

January 2019

Flexible Packaging and Sustainability: new online toolkit offers facts and figures

Flexible Packaging Europe (FPE) presents new toolkit looking at the sustainability of flexible packaging / Main target groups are people working in the fields of flexible packaging and products packed in flexible packaging but also the general public

January 2019. A new toolkit has been created by Flexible Packaging Europe (FPE), who have put together and created visual formats to explain about flexible packaging and sustainability. It is available free of charge to anyone interested in the subject, from the association's website.

"With our comprehensive information package, we want to highlight, how flexible packaging supports sustainable consumption and production of food. Flexible Packaging actually offers many advantages when it comes to sustainability, especially when looking at the big picture – this is backed by scientific facts," explains Jean-Paul Duquet, FPE's Director of Sustainability. "Still sustainability in packaging remains a complex matter and we have tried to reduce complexity by providing a practical overview with facts and figures at European level over much-debated key issues like circular economy or food waste.

Easy-to-understand infographics for example explain that flexible packaging is designed to actually minimise the use of packaging materials and how it helps preserve valuable goods and reduce risks of food waste. "Very often, flexible packaging is more resource efficient than alternative packaging solutions – serving the same purpose while consuming less material and energy resources throughout the entire lifecycle," adds Duquet. "We have created a useful tool for the different audiences, helping them to better understand and further explain the role of flexible packaging in sustainability".

The toolkit comprises downloadable infographics, posters, a fact sheet and a useful pocket guide. The information is currently available in five languages: English, German, French, Italian and Spanish (Polish and Turkish to follow soon) making it a very comprehensive and accessible source of information about the sustainability of flexible packaging.

To access the online toolkit visit the association website at: sustainability.flexpack-europe.org

Further information:

Henning Grimm, Manager Communications and Global Relations (grimm@flexpack-europe.org)

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