

FLEXIBLE PACKAGING EUROPE (FPE)

Flexible Packaging Europe (FPE) is the **material neutral** industry association representing the interests of more than 85 small, medium-sized companies, and multinational **suppliers of flexible packaging** made of different materials, mainly plastics, aluminium, and paper.

350
 production sites
 of our member companies in Europe with a workforce of about 57.000 employees.

FLEXIBLE PACKAGING APPLICATIONS

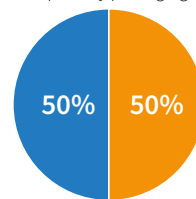
Thanks to its adaptable nature and its efficiency, flexible packaging is used in a large variety of products ranging from biscuits, cheese, fresh and processed meat & fish, crisps, dried or frozen foods, coffee, pet food, chocolate to pharmaceutical and medical applications as well as cosmetics and detergents.



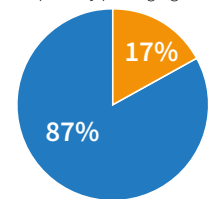
EU Food - primary packaging in units

EU Food - primary packaging in tonnage

Flexible packaging represents **half of food primary packaging** placed on the EU market (in product units) while accounting for **only one sixth of packaging material used** (in weight).



flexible packaging
 rigid packaging



Why flexible packaging?

- Flexible packaging is the ultimate champion in **minimising the use of resources used** with an outstandingly low packaging-to-product ratio, 5 to 10 times lower than alternatives.
- Lighter packaging can help companies fulfil their sustainability requirements by **reducing GHG emissions** associated with packaging design. Lower resource use also contributes to the achievement of ambitious climate-neutrality targets set for 2040 and 2050.
- It is available in **many formats and sizes** to accommodate the broadest variety of products with varying levels of sensitive characteristics: pouches, sticks, wraps, blisters etc.
- It **optimises shelf life** for a variety of perishable goods through its **customized barrier protection** and appropriate portioning therefore reducing the risk of food waste.

Our sustainability strategy (Sustainability Vision)

- We are committed to **eco-designing flexible packaging** so that it achieves the essential functions of packaging while at the same time delivering the lowest possible environmental impact of packed products through their life cycle.
- The flexible packaging industry actively works on optimising recyclability which further increases the resource efficiency of flexible packaging. For example, FPE and its members were among those who initiated **CEFLEX**, the industry project gathering the entire value chain, to enhance the performance of flexible packaging in the circular economy.

OUR PRIORITIES

Foster sustainable resource management to live within planetary boundaries

Current EU material and consumption footprints do not allow to live sustainably within planetary boundaries and additional efforts are needed to achieve the objectives of the 8th Environment Action Programme (EAP).

As **champions in the sustainable use of resources**, flexible packaging suppliers want to see targeted action in favour of solutions which enable the **reduction of materials** used during the manufacturing process.

Future policies should:

- Create **clear resource efficiency metrics** covering the entire lifecycle, based on cumulated energy demand, cumulated material resource demand and waste for disposal not recycled.
- Promote a **harmonized approach to assessing the environmental performance** of products on the market.
- Set eco-design measures that consider packaging together with the packaged product. The goal should be to **assess which packaging system uses less resources and has lower environmental footprint**.

Ensure timely implementation of existing measures and proper support and investments to meet goals

Long awaited landmark legislations were approved in the last mandate, such as the **Packaging and the Packaging Waste Regulation (PPWR)**. The PPWR is a great opportunity to minimize waste and resources used for packaging while increasing its circularity both through actual recycling and increased use of recycled plastics in packaging.

We call for:

- **Timely implementation of fundamental secondary legislation** involving relevant stakeholders to ensure measures are ambitious and feasible.
- **Member States to ensure investments and scale up packaging waste collection schemes** with comprehensive geographical coverage in order to meet the ambitious recycling target per packaging category by 2035 set in the PPWR therefore avoiding unintended ban on packaging used for more than 50% of food in the EU.
- **Ensuring financing opportunities and access to capital for business** implementing green transition as this is “imperative for enabling industrial-scale circular economy investments”, according to Enrico [Letta’s Much more than a market report](#).

Strengthen EU Single Market and ensure competitiveness

More than 50% of food in the EU is packaged in flexible packaging and the flow of such food relies on clear, coherent, and homogeneous EU legislation to function as well as on a legislative framework that **fosters competitiveness**. In the next 5 years, the European Union has the opportunity to:

- **Preserve the integrity of the Single Market** and support its completion while strengthening its monitoring, implementation and enforcement.
- Establish a true **Circular Single Market by avoiding divergent national measures** justified by loopholes in existing EU legislations, such as the PPWR or in future legislation.

Flexible Packaging Europe together with 85 European and national industry associations have issued a joint call to relaunch Europe’s competitiveness. Read the full manifesto [here](#).