

July 2010

Flexible Packaging Europe – A Single Authoritative Voice

Jan Homan elected FPE Chairman

Creating an authoritative single voice on food contact and sustainability issues to present to government and European legislative authorities, is a priority for Jan Homan, newly-elected chairman of Flexible Packaging Europe and chief executive officer of Constantia Flexibles.

Homan believes that it is essential that FPE establishes a common platform to create an industry wide philosophy that will assist member companies, their customers, retailers, consumers and legislators develop efficient and successful policies for issues including sustainability, food contact and good manufacturing practice.

Discussing the benefits of flexible packaging concepts, Homan said: “The impact of flexible packaging on the environment is negligible when compared with food production, processing and consumer behaviour. In fact flexible packaging with its excellent product to packaging ratio is probably the most resource efficient option supporting sustainability across the supply chain, while also delivering excellent functionality.”



On the question of Good Manufacturing Practice (GMP), and Food Contact legislation and regulations, Homan explained that FPE has been working with bodies such as the Plastics Coordination Group (representing the plastics packaging supply chain) and directly with the Commission to ensure that legislation is equitable.

Communication across the supply chain is an essential ingredient “if we are to create a deeper understanding of our efforts to achieve continuous improvement in GMP including sustainability, technical development and legislation,” explained Homan.

“To enable us establish a true understanding of the issues involved FPE is participating in a series of Round Tables across the complete European food supply chain. Packaging must not be viewed in isolation,” he concluded.

The growing influence of FPE was underlined by the announcement that four new members had joined: Cellpack (Switzerland), Frith's Flexible Packaging (UK), Online Laminating & Technology Center (Germany) and the Turkish Flexible Packaging Association.

G rard Blatrix, Vice-President and General Manager, Amcor Flexibles, was re-elected as Vice-Chairman of FPE.

Flexible Packaging Europe’s core business is representing the European flexible packaging industry at a European level, dealing with a range of issues relevant to the flexible packaging industry, most notably food contact and environmental issues.

Further information: Guido Aufdemkamp, Director Communication

A Division of EAFA