

**July 2024**

## **Flexible packaging manufacturers are optimistic for the future**

Düsseldorf, July 2024 - The members of **Flexible Packaging Europe (FPE)** met for their annual summer conference in June, this time in Copenhagen. After an economically challenging 2023, the industry is cautiously optimistic about the future and is forecasting moderate growth for 2024.

The meeting provided a valuable platform for the exchange of information which included an update on developments in the North American market, presented by the Flexible Packaging Association (FPA).

A key topic of the conference was the upcoming implementation of the EU's Packaging and Packaging Waste Regulation (PPWR). The members are preparing intensively to fulfil the new requirements and ensure their competitiveness at the same time. The industry is willing to engage in the upcoming processes which will define the details of the legislation.

"We are proud of the strong commitment and strong support of our member companies in the association to the benefit of the entire sector," emphasises Jakob A. Mosser, Chairman of the FPE. "Together, we will master the challenges ahead and continue to develop innovative and sustainable solutions for flexible packaging."

The positive mood in the association is also supported by the ongoing commitment in the areas of sustainability, market observation, public affairs, regulatory affairs and communication. Jakob Mosser commented: "The association's achievements in these key areas are outstanding. They enable us not only to respond to regulatory requirements, but also provide us with important insights to actively shape the future of our industry."

### **Further information:**

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### **About Flexible Packaging Europe**

*Flexible Packaging Europe (FPE) is the industry association representing the interests of more than 80 small, medium-sized companies, and multinational manufacturers. Those operate with workforce of 57,000+ people at more than 350 sites all over Europe. The member companies account for more than 85% of European sales of flexible packaging made of different materials, mainly plastics, aluminium, and paper. More than half of all food products sold on the European retail markets are packed with flexible packaging. More info at [www.flexpack-europe.org](http://www.flexpack-europe.org)*