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Sustainability centre stage as FPE appoints senior Amcor executive as Vice Chairman

Flexible Packaging Europe (FPE) has appointed Amcor's Luca Zerbini to one of its leading posts. He joins Michele Guala of Gualapack as second Vice Chairman.

Elected at the FPE autumn conference in Athens, Zerbini is Vice President and General Manager Film & Foil at Amcor Flexibles Europe Middle East & Africa – a global leader in developing and producing responsible packaging. "I am very proud to support the flexible packaging industry in this role," Mr. Zerbini said after his election. "Together, we can continue to transform the industry and shape the future, delivering more easily recyclable packaging and describing effectively the role that packaging plays in preserving, protecting, transporting and promoting the products people use every day."

The Athens conference highlighted FPE's Key Sustainability Facts toolkit, a very comprehensive and accessible source of information about the sustainability of flexible packaging and how flexible packaging supports sustainable consumption and production of food. FMCGs (excluding beverages) rely heavily on flexible packaging, with almost half of these products in Europe, packed in the format, yet representing only 13% of all packaging material consumed. This demonstrates how resource efficient the flexible packaging solutions can be.

Today the European flexible packaging industry produces a packaging surface volume of 60,177 million square metres, which equates to 8,500 football fields, growing annually by 2%, according to FPE. And while some of these materials are difficult to recycle, solutions do exist and FPE is fully supporting initiatives such as CEFLEX to "close the loop" in this area.

Mr. Zerbini leads Amcor's Flexible Sustainability Initiative, working with major brand owners and retailers to drive sustainable packaging solutions and the investment requirements to develop recycling infrastructures. His company was the first global packaging company pledging to develop all its packaging to be recyclable or reusable by 2025. As such he will be working with colleagues in FPE and especially the Chairman of FPE, Alexander Baumgartner (Constantia Flexibles), to ensure flexible packaging becomes even more resource efficient.

To access the online flexible packaging sustainability toolkit, now available in 11 languages, visit sustainability.flexpack-europe.org

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Flexible Packaging Europe's (FPE) members manufacture all types of flexible packaging. FPE comprises more than 80 small and medium sized companies as well as the major European producers of flexible packaging for all materials. These companies cover more than 85% of the European flexible packaging turnover. Also, six national flexible packaging associations are members of FPE ensuring consistency between national and European activities and lobbying. www.flexpack-europe.org