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The Grocer Guide to...

The Grocer

Packaging



Sustainable growth

Increased sustainability appears to be the topline driver for many packaging suppliers, as they respond directly to customer and consumer pressure. However, it has been a difficult year, with constrained supply chains adding to the challenges

Caught between the Plastic Packaging Tax (PPT) introduced in April 2022 and extended producer responsibility (EPR) on the horizon in 2024, packaging suppliers are honing their focus on sustainability. Pressure from government, retailers and consumers is driving the need to find 21st century solutions that meet the demands of a modern generation, yet still preserve groceries in transit and in-store.

“As our customers look at ways of reducing their own carbon footprint, we are constantly evolving our product portfolio to support them,” says Trevor Davis, marketing director coffee, petcare and speciality at Amcor EMEA. “Our customers require packaging that meets their needs in terms of functionality and performance, with a broad choice of high-performing material options, and

that delivers outstanding sustainability benefits. Today, 83% of our flexible packaging portfolio has recycle-ready alternatives available.”

“Consumers are more knowledgeable than ever when it comes to recycling and plastic reduction and demand packaging that reflects this,” notes Martin Shaw, market unit manager, UK & Ireland at Elopak. Among recent activities, the company has focused on developing tethered caps under the Pure-TwistFlip label, designed to ensure that the cap and carton are recycled together. “In the 2019 International Coastal Cleanup¹, plastic bottle caps were among the top causes of ocean pollution, with more than 1.5m being found on beaches across the world,” he notes. “Tethered caps will help reduce the chances of plastic lids ending up on beaches and in oceans.”

Another company developing tethered caps is SIG. Paolo Volpari, head of marketing Europe, says: “With more and more retailers in the UK demanding such closures, the redesigned caps do not compromise on convenience and will be compatible with existing filling machines and closures.”

Meanwhile, Parkside group sales director Paul McKeown says the company has seen a large increase in customers looking for monomaterial flexible packaging, particularly PP, to ensure packs are recycle-ready. However, he also notes that customers are seeking greater levels of performance from their packaging across the board. “With a shift away from plastics and more paper flexible packaging formats developing, demand for barrier papers is high, especially those that maintain the organoleptic



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EDITOR: Ellie Woollven

DESIGNER: Michael Joslin; Stuart Milligan; Nick Figgins; Karen Palmer

PRINTERS: St Ives

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properties of the product – for example to prevent aromas from strong-smelling products like coffee migrating through packaging and on to other products.”

To meet this need, he says, the company is always innovating and working on new materials like bio-polymers “that can create next-generation compostable solutions”.

Smurfit Kappa UK and Ireland CEO Eddie Fellows agrees that customers are placing increased value on sustainability. “Many of our customers want to address the issue of single-use plastics and switch to more sustainable packaging alternatives. They are seeing the potential impact that non-recyclable packaging materials can have on purchasing behaviours.

One of the company’s most popular grocery packaging solutions is its Safe & Green fruit & vegetable punnet

range, which is paper-based, offering a sustainable replacement to polystyrene or plastic trays. “They are made from corrugated cardboard or solid board and are 100% recyclable,” he says.

Meanwhile, Finland-based company Walki says its packaging is focused on recyclable alternatives and it is continuously expanding its offering. “For instance, last year we included a fibre-based range for both frozen food, with polypropylene (PP) and polyethylene (PE)-based high barrier mono top and bottom webs,” it says.

PPT and EPR

At Amcor, Davis points out that it is important to understand the difference between the PPT and EPR. “EPR is a financial contribution paid by brand owners for the packaging they put on the market, to cover the costs for

collecting, sorting and recycling of packaging. A Plastic Tax is a tax and the funds do not necessarily go toward paying for recycling systems. Most European countries have an EPR programme in place and the UK will join them in 2024 when the UK EPR goes live.”

While he believes the UK’s PPT may, over time, create a shift to paper-based or metal packaging, he says it should also incentivise increased use of recycled material in plastic packaging. “However the PPT does not recognise the mass balance approach for exemption, therefore most chemically recycled content for food flexible packaging (bags, pouches and wrappers) is not eligible for UK tax exemption,” he says. “Most mechanically recycled resins for flexible packaging do not currently

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meet food-contact requirements. Therefore, food manufacturers are excluded from the incentives to use more recycled content. This part of UK policy is being discussed and we hope to see broader options for recycled content recognised in the future.”

At Parkside, McKeown believes the PPT has seen limited success. “There have been reports of businesses paying the tax instead of sourcing post-consumer recycled (PCR) plastics, perhaps due to the added pressures on a supply chain already stretched by rising costs,” he says. “Products containing PCR content are generally more expensive and, often, paying the plastic tax is the cheapest option.”

Parkside operates predominantly in the food and tobacco sectors, where recycled content suitable for direct food and tobacco contact applications is still very limited and restrictive with only a few PET grades being appropriate, he notes. “As a result, we have not seen much demand for recycled content from customers, but we have seen more interest in recycling post-use.”

Smurfit Kappa’s Fellows is quite upbeat about the PPT, saying there is an opportunity to do something “overwhelmingly positive” as a result. “That is to build a world-beating recycling infrastructure from the funds generated by the PPT. This could provide high-value, high-quality recycled materials to reduce dependency on virgin materials,” he says. “Closed-loop recycling needs to be made easy and accessible for commercial and domestic users if we truly want to improve both recycling rates and the volume of recycled material being used in packaging and other products. We cannot continue to export this problem outside of the UK. This will take time and considerable investment, which seems plausible given the early and projected yields of the PPT.”

Costs and supply

Of course, in the prevailing inflationary environment, material costs have come under pressure. Walki, for example, notes that high-quality recycled material and certain cardboard and paper grades have been limited in availability

“The last few years has seen highly constrained supply chains,” agrees



Parkside’s McKeown. “Some of our suppliers were on allocation during periods in 2022 and we had to work hard with them to adopt new ways of working to ensure continuity of supply. For example, we held more stock in our warehouse, which is not ideal from cashflow perspective, but was the right thing to do to ensure we could remain agile for our customers.”

Parkside chose not to pursue alternative materials for two reasons: often, the company’s materials are specified by the customer and suppliers were not looking for new business, as they were already struggling to meet the demands of their existing bases; and secondly, with most of its customers currently food producers, its direct food contact requirement meant it could not look beyond PET when sourcing recycled material. “Cost is also a hindrance,” he adds, “as economies of scale are not in place due to high demand and low supply.”

Meanwhile, Amcor is increasing the amount of PCR content in its packaging. “It has been exciting to work with our customers on efforts to drive up the PCR in their packaging,” says Davis. “PCR material is not an easy switch for food packaging, as finding equivalent material to virgin plastic that meets food-contact regulations is a challenge. Currently, chemical recycling is the key technology to deliver food-contact grade recycled resins for flexible packaging.”

To address these challenges, Amcor recently announced a five-year deal with ExxonMobil to purchase an increasing supply of chemically recycled certified circular polyethylene, he reveals. “We are making progress towards reaching our goal of 30% recycled material across our global portfolio by 2030.”

Despite the adverse market conditions, Elopak continues to engage in research projects exploring raw materials, to develop innovative and



Effect of e-commerce and q-commerce

Whether it be sole e-commerce traders or traditional bricks-and-mortar stores looking to branch into the world of e-commerce, the demand for tailor-made innovative and sustainable packaging solutions fits for the online market continues to expand exponentially, says Smurfit Kappa UK & Ireland CEO Eddie Fellows. “Recent figures from Smithers show that global e-commerce sales are expected to reach over US\$8 trillion by 2026ⁱ. Our expertise in e-commerce means we can provide customers with flexible, easy-to-pack solutions that are right-sized and eliminate any risk of product damage in transit.”

Last year, the company launched a portfolio of wine packaging to help businesses capitalise on the growth in e-commerce wine sales. One of these was a new wine multipack with a design comprising an outer box and buffers, robust enough to reach the end-consumer, no matter how complex the supply chain, he adds.

The rise in online shopping means there is increasing demand for packaging specifically designed for e-commerce and quick commerce, which must meet different requirements than traditional packaging for in-store, says Piotr Nagalski, marketing director snacks and

confectionery at Amcor EMEA. “Often, online purchases require packaging that is more durable and tamper-resistant to offer added protection during packing, transportation and delivery. However, that packaging must also be lightweight,” he says. “For many brands this can mean the pack design needs to include a reduction in the packaging weight while still maintaining its strength and functionality.”

However, like on-shelf packs, online purchase packaging still needs to be visually appealing and provide information about the product. “In fact, the appeal of packaging for online orders has a major

brand impact as it may be the very first time the consumer interacts with the product in real life,” he adds. “Brands need to confirm the money already spent was worth it by making a great first impression.”

For q-commerce channels the company is seeing increased demand for more sustainable packaging solutions, he notes. The growth in snacking, for example, has led to an increase in demand for lighter packaging that can tolerate multiple shipments and handling while still maintaining its integrity. Flexible packaging, both in paper and plastic, is proving to be a solution to meet these demands, he says.

sustainable packaging materials, it says. “As for renewable polymers, we evaluate different feedstocks, aiming for solutions for the lowest environmental impact. This includes using materials that could be discarded as a residue or waste product, while avoiding other consequences such as deforestation or food competition. An excellent example is using oil-based feedstock, sourced mainly from Nordic forests, which enables us to offer a carton based entirely on wood. All our wood is 100% sourced from responsibly managed forests and other controlled sources.”

Technology and NPĐ

More and more alternative innovations are coming to the market – for example, high barrier papers based on water-based coatings, acknowledges Walki. The company has increased its portfolio of recyclable packaging and has invested in new conversion technologies, it says.

Using its own technology from its fresh portfolio, Elopak has launched a new, environmentally friendly aspect beverage carton, the Pure-Pak eSense. This, it says, is designed to preserve the product’s safety and integrity without the need for an aluminium layer, commonly used in aseptic packaging. “By eliminating the aluminium layer, the Pure-Pak eSense has a 50% reduced carbon footprint² compared to a standard Pure-Pak aseptic carton, while remaining fully recyclable,” it says.

SIG has also devised new packaging without the aluminium layer for aseptic cartons across all ambient beverage categories, reveals Volpari. Its latest innovation, Signature Evo, is “the world’s first packaging material for aseptic cartons that maintains the full barrier properties required to preserve oxygen-sensitive products, such as fruit juices, nectars, flavoured milk or plant-based beverages, without the need for an aluminium foil barrier”.

One of Smurfit Kappa’s latest innovations is a sustainable water-resistant paper, AquaStop, part of its TechniPaper portfolio. This “one-of-a-kind product” is designed to withstand exposure to water without being damaged and is suitable for e-commerce packaging for products such as flowers, detergent and fruit and vegetables, where temporary protection against water is needed, says Fellows.

“Consumers expect their favourite brands to provide responsible packaging and brands are keen to show they are listening by offering more circular options,” says Amcor’s Davis. “This is an opportunity for our teams to innovate with packaging materials and even achieve technical breakthroughs.”

As an example he cites Amcor’s AmLite Heatflex Recycle-Ready pouch, designed for retort and other high-heat food preparation methods. As he explains, standard flexible retort packaging keeps the food inside

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fresh for a long time normally using a combination of different plastics that often includes aluminium. “For years, the outer layer of the retort pouch has been made with PET because it has a high heat resistance. However, there is no recycling stream available for PET-based bags and pouches, unlike PET bottles, which are recyclable. Aluminium can also cause problems in the recycling stream when sandwiched between different layers of plastics.” So the company’s R&D team looked to move to a polyolefin structure, developing a new solution based on mono-PP with a thin SiOx coating for a high barrier.”

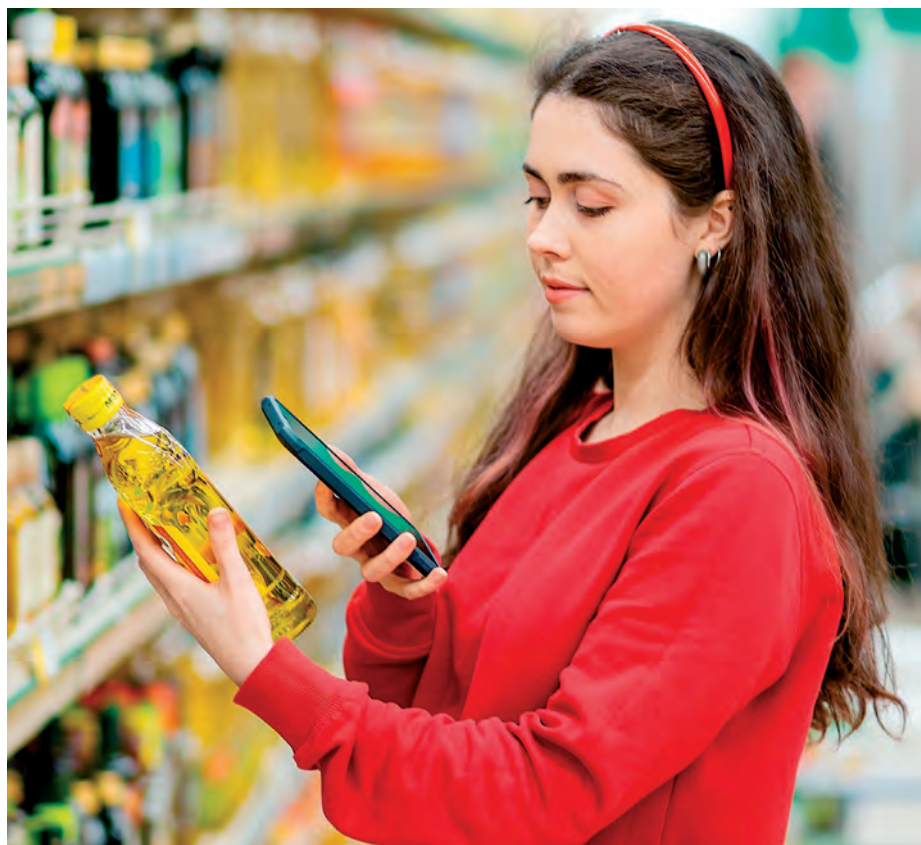
Increased interactivity

Digital watermarks and QR codes are revolutionising how brands connect with their products and consumers, says Elopak. The company offers all its clients the ability to have QR codes printed on Pure-Pak cartons. It is also a member of the Digital Watermarks Initiative: Holy Grail 2.0 and participated in pilot project to prove the technical viability of digital watermarks for accurate sorting of beverage cartons and the economic viability of the business case at a large scale.

“The aim of digital watermarks is that, once the packaging has entered a waste sorting facility, they can be detected and decoded by a high-resolution camera on the sorting line,” it says. “The packaging is then sorted into corresponding streams based on specified attributes, including food, non-food, or material types. This leads to more accurate sorting streams and higher quality recyclates, benefiting the whole packaging value chain.”

With respect to interactive packaging, Parkside worked on a hidden code that could be seamlessly designed into artwork on packs, reveals McKeown. “Consumers can scan these packs with their phones and access specific information, such as recyclability, product authenticity, food chain security, and more,” he says. “As the pack is then connected to GPS via the user’s phone, it can even point them towards the nearest recycling facility or other relevant information.”

These codes can be switched on and off and the landing page can always be changed by the customer, which allows for information to be changed without



having to reprint new packaging runs, he points out. “It’s a cheap and efficient way of increasing information space on the pack and for the consumer to further engage with the brand.”

Amcor EMEA marketing director snacks and confectionery Piotr Nagalski says scannable technology, such as its MaxQ solution, allows brands to gain insights into consumer behaviour and preferences – “vital in today’s rapidly changing retail landscape”, he says. These insights can help brand understand their consumers better, improve their offerings and thus create a better overall experience for their customers.

SIG’s Volpari describes connected packaging as “an incredible opportunity for companies to play a bigger role in consumers’ lives”. “Through interactive functionalities and enhanced user experiences, brands can offer real value to consumers.”

As part of its Connected Pack platform, the company offers a range of market-ready solutions. These combine unique digital coding technologies and track & trace capabilities to ensure connectivity and transparency in every pack and to drive greater digital

interaction and engagement, he says. The company’s Pac.Engage gives consumers access to content such as lucky raffles, quizzes and instant win promotions, simply by scanning QR codes printed on the packs or inside the closure caps. Meanwhile, its Pac.Trust solution enables operational transparency and supply chain traceability, allowing producers to reduce food safety issues and provide consumers with a wealth of product information, he explains.

Meanwhile, Smurfit Kappa’s Fellows notes the use of QR codes, which has risen significantly in recent months, allows brands to capture real-time data on consumer behaviour. He also points to the opportunity for customers who are looking to create subscription box packaging, with a key consideration being its share worthiness on social media. “Subscription box packaging can make a big statement and help to build brand awareness,” he says.

Sources

¹ 019 International Coastal Cleanup™ 1,500,53 plastic bottle caps were found, placing fourth on the list behind food wrappers, cigarette butts and plastic beverage bottles

² See footnote, page 10

E-commerce and q-commerce

¹ Smithers, 2023

Parkside Flexibles

Seeking growth acceleration in 2023

DETAILS

Parkside Flexibles
 Tyler Close
 Normanton
 West Yorkshire WF6 1RL
 t: 01924 898074
 e: parksideflex.com/say-hello
 w: parksideflex.com

KEY CONTACTS

Paul McKeown
 Group Sales Director

KEY PRODUCTS

Compostable, recyclable, paper-based and innovative plastic flexible packaging solutions for the food, personal & household care and tobacco sectors

“In a challenging climate, Parkside saw strong growth, with a 28.1% rise in turnover year-on-year and outstanding customer feedback to boot,” reveals group sales director Paul McKeown. “We have made significant investment in our global operations as we look to accelerate our growth in 2023.”

The company produced several award-winning innovations over the last year, he says. “Our recyclable paper freezer pack, developed for frozen food giant Iceland, and our compostable film lidding solution both took home prizes at the annual FIAUK awards.”

Recently, Parkside launched a new campaign called the ‘Sustainable 7’ – seven key sustainability options for brands that underpin every project it works on, says McKeown. “This means that whatever the retailer or brand needs from a sustainable pack, we have a solution. Waste reduction, material reduction, plastic removal, recycling, renewability, reusability, and carbon

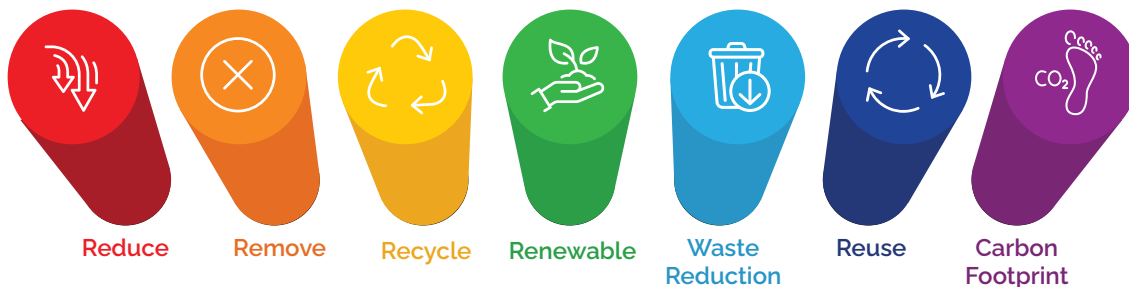


“ Whatever the retailer or brand needs from a sustainable pack, we have a solution”

footprint reduction are all considered during development of every Parkside solution. Versatility is our greatest strength in terms of the materials we use, the formats we use them in, and the technology we use to enhance them, such as our ParkScribe laser system.

“Our new sustainability strategy is exciting as it perfectly sums up our ethos for new and existing customers alike.”

A solution for every sustainable flexible packaging need!



Our unique promise

No matter how you want to design for the environment, Parkside has the broadest range of sustainable flexible packaging solutions available on the market today.



Creating packaging for tomorrow...today



parksideflex.com

Tel: +44 (0) 1924 898 074
 Email: info@parksideflex.com



[@parksideflex.com](https://www.parksideflex.com)

[#sustainableseven](https://twitter.com/sustainableseven)

Amcor EMEA

Supporting sustainability

DETAILS

Amcor EMEA
 Thurgauerstrasse 34
 CH-8050 Zurich
 Switzerland
 t: +41 (0) 44316 1717
 e: Flexibles@amcor.com
 w: amcor.com
 w: amcor.com/
 PaperEvolution

KEY CONTACTS

Trevor Davis
 Marketing Director
 Coffee, Pet Care and
 Speciality, Amcor EMEA
Piotr Nagalski
 Marketing Director Snacks
 and Confectionery,
 Amcor EMEA

KEY BRANDS

Amcor EcoGuard™
AmLite HeatFlex™
AmPrima® Recycle-Ready
AmFiber™
 Performance Paper

Consumers view producing more sustainable packaging and products as the most important sustainable practice¹, according to a recent report from Deloitte.

Along with consumer willingness to move toward more sustainable products, new sustainability regulations that directly affect FMCG packaging are being rolled out by legislators across Europe. “Now is the time to prepare for these changes and inform consumers about the packaging sustainability improvements you make,” says Amcor. “We encourage brands to look for opportunities to use more sustainable packaging, design for recyclability and introduce recycled content when possible.”

A better choice for recycle-ready

“Amcor’s innovations offer both businesses and consumers a better choice when it comes to recycle-ready packaging in plastic, paper and aluminium,” explains the company. “Our customers require packaging that meets their needs in terms of functionality and performance, with a broad choice of high-performing material options, and that delivers outstanding sustainability benefits. Our Amcor EcoGuard product portfolio allows customers to quickly identify packaging options that offer more sustainable features. Today, 83% of our flexible packaging portfolio has recycle-ready alternatives available.”

For example, AmLite HeatFlex Recycle-Ready is a high-barrier, high-heat resistant packaging that is eligible for the On-Pack Recycling Label (OPRL) designation in the UK, it notes. “Our AmPrima Recycle-Ready range is a portfolio of more sustainable packaging



“We encourage brands to look for opportunities to use more sustainable packaging, design for recyclability and introduce recycled content when possible”

solutions, designed to be recycled in existing recycling streams across many European countries. AmFiber Performance Paper is a revolutionary paper-based, high-barrier recyclable solution for snacks and confectionery.

“Our customers can also access our ASSET packaging lifecycle assessment service, certified by the Carbon Trust, to measure and find ways to decrease packaging’s carbon footprint,” it adds. “This includes a detailed packaging lifecycle report, providing fact-based criteria to identify lower environmental footprint options. Brands demonstrating a carbon footprint reduction of 20% or more can qualify to add a certified Carbon Trust label onto their packaging.”

Getting sustainability claims right is important, notes Amcor. “This can enable brands to increase consumers’ trust and strengthen their brand’s reputation,” it says. “On-pack recycling labels, such as OPRL, aim to deliver a simple, consistent recycling message on-pack to help consumers recycle more material correctly, more often.”

Recyclability is a key innovation driver at Amcor, it adds. “We collaborated with two brands that are part of the Flexible Packaging Consortium tackling plastic waste in the UK – Nestlé and Mars – to rigorously test and approve a recycle-ready retort innovation for wet pet food and microwavable rice, respectively. As part of our commitment to a future of more sustainable packaging, we recently strengthened our ability to meet increasing customer demand for recycled content.”



Source
¹ Deloitte, Sustainability and Consumer Behaviour, 2022



Amcor AmFiber™ Performance Paper

Where Nature Meets Function

A revolutionary paper-based, high-barrier recyclable solution for snacks and confectionery is here.

AmFiber™ Performance Paper empowers your brand to deliver product freshness while aligning with consumers' positive perception of paper packaging. Recyclable, FSC®-certified and PVDC-free for a more sustainable paper pack.



Making the switch couldn't be easier, find out more at:
amcor.com/PaperEvolution



Elopak UK

Meeting sustainable targets

DETAILS

Elopak UK Ltd
Market Unit UK & IRELAND
Sovereign House
Suite A2 First Floor
Stockport Road
Cheadle SK8 2EA
w: elopak.com

KEY CONTACTS

Edward McMenamin
Partnerships Manager
e: edward.mcmenamin@elopak.com
t: 01822 813 045

KEY BRANDS

Pure-Pak®
D-PAK™
Pure-TwistFlip™

↙ The last 12 months have been busy for Elopak, with the launch of its aluminium-free Pure-Pak eSense beverage carton and preparing for the rollout of its Pure-TwistFlip tethered caps, and the re-introduction of its D-PAK carton for non-food products, explains Martin Shaw, market unit manager, UK & Ireland. “These innovations will help meet the ever-growing demand for sustainable packaging solutions, that also adhere to legal requirements,” he says.

Elopak’s new Pure-Pak eSense is an environmentally friendly aseptic carton that uses technology from its fresh portfolio to eliminate the need for an aluminium layer. “This allows customers to have confidence in a packaging solution that maintains the freshness and safety of their product minimising their carbon footprint,” says Shaw. “The Pure-Pak eSense has a 50% lower carbon footprint¹ compared to standard aseptic cartons and remains fully recyclable.”

More and more consumers are weighing up the sustainability of packaging as a key way to meet their personal climate goals when making purchasing decisions, and household products are no exception, he notes. “Hence the re-introduction of D-PAK – Elopak’s gable top non-food carton. Elopak previously supplied around 500 million D-PAK cartons annually for the laundry care segment in the early 1990s,” he reveals.

Elopak has also developed the Pure-TwistFlip tethered cap, specially designed to remain attached to the carton and ensure cap and carton are recycled together. In response to new regulations and growing consumer concerns around plastic, “Graham’s



“Elopak has a goal of 100% renewable or recycled content materials in its cartons by 2030. Reaching this target requires new ways of thinking, collaboration with partners and an ever-increasing focus on product development”

Dairy in Scotland will be the first UK dairy to roll out their fresh milk to retailers in cartons with tethered caps and has opted for Pure-Pak and Pure-TwistFlip,” reveals Shaw.

As demand grows for Elopak’s sustainable packaging solutions, its new fully automated warehouse in Terneuzen, Netherlands, which also serves the UK, will provide improved logistics and increased efficiency, replacing storage in multiple locations.

Elopak has a goal of 100% renewable or recycled content materials in its cartons by 2030. Reaching this target requires new ways of thinking, collaboration with partners, and an ever-increasing focus on product development. It also requires cross-value chain work to place new and more sustainable products on the market. Over the next few years, Elopak expects to see an even greater focus on plastic reduction and carbon reduction across the UK food & beverage industry, by brands, retailers, and packaging suppliers. A lot of progress has been made but there is much more to do.

For retailers and customers to deliver on their climate targets they need to find readily available options with less plastic and low carbon, and Elopak’s solutions specifically fit that brief.



Source
¹ Based on internal, third-party reviewed cradle-to-gate calculations from the Dynamic Elopak Environmental Performance (DEEP) tool, version11, 2021

We are attached to each other

The Pure-TwistFlip™ has been designed so the closure remains attached to the carton throughout use and all the way to recycling.



FRESH



Easy to open



Closure stays up



Space saving disposal



Less plastic

SIG Combibloc Limited UK

Offering even more sustainable packs

DETAILS

SIG Combibloc Limited UK
 3 Earls Court
 Fifth Avenue Business Park
 Team Valley Trading Estate
 Gateshead NE11 0HF
 t: 0191 487 4510
 e: uksales@sig.biz
 w: sig.biz

KEY CONTACTS

Caroline Barr
 Marketing Manager

KEY BRANDS

combiblocMidi
SIGNATURE portfolio
SIGNATURE 100

Source

¹ CO2 Value is based on ISO certified lifecycle assessment for UK, the reference pack is SIG's standard structure for the 1L pack - <https://cms.sig.biz/media/11983/2022-05-06-united-kingdom-extension-final-report.pdf>

Busy and increasingly environmentally-aware consumers crave a packaging solution that is both highly convenient and sustainable, notes Caroline Barr, marketing manager at SIG. “Our combiblocMidi aseptic carton pack with Signature 100 packaging material – with no aluminium layer and 100% linked to certified forest-based renewable materials – now gives them everything they wish for,” she says.

Designed with liquid dairy products in mind, including UHT milk, combiblocMidi with Signature 100 packaging material reduces CO2 emissions by up to 52%¹, with no compromise on product protection, she reveals. It is made from FSC™-certified renewable paperboard, as well as a small amount of polymers used to laminate the paperboard and make the closure – which are also linked to forest-based renewable materials.

“As well as a 100% renewable



“A future-proof solution: cartons with no aluminium layer plus tethered cap closures”

packaging structure, the combiblocMidi carton pack can be fitted with an easy-to-open, pour and close combiSwift closure with tethered cap – a futureproof solution allowing carton and closure to be recycled together,” she adds.

combiblocMidi comes in three different packaging sizes – 500ml, 750ml and 1L – that can all be filled on the same SIG filling machine.

DO YOUR BIT, ONE POUR AT A TIME.

This SIG carton is 100% linked to renewable, forest-based materials*, comes without an aluminium layer and is fully recyclable. Offering you a carton pack with a lower CO₂ footprint.



sig.biz/packaging/sustainability



*via mass balance system

Walki Group

Fibre-based packs for a circular future

DETAILS

Walki Group
Ahventie 4 A 15
FIN-02170 Espoo
Finland
t: 0787 955 3490
e: walki@walki.com
w: walki.com

KEY CONTACTS

Dudley Jones
Business Line Manager
Flexible Packaging

KEY BRANDS

Walki®EVO Seal
Walki®Opti Seal
Walki®Pack Tray
– Fibre-based flexible
packaging materials

Source

¹ GrandView Research
² WWF

Walki is betting on easy-to-use and recyclable fibre-based packaging, with frozen food the fastest-growing segment, reveals Annika Sundell, executive vice president, innovation and business development.

The global frozen food market is expected to grow at a compound annual growth rate of 5.1% between 2022 and 2030¹, she says. “Frozen food is an efficient way to tackle global food waste, which accounts for up to 9%² of global carbon emissions.

“Our packaging materials range from flexible options such as pouches to ovenable trays that can go from the freezer directly to the oven,” she adds. “Novel fibre-based packaging can be equipped with barrier and sealing properties to ensure the packaging performs on packaging lines, on-shelf and in freezers, yet still be classified as recyclable in the paper stream.”

Dudley Jones, business line manager flexible packaging at Walki, explains:



“Our materials range from options such as pouches to ovenable trays”

“WalkiEVO Seal and WalkiOpti Seal are our fibre-based recyclable solutions for flexible pouches, whereas fibre-based WalkiPack Tray performs in freezer-to-oven rigid tray applications.

“With the right packaging you can optimise the Plastic Tax versus EPR waste fees. Our materials have a great runnability, and work on most existing packaging lines too.”

We bring you a sustainable and circular future.

At Walki, our mission is to accelerate the world’s transition to a zero waste future. Walki’s innovative solutions are designed to help the brand owners create value for their customers and speed up the transition towards sustainability.



walki



walki.com

Smurfit Kappa

Sustainable innovation

DETAILS

Smurfit Kappa
 e: corporateinfo@smurfitkappa.com
 w: Smurfitkappa.com

KEY CONTACTS

Tony Smurfit
 Group CEO
Ken Bowles
 Group CFO
Eddie Fellows
 CEO: Ireland & UK

KEY PRODUCTS

Paper-based packaging
 Displays
 Bag-in-Box solutions
 Paper and board
 Recycling

With its financial results for the year 2022 recently released, Smurfit Kappa had a hugely successful year once again, reveals Eddie Fellows, CEO of Smurfit Kappa UK and Ireland. “Our earnings were over €2.4bn, rising 37% from 2021, with revenues up 27% to €12.8bn,” he says. “We continued to invest significant capital this year in our plants across the globe – for example, at the beginning of 2022 we announced a \$33m investment in our plant in Fortaleza, Brazil. We also invested over €35m in our first-ever plant in Morocco, allowing us to tap into an ever-growing North African market and serve both local customers and multinationals based in Morocco. Finally, towards the end of the year, we invested \$100m in a state-of-the-art biomass boiler in Colombia, that will help us to reduce our global Scope 1 and Scope 2 CO2 emissions by approximately 6%.”

Smurfit Kappa knows how important it is to capitalise on integrating packaging into a retailer’s overall strategy, and this applies in the grocery industry, explains Fellows. “Every day we are helping brands develop retail packaging that is proven to boost sales quickly and cost effectively, giving maximum brand benefit where it matters most – at the point of purchase.

“We offer a variety of retail packaging solutions in a selection of materials and combine innovative structural design with high-quality print to maximise brand impact and drive increased sales.”

Water-resistant paper

Last year, the company launched its sustainable water-resistant paper, AquaStop. “This one-of-a-kind paper is designed to withstand exposure to water without being damaged and is



“Every day we are helping brands to develop retail packaging that is proven to boost sales quickly and cost effectively, giving maximum brand benefit where it matters most – at the point of purchase”

suitable for e-commerce packaging for products such as flowers, detergent and fruit & vegetables where temporary protection against water is needed,” says Fellows.

“In addition, our Click-to-Lock laundry box is a child-safe solution, which provides a sustainable and safe alternative to the traditional plastic box for laundry pods. This 100% paper-based solution, which is fully recyclable and biodegradable, will replace 930 tonnes of polypropylene in 2023. It is another example from our Better Planet Packaging portfolio, which utilises the best packaging solution for each situation alongside reducing the environmental impact.”

With the increased focus on sustainability as well as the growth in e-commerce, driven by changing consumer demands, Smurfit Kappa’s customers are looking for support to optimise supply chains across all sales channels, notes Fellows. “Smurfit Kappa uses a suite of tools, including Innobook, Pack Expert, Paper to Box, Shelf Viewer and SupplySmart to determine their packaging’s carbon footprint and deliver on their sustainability targets.”

Sustainable packaging can grow your business.



We know delivering the best quality product is our customers' priority. So, you'll be glad to hear our versatile paper-based punnets extend the freshness and shelf life of produce by improving air circulation, thereby significantly reducing contamination. Best of all, by appealing to environmentally conscious consumers, they help deliver better sales too.

Find out more at smurfitkappa.com

Smurfit Kappa
**Better Planet
Packaging**

William Reed.

William Reed LTD.

Broadfield Park, Crawley, West Sussex RH11 9RT

Tel: 01293 613400 Fax: 01293 610380

www.thegrocer.co.uk