

Digimarc, Food, General, Plastic packaging

Advancing Sustainable Packaging Solutions



Wipak to Showcase Award-Winning GreenChoice Innovations at Fachpack 2024

Wipak is participating at Fachpack 2024, Europe's premier packaging trade fair held in Nuremberg from September 24th to 26th, 2024. Wipak will be located at Hall 4, Booth Number 4-322, where it will showcase its innovative GreenChoice by Wipak solutions.

Wipak, recently awarded the prestigious German Packaging Award in the Sustainability category for its FlexPod™ solution, will be taking the stage at Fachpack's Innovation Box Forum to present this revolutionary alternative to traditional cups, suitable for dairy products like yoghurt. Designed with over 95% PE (polyethylene), FlexPod™ changes the packaging of perishable goods by eliminating the need for consumers to separate components, simplifying sorting and recycling. With its reduced packaging weight and convenient features like easy handling and laser perforation for simple opening, FlexPod™ offers both convenience and optimization for recycling.

Also, Wipak UK's innovative packaging solution for the SMUG grated cheese has been shortlisted for the prestigious UK Packaging Awards. The 160g easy-open mono-material doypack, reduces the carbon footprint by 20% compared to typical market standards for grated cheese. The packaging incorporates a gas barrier, ensuring extended shelf life and preserving the product's quality. The solution's duplex structure eliminates unnecessary plastic from the supply chain, making it a more sustainable solution against market standards. The pack is easy to open and

can be resealed for product freshness using a convenient zipper. Furthermore, the solution is fully recyclable through the UK's OPRL's return-to-store scheme.

Wipak's GreenChoice solutions have been recognized and awarded in recent years, for example the recyclable packaging flow pack for grated cheese, awarded at the French Packaging Oscars (Oscardel'Emballage) in 2022. GreenChoice by Wipak solutions are designed to seamlessly integrate into existing packaging lines, requiring no major machinery investment. This allows customers to transition to sustainable packaging smoothly and efficiently, without disruptions to their operations.

As a key player in the flexible packaging industry, Wipak recognizes the significance of Fachpack as a meeting point for the industry in Germany, where packaging trends, sustainability, technology, and processes take center stage. Wipak's commitment to advancing sustainable packaging solutions and driving the future of the industry is underscored by its presence at the event.

Regulatory compliance, particularly with regards to the Packaging and Packaging Waste Regulation (PPWR), is a top concern in the packaging industry. Wipak understands these worries and provides expert guidance and tailored solutions to its customers. *"Our teams of specialists work closely with our customers to deliver compliant packaging solutions that not only reduce environmental impact but also optimize and minimize the use of packaging materials. Over 60 percent of our standard portfolio is already replaceable by our sustainable alternatives. Moreover, our GreenChoice solutions from the so-called recyclable category, are designed according to latest design for recycling guidelines,"* explains Susan Janssen, Manager Sustainability and Sustainable Products at Wipak.

In addition to its commitment to sustainable packaging, Wipak is at the forefront of driving innovation in Digital Watermarks technology. Through strategic collaboration with Digimarc Corporation, Wipak possesses the market's leading expertise in seamlessly connecting physical and digital assets, revolutionizing brand-consumer interactions. This technology has proven to be highly effective in deterring counterfeiting, promoting circularity, enhancing recyclability, and minimizing plastic waste. Wipak works on the future of full digitalisation regarding documentation along all stages of the value chain.

Wipak's customers can now validate their recyclability rates at scale, ensuring environmental sustainability while embracing the opportunities of digitalisation.

Wipak is proud to collaborate in advancing the circular economy with partners such as HolyGrail 2.0, R-Cycle and Ceflex. Visitors to Wipak's booth at Fachpack 2024 in Hall 4, Booth Number 4-322, are invited to learn more about these collaborative initiatives, and experience first-hand the innovative GreenChoice by Wipak solutions and digitally watermarked enhancements.

For more information and enquiries, please contact:

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