individual departments. This means that the work of the various administrative departments will not be jeopardised if the number of infections starts to rise again. Although the canteen has opened up for business again, people are only allowed to eat at individual tables and at the times specified for each department.

The production halls are disinfected by an external service provider on a weekly basis, and we take great care to ensure that the different shifts work independently of one another.

Both our suppliers and us have taken appropriate measures to ensure that we're able to serve our customers at all times.

### Preventive measures:

- Frequent disinfection of all contact surfaces
- Disinfection of the production halls
- Option of working from home
- Canteen open but subject to strict conditions
- Measures to ensure safe production

Our plant in Italy is also doing everything it can to ensure that production is able to continue, even in times of crisis.

The plants in Ronsberg, Prague and Tortona are able to produce goods independently of one another, which ensures security of supply for our customers at all times.

### Etiquette to prevent the spread of COVID-19



Maintain a minimum distance of 2 m from other people



Regularly disinfect everyday items



Regular hand washing, min. 20 seconds



Avoid physical contact, including shaking hands



Cough/sneeze into a tissue or the crook of your elbow



Do not touch your face with unwashed hands



Seek medical help if you develop symptoms

**Together, we can do it!** We hope that you and your loved ones still have what it takes to weather this storm, but above all, we wish you good health!



A person wearing a white lab coat is seen from the side, looking out of a window. The background outside the window is blurred, showing some greenery and a building. The person's hair is dark and slightly messy. The window frame is dark, and the glass reflects some light.

## IMPRINT

IMPULSE – The customer magazine  
of Huhtamaki Flexible Packaging  
Europe, IMPULSE 03/2020

Publisher:  
Huhtamaki Flexible Packaging  
Germany GmbH & Co. KG  
Heinrich-Nicolaus-Straße 6  
87671 Ronsberg  
[www.flexibles.huhtamaki.eu](http://www.flexibles.huhtamaki.eu)

Feedback on IMPULSE:  
Marketing Huhtamaki  
Flexible Packaging Europe  
[marketing.ronsberg@huhtamaki.com](mailto:marketing.ronsberg@huhtamaki.com)

Concept & layout:  
ausliebeprotzen GmbH, Kempten  
[www.ausliebeprotzen.de](http://www.ausliebeprotzen.de)