

Huhtamaki

IMPULSE

Flexible Packaging

CORONAVIRUS COVID-19



Coronavirus in the packaging industry –
What is important now?

Huhtamaki: The strong partner on your side – even in times of crisis

Closing the loop
Understanding and improving – from waste to resources



Dear readers,

I'm delighted to be introducing myself to you all in this issue of Impulse. My name is Beate Bardewyck and it has given me great pleasure to be responsible for the Flexible Packaging Europe business division since the start of the year. I would have loved to introduce myself to you personally at our customer events or at the Interpack trade fair, but the extraordinary circumstances at present have made it necessary for all exhibitions and events to be postponed.

On the following pages, we would like to take the opportunity to tell you more about how we are facing up to our responsibilities in these difficult times as part of the food and pharmaceuticals industry. We are also working hard on the issue of sustainability for you.

All that remains for me to say is that I hope you enjoy reading this issue of the magazine, but above all else, stay healthy!

Beate Bardewyck
Vice President Flexible Packaging Europe

Topics

Editorial 1

Introduction 2
Coronavirus in the packaging industry

Cover story 3
Huhtamaki: The strong partner on your side – even in times of crisis

Sustainability 5
blueloop – Flexible packaging for the circular economy

Closing the loop 6
Understanding and improving – from waste to resources

Imprint 7



Coronavirus in the packaging industry

Writing an up-to-date article about coronavirus is actually an almost impossible task. The changes are happening too quickly and the number of cases are rising, while politicians, businesses and people are taking action. Exhibitions are being called off, events cancelled, flights suspended, appointments postponed indefinitely and some borders have even been completely closed.

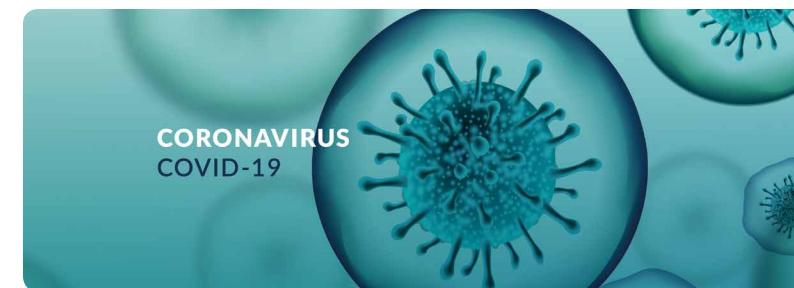
But is the demand for packaging also changing in these times? The changes brought about by coronavirus over a certain period of time will ultimately result in people going out less often, spending less time at the cinema or in restaurants and bars, travelling less, and spending more time in their own homes, which will have an impact on their consumer behaviour as well.

In the food and medical packaging sector, this will actually mean an increase in demand in many areas. As the infection rates rise, the importance of hygienically safe food and safely packaged medical products will continue to grow.

“These unprecedented times remind us of our convictions and strengthen our commitment to our priorities: protecting people, protecting foodstuffs and protecting the planet. These unprecedented times also make me realise that our strong core values – Care, Dare, Deliver – are the right ones.”

Charles Héaulmé, CEO

The unimpaired availability of safe foodstuffs can only be guaranteed if the industrial production of packaging continues in full – that's why the European Commission is suggesting the introduction of so-called “Green Lanes” at border crossings for the transportation of essential goods.



The present situation clearly shows how incredibly important packaging is for protecting products as well as ensuring hygiene and the provision of supplies, which is why it is part of our critical infrastructure.

The packaging industry plays a vital role in ensuring citizens are provided with supplies, which is why it must also be classified accordingly by law.

Huhtamaki is making every effort to do what it can to ensure supplies are maintained with all of the resources at its disposal. You will read more about this on the following pages. As usual, we will be happy to answer any questions you might have relating to any current issues!

CONTACT



Feel free to e-mail us at:
marketing.ronsberg@huhtamaki.com





Huhtamaki: The strong partner on your side – even in times of crisis

The rapid global spread of coronavirus represents a huge challenge for society, and therefore for each and every one of us – both professionally and personally: we are working shorter hours, working from home, home-schooling our children, and the service sector and our social lives are being cut back to a minimum. Despite these exceptional circumstances, it must be ensured that the population continues to receive supplies.

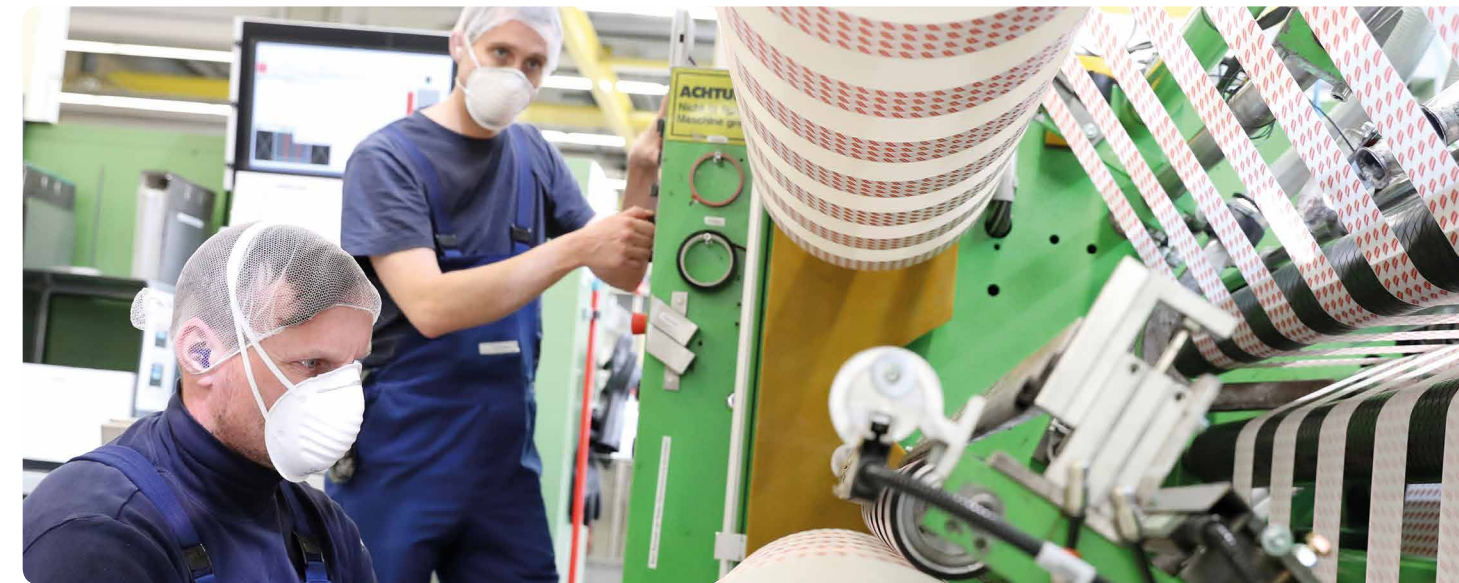
We are aware that we play a role of systemic importance as a supplier for the food and healthcare industry.

It therefore goes without saying that we will take all the necessary measures to ensure that supplies continue to be available at all times.

What are we doing to ensure that our business continues to operate as normal?

- Staff from all departments are working from home, where possible
- Individual staff members alternate when they are in the office to reduce the risk of infection to a minimum
- Production staff maintain a minimum distance from one another
- Maximum PPE in areas where contact is unavoidable
- Fever measurement at the plant entrances
- Canteen is closed, free light meals are being given out
- Daily briefing provided by senior management
- Raw materials are being secured
- Higher stock levels

Our production facilities in Ronsberg, Tortona and Prague are continuing to operate under new working conditions and strict safety regulations.



Etiquette to prevent the spread of COVID-19



Maintain a distance of at least 2m from other people. Where possible, do not linger in the same room with several other people.



Wash your hands regularly for at least 20 seconds, especially when you arrive back home.



Avoid all physical contact. Refrain from shaking hands to protect yourself and others.



Keep your hands away from your face. Do not touch your mouth, eyes or nose with unwashed hands.



Disinfect everyday items, such as your wallet/purse, telephone handset and mobile phone, at regular intervals.



Should you experience symptoms such as coughing, headache or fever, call your doctor immediately.



When coughing and sneezing, keep your distance from others, turn away from them, and use a tissue or hold the crook of your arm in front of your mouth and nose.

Together, we can do it!

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

Our customers can rest assured that our three factories in Europe (Germany, Italy and the Czech Republic) are continuing to operate as normal at the moment, and are producing packaging materials to our usual high quality standards to ensure continuity of supply.

Have you got any questions or feedback? You can continue to contact us by e-mail or phone, even during this time.

CONTACT



Feel free to e-mail us at:
marketing.ronsberg@huhtamaki.com



Flexible for the circular economy: Huhtamaki creates new product range

To satisfy the demand for more sustainable packaging, new solutions are required. Consumers and companies alike are currently looking for alternatives, which they know are more environmentally friendly. When it comes to flexible packaging, this means focusing on recyclable and renewable materials.

The decisions we are making today as experts and consumers will have a long-lasting impact on our future. Many of us are already acting in sustainable ways in our everyday lives and taking measures to reduce harmful environmental damage and to help secure our future today.



Huhtamaki is also doing its part and tapping into its expertise: based on our capabilities, we are creating recyclable packaging. As we are familiar with and understand the entire value-added chain for packaging – from the procurement of raw materials to waste management – we are able to produce sustainable, flexible packaging worldwide.

Huhtamaki blueloop focuses on:

- Building up knowledge of recyclable packaging, sustainability and the circular economy
- Accelerating the pace of innovation to promote circularity in the packaging industry
- Creating solutions that help our customers to comply with new environmental laws and achieve their sustainability goals

To seize and make the most of the opportunity, we are forging links with other companies, investing in innovation and setting up teams, such as the Huhtamaki blueloop Acceleration Team, who are specifically dealing with the development of sustainable, flexible packaging for the recycling process.

When it comes to finding better solutions, time is a critical factor. We need to be agile and continue to develop as a company in order to strike the right balance between all the essential elements: protecting foodstuffs in conjunction with the automatic packaging process and recyclability.

As we are so deeply committed to the issue of sustainability, we are proud to present Huhtamaki blueloop: a collaborative platform for circular packaging that helps our customers to achieve their sustainability goals with the help of recyclable materials.

“We use paper wherever it is possible.
We use plastic wherever it is necessary.”

Huhtamaki blueloop is driving the move from a linear economy to a circular economy, without any waste or environmental pollution.

It is bringing together people from every sector of the packaging industry and enabling us to shape the future of packaging together with our customers and partners – together, we are making flexible packaging circular and sustainable.



Understanding and improving – from waste to resources



1. Use & disposal

- The consumer buys packaged items
- Packaging is disposed off
- Type of material ideally pre-sorted



2. Collection

- Local authority collects waste
- Transports waste to processing plants



3. Sorting

- Waste visually or automatically sorted according to material class by sorting plant
- Materials that can be sold amassed and tied up into bales
- New resources sold and supplied to processors



4. Processing

- Processor shreds, cleans and further sorts the plastics (e.g. according to colour)
- Blends and combines sorted plastics
- Sold on for recycling or energy recovery for residual materials



5. Recycling

- Cleaned plastics are recycled (mainly mechanical, chemical and other emerging plastics)
- Original plastic waste returns to the market as a circular polymer



6. Production

- Production of new items from recycled materials

blueloop product innovations

- 1 Recyclable paper pouch as an alternative to plastic
- 2 Recyclable, PE-based, foil-free coffee packaging
- 3 Recyclable, polyolefin-based, foil-free coffee packaging
- 4 Recyclable PP pouch for dehydrated foodstuffs

● Paper ● PE ● PP ● PE/PP

- 5 Recyclable shampoo sachet packaging
- 6 Recyclable, plastic-based tube laminate
- 7 PushTab laminate

IMPRINT

IMPULSE – The customer magazine
of Huhtamaki Flexible Packaging
Europe, IMPULSE Special 01/2020

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

Feedback on IMPULSE:
Marketing Huhtamaki
Flexible Packaging Europe
marketing.ronsberg@huhtamaki.com

Concept & Layout:
ausliebeprotzen GmbH, Kempten
www.ausliebeprotzen.de