

March 2025

Flexible packaging: sustainable, practical, indispensable

Flexible Packaging Europe (FPE) launches website for end users

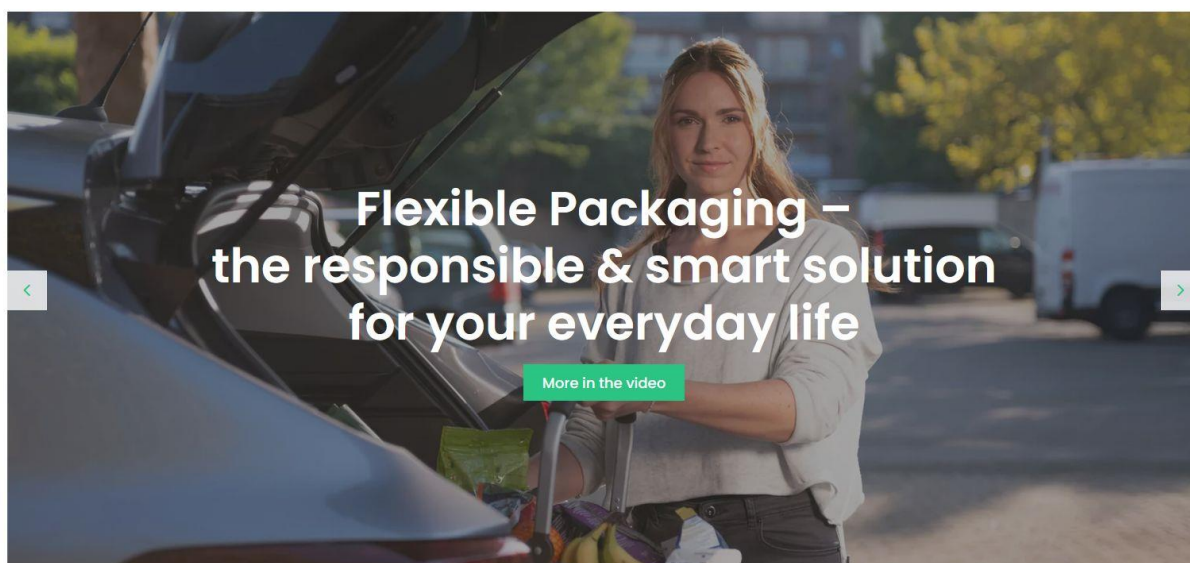
Flexible packaging has become an integral part of everyday life - whether for food, cosmetics or household products. But what makes them so special? The answer lies in their efficiency, resource conservation and practical handling.

As the leading association of the European flexible packaging industry, Flexible Packaging Europe (FPE) now provides information on the key benefits of these packaging solutions on a new website, www.flexible-packaging.info. Consumers can learn how flexible packaging helps reduce food waste, conserve resources, and why it plays a crucial role in the circular economy.

Flexible Packaging

Everyday Life Smart Safe Efficient Responsible | EN ▾

Watch video



Flexible Packaging – The Smart Solution for Your Daily Needs

Whether at home, at the store, or on the go, flexible packaging has become an essential part of our lives. It offers protection, convenience, and efficiency, making everyday routines easier and more sustainable. With their versatility, ease of use, and ongoing innovations in material reduction and recycling, flexible packaging solutions play a significant role in conserving resources and reducing environmental impact. Discover how these packaging solutions

"With our new website, we want to provide consumers with sound information to better understand the benefits of flexible packaging. It demonstrates the contribution these packaging solutions make to sustainability, product safety, and resource conservation," explains Guido Aufdemkamp, Executive Director of Flexible Packaging Europe.

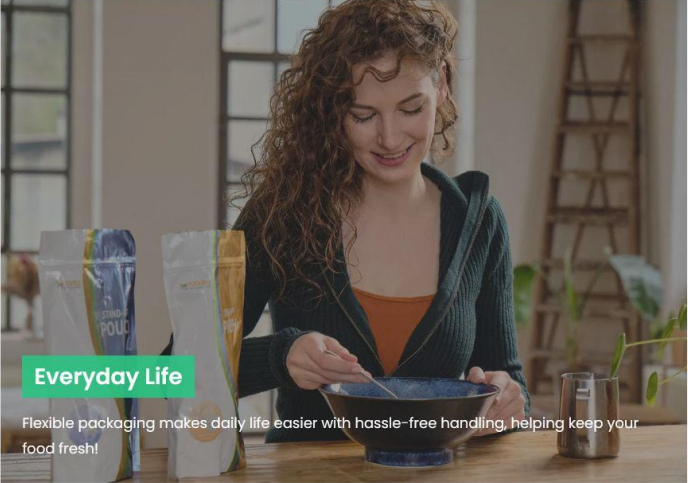
Thanks to its lightweight material and customised protective function, flexible packaging ensures a longer shelf life for products - while minimising the use of materials. They also help to reduce the ecological footprint thanks to innovative recycling technologies.

The website shows how flexible packaging is used in everyday life and what key properties distinguish it:

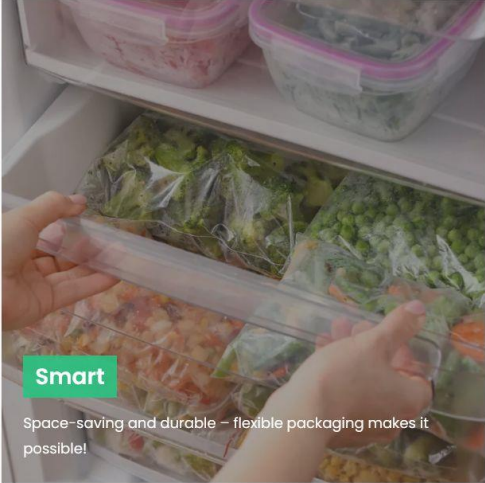
- **Clever:** Flexible packaging is optimised to meet the requirements of a wide range of products and helps to prevent food waste. With smart designs, resealable solutions and customised formats, they offer maximum functionality.
- **Safe:** They protect sensitive products from external influences such as moisture, light, and oxygen, thus ensuring freshness and quality. They play an essential role in hygiene and product safety, especially in the food and pharmaceutical industries.
- **Efficient:** Thanks to their low material usage and light weight, flexible packaging enables resource-saving production and efficient transport, thereby reducing CO2 emissions along the entire supply chain.
- **Responsible:** The website explains how modern flexible packaging contributes to the circular economy by improving recycling opportunities and promoting the use of renewable materials. It also highlights ongoing innovations in the industry that are further advancing sustainable packaging solutions.

Explore the World of Flexible Packaging


See how flexible packaging simplifies daily life, protects the environment, and sets new standards in safety. Dive into the many benefits and possibilities that flexible packaging has to offer!




Everyday Life
Flexible packaging makes daily life easier with hassle-free handling, helping keep your food fresh!



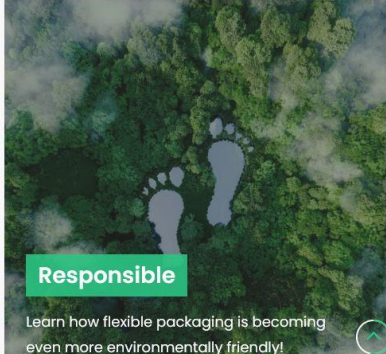
Smart
Space-saving and durable – flexible packaging makes it possible!



Safe
Flexible packaging provides safe, reliable protection for your food.



Efficient
Reduce waste with efficient, flexible packaging!



Responsible
Learn how flexible packaging is becoming even more environmentally friendly!

In order to reach a broad target group, the website is currently available in English, German, Spanish, Italian and Polish. These languages were chosen to make it easier for consumers in key European markets to access reliable information about flexible packaging.

With this new platform, FPE provides consumers with a sound source of information to better understand the benefits of flexible packaging and make fact-based decisions.

Find out more: www.flexible-packaging.info

Further informations:

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About Flexible Packaging Europe

Flexible Packaging Europe Flexible Packaging Europe (FPE) is the industry association representing the interests of more than 80 small and medium-sized enterprises and multinational manufacturers. They employ more than 57,000 people at more than 350 locations across Europe. Member companies account for more than 85% of European sales of flexible packaging made from a variety of materials, primarily plastic, aluminium, and paper. More than half of all food sold in European retail markets is packaged in flexible packaging. More information at www.flexpack-europe.org