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Innovia, Checkpoint Systems and CCL Label join forces at Fachpack 2024 to showcase smart pouches of the future

- The three divisions of CCL Industries will focus on BOPP materials that enable monomaterial pouch constructions and RFID technology
- Smart pouches as packaging of the future when it comes to sustainability, recyclability and easy logistic solutions

Dornbirn, Austria. CCL Industries, a world leader in specialty label, security and packaging solutions, announces that its three divisions Innovia, Checkpoint Systems and CCL Label will be present at a joint booth at Fachpack 2024 in Nuremberg, Germany from September 24 to 26.

The goal is to showcase the latest solutions regarding materials that enable monomaterial flexible packaging constructions as well as printed premium pouch solutions that are recyclable. In addition to that, Checkpoint will present RFID UHF and NFC solutions that can be combined with packaging to enable better logistic chains and improve sustainability.

Innovia Films: Packaging materials developed in line with PPWR

The material science experts from Innovia will be presenting films that help packaging companies and brands comply with PPWR.

“We will showcase film solutions with built-in functionalities that enable the switch from multimaterial to monomaterial structures to make flexible packaging recyclable”, says Alasdair McEwen who leads the packaging division of Innovia in Europe.

“One big cornerstone of the Packaging and Packaging Waste Regulation (PPWR) is the integration of a certain percentage of recycled post-consumer content into plastic packaging. The inclusion of recycled content in new films is top of the list for much of the industry – moving from a linear to a more circular system”, McEwen adds.

A key focus is the Encore portfolio that includes films with recycled content from three different sources. From post-consumer mechanically recycled content to chemically recycled food grade options; and recycled content that stems from prevented ocean plastics which can be now incorporated into the packaging and label films.

CCL Specialty Pouches: Premium monomaterial pouches for liquid filling goods

Pouches have several advantages over rigid packaging solutions – they are lightweight, very material-efficient and durable.

“Especially pouches for liquid filling goods have been made from multi-material constructions which are very hard to recycle. Now we have created new monomaterial constructions that have the same barrier properties and functionalities – offered both in polypropylene (PP) and polyethylene (PE) versions depending on the requirements and filling goods”, explains Marco Lazzaroni, Sales & Business Development Director at CCL Specialty Pouches, located in Brunello, Italy.

“We are looking forward to discussing these new constructions at Fachpack 2024 and show how these new pouches can help brands make their packaging bullet-proof for the future and new PPWR legislation.”

Checkpoint Systems: Experts on RFID solutions

As one of the largest suppliers of RFID inlays globally, Checkpoint reinforces its commitment with innovation providing a huge range of smart packaging solutions tailored to various industries, like retail, fashion, supply chain and logistics, food and beverage, among others.

- **Maximizing efficiency in the Supply Chain:** by integrating RFID technology into packaging solutions, companies can improve productivity thanks to better inventory visibility and real-time traceability data, guaranteeing transparency at every stage of the supply chain
- **Boosting sustainability efforts:** the integration of RFID tags into packaging enables brands and consumers to retrieve comprehensive details from products at item level, helping to control quality processes, whilst promoting circular economy on reusable packaging
- **Advancing food safety and minimizing waste:** having the right RFID label for food packaging enhances food safety and enables precise traceability by providing real-time data on product handling and expiration dates

The booth will be located at stand 5-125 in hall 5.

Ends (Words: 596)

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Innovia Films is a major producer of highly differentiated specialty Biaxially Oriented Polypropylene (BOPP) films using proprietary 'Bubble', Stenter Technology and Cast manufacturing processes.

The company holds a leading global position in the markets for high performance coated films, tobacco overwrap, labels and security films. Innovia employs >1400 people worldwide and has production sites in Australia, Germany, Mexico, Poland and the UK. The company is focused on high-quality value-added products, strong customer relationship, R&D and excellent service.