



PACKAGING & RECYCLING

29/30 September 2020

Museo Storico Alfa Romeo
Arese (MI)

Packaging plastics in the circular economy

A possible scenario for the next years



INNOVATIVE PACKAGING SOLUTIONS



plast

The Company

- **25 M€** invested in the last 5 years in R&D and new technologies
- Forecast in 2021/2022: **15 M€**
- **200** people
- **45 KT** extrusion up to 7 layers
- **110 M** meters printed up to 10 colors
- **80 M** turnover
- **14** patents registered
- **2** subsidiaries in **USA** & **Russia**



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How did the problem arise?



The **durability** and long life of plastic, which are beneficial characteristics during use, become disadvantages when they leak into environments. In recent years the environmental impact, especially on the marine environment, has become increasingly well documented and attracted public and political attention. Also what is not seen (micro and nano plastic) became a problem.

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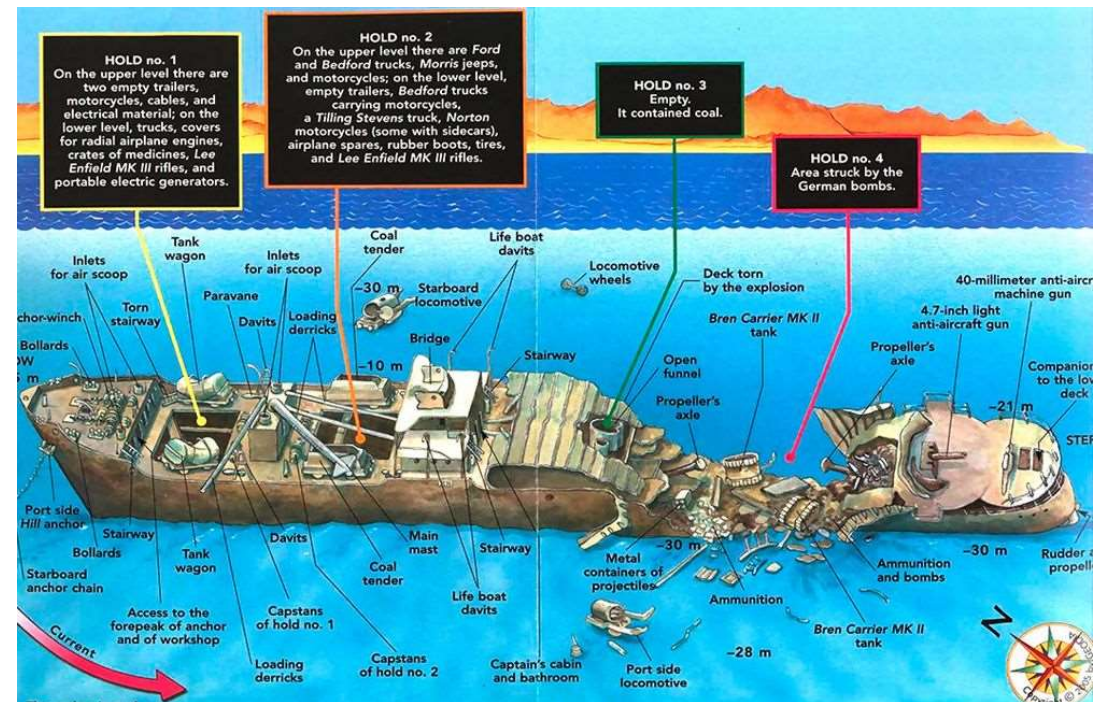
Plastic problem or Behaviour problem?



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Why media do not talk about other marine debris?



https://it.qwe.wiki/wiki/Sinking_ships_for_wreck_diving_sites

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Plastic problem or Behaviour problem?



“The new study, [Life Cycle Impacts of Plastic Packaging Compared to Substitutes In the United States and Canada: Theoretical Substitution Analysis](#), finds that replacing plastic with alternative materials in packaging applications would cause increases in energy use, water consumption and solid waste, as well as increase greenhouse gas emissions (GHG), acidification, eutrophication and ozone depletion”

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We need to redeem image of plastics



- Marketing prize
- Awareness 360° pro-plastic

Stoviglie e contenitori per alimenti in plastica monouso. Perché igiene e sicurezza non conoscono pause.



Pratica, igienica, riciclabile. La plastica monouso è ancora la soluzione.

Mono uso, moltissimi vantaggi: come l'igiene e la sicurezza, che mai come oggi sono così essenziali per la nostra salute. Essere Profood significa continuare a lavorare sul design, sull'ergonomia, sulla compatibilità ambientale, per avere prodotti sempre più sostenibili. Per questo siamo impegnati con tutta la filiera, per far rientrare appieno stoviglie ed imballaggi in plastica nell'economia circolare. Bandire o gravare di tasse pesantissime questi prodotti, oggi, significa ignorare che la vera sostenibilità dev'essere insieme ambientale, economica e sociale. Scopri di più su profooditalia.it

FEDERAZIONE GOMMA PLASTICA
Unionplast

PRO FOOD
GRUPPO PRODUTTORI
IMBALLAGGI PER ALIMENTI FRESDI

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System failure and policy options

Plastic pollution is a systemic problem. *«At each stage of the value chain, there is a system failure and consequently some policy options».*

www.easac.eu

Shifting to a more circular use pattern require the change to be effected along this value chain, with increasingly large number of stakeholders, culminating in the billions of consumers who are responsible of decisions of final disposal after use.



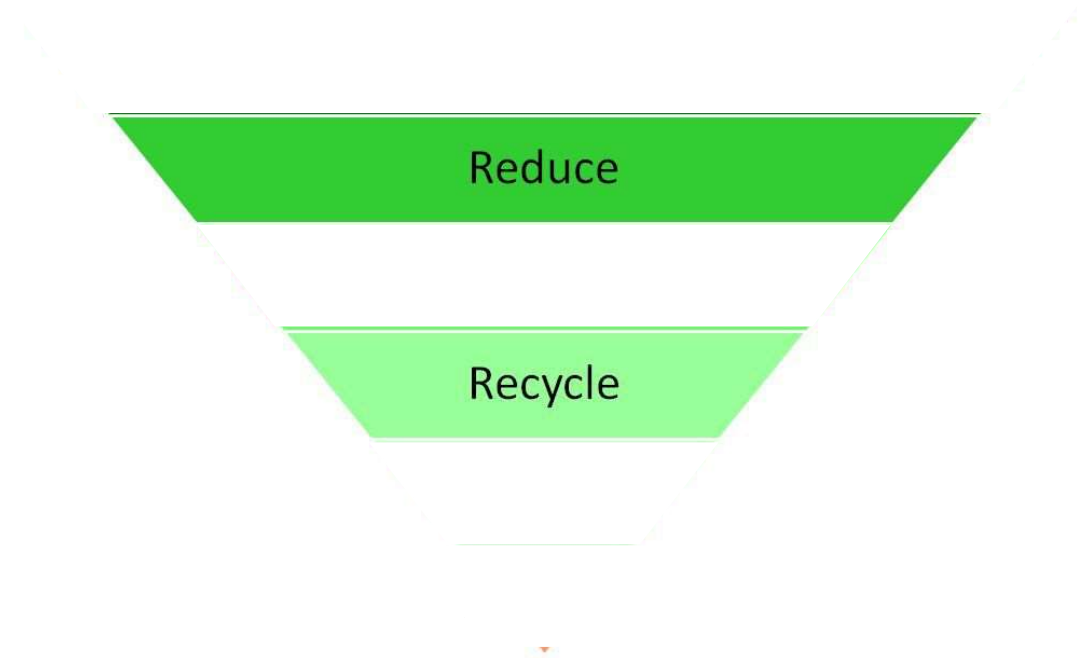
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At which stage of the Pyramid we are working?

As we are a flexible packaging producer, our commitment is to concentrate on packaging design and functionality.

Waste Pyramid



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Our Solutions



A range of film which are:

- Recyclable, according to Cyclos statement up to 94% (*under evaluation with Recyclclass protocol*)
- Made with up to 100% of PCR
- Up to 82% plastic reduction
- Compostable



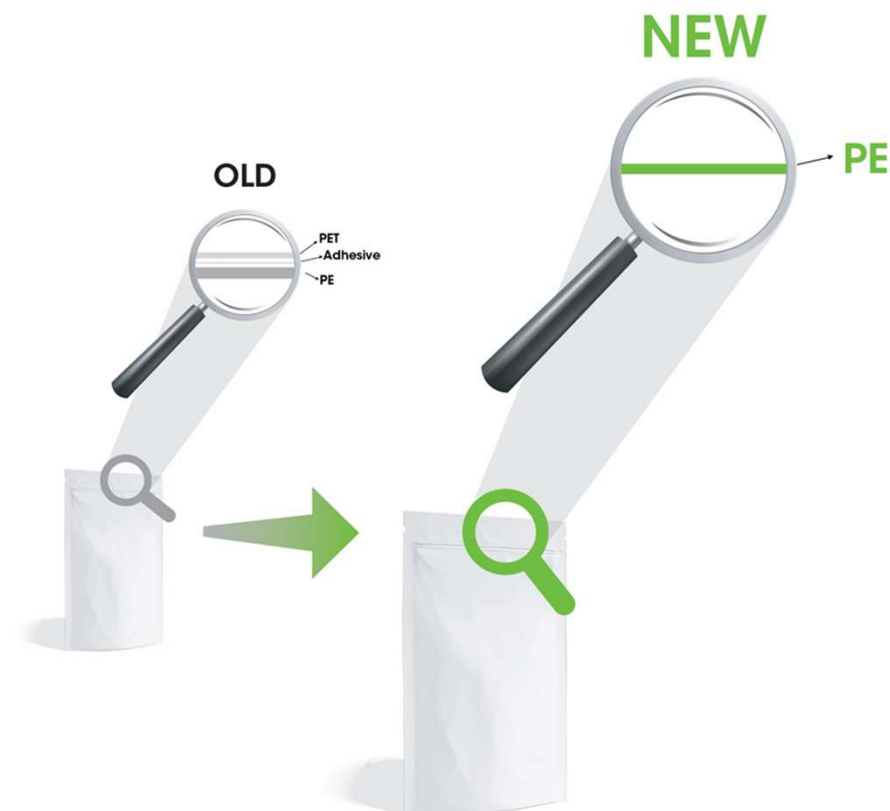
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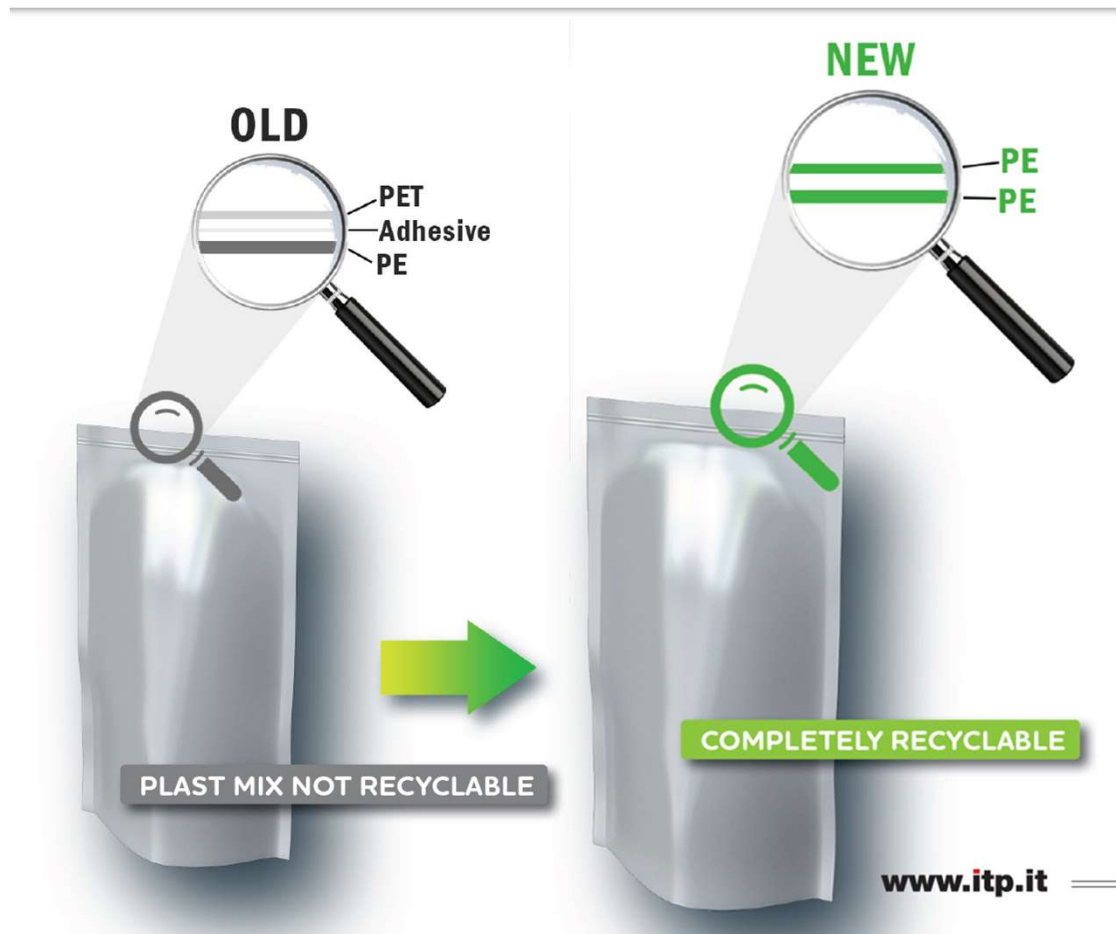


We have perfected a single PE film, with various thicknesses, to make pouch, doypack and toplid packing for fresh and frozen food, liquid and dry.

RecyBariflex®, with oxygen barrier, and **RecySealflex®**, with water vapour barrier, make sure the shelf life of meats or cheeses, as well as frozen food, lasts longer.



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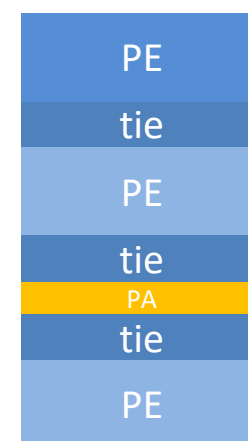
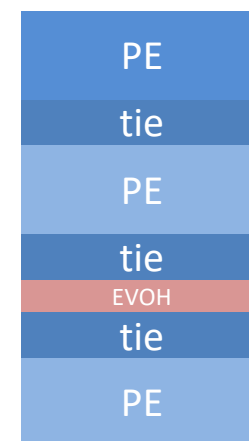
Wide range of PP/EVOH/PP film available with good sealing properties and also with antifog, to be laminated to BOPP

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To make recyclability easier, our R&H focused on simplifying structures.

Therefore, a high barrier film for thermoforming (typical application: packaging of sausages) moved from 65% recyclability to 95%.



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The new heat-shrink film provides a completely **circular solution** to meet the environmental and legislative requirements of the future, because contain **from 50% up to 100% PCR** (post-consumer recycled).

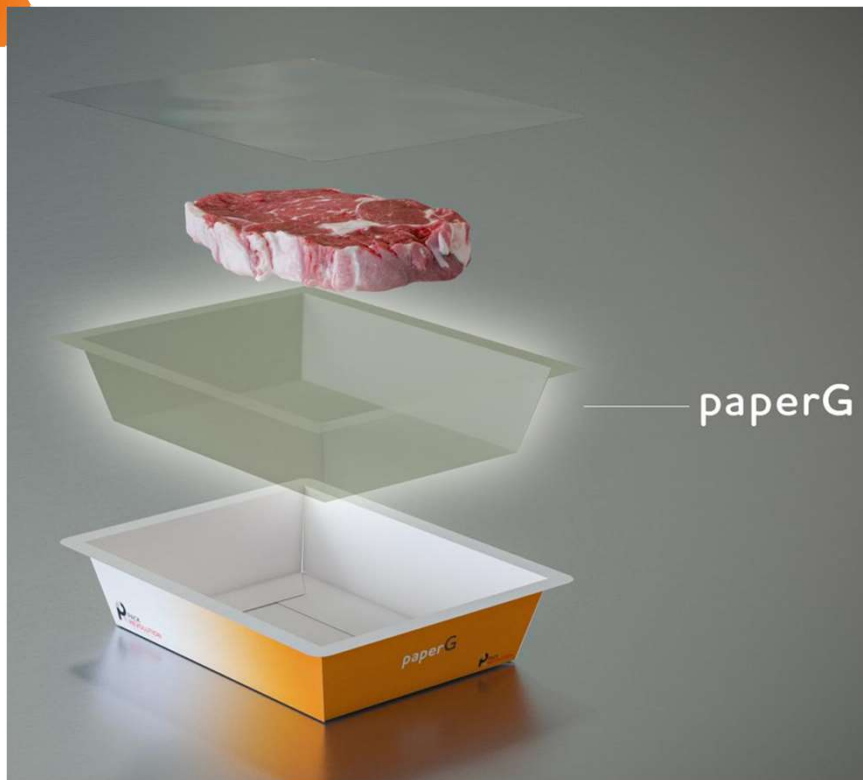
The solution for multipack bundles is suitable for all secondary applications, including beverage, personal care and home hygiene.

ITP has developed a high barrier co-extruded film designed to adhere, by thermal-lamination, to cardboard trays, guaranteeing perfect packaging integrity.

A target of reducing up to 80% plastic has been achieved thanks to this project.

The film can be easily separated from the paperboard or, in some countries, recycled together in the paper stream (Aticelca)





This solution is intended to have an alternative to the expanding market of MAP and VSP plastic trays with barrier lined cardboard.

The process operates by making a MAP(or VSP) tray from a pre-cut flat cardboard, which is formed and a barrier liner automatically applied in one step process.

This project represent an example of virtuous use of flexible plastic films in a packaging where plastic ensure barrier and the cohesion of the paperboard tray itself



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To complete our portfolio, a wide range of compostable films that can be used either in lamination with oriented compostable films or directly on the packaging lines, even when high speed are used during packaging process.





www.phantomplastics.com

www.newplasticseconomy.org

<https://www.plasticsconverters.eu/>

<https://www.americanchemistry.com/>

<http://www.federazionegommaplastica.it/>

www.bcg.com/it-it/publications/2019/plastic-waste-circular-solution

https://en.wikipedia.org/wiki/Sinking_ships_for_wreck_diving_sites

<https://www.plasticpackagingfacts.org/>

<https://easac.eu/publications/>

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THANK YOU!

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