



# PackTheFuture

Sustainable Plastic Packaging Award 2017

## 10 winners announced for the PackTheFuture Award 2017

*Paris, Bad Homburg, May 9<sup>th</sup>, 2017:* The ceremony for the 3<sup>rd</sup> “PackTheFuture – The Sustainable Plastic Packaging Awards”, organised by ELIPSO and IK, the trade organisations representing plastic & flexible packaging in France and Germany, has taken place in Düsseldorf at Interpack, the unmissable event for the packaging sector.

For the 3<sup>rd</sup> PackTheFuture, a competition that is now a European benchmark in the plastic and flexible packaging sector, 37 entries were received from Austrian, French, German, Italian and Spanish firms, reflecting the sector’s dynamism and innovation capability.

Once again, the competition attests to the responsible processes developed by the plastic & flexible packaging industry. Almost half of all entries were in the Ecodesign category (recyclability, reduction at source, weight reduction), underscoring this major trend.

Social benefits are also a core concern for the sector’s companies. Many innovations in the contest focus on ease of opening, a crucial feature in a society with more and more elderly people.

This year PackTheFuture has a new Save Food category, a major subject at the Interpack show. Plastic & flexible packaging delivers ideal solutions that keep food fresher for longer.

ELIPSO and IK’s managers were very satisfied with the quality of entries and the diversity of innovations. They intend to keep up their cooperation and announce the 4<sup>th</sup> PackTheFuture competition, to be held in autumn 2018.

### **A European trophy to spotlight innovations by plastic & flexible packaging firms**

The European competition aims to promote the creative, innovative potential of the plastic & flexible packaging sector. Under a sustainable development rationale, these forms offer users new packaging solutions that are efficient, attractive and environmentally-friendly.

#### **About the organisers:**

**ELIPSO** is the trade organisation that represents plastic and flexible packaging manufacturers in France. The plastic and flexible packaging industries employ 38,000 employees in 320 companies for annual turnover of €7.9 billion. These industries are active in every sector of industry and distribution (food & agriculture, beauty & health, personal care, cleaning, chemicals, industrial products, construction transport and logistics).

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**IK Industrievereinigung Kunststoffverpackungen e.V.** has more than 300 members and represents 80 % of the German plastic packaging market. In Germany, the companies in this sector employ more than 90,000 people for a total turnover of around €14 billion. IK is involved with the interests of the entire plastic packaging industry in Germany.

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## Pack The Future 2017 Competition Winners

### Ecodesign Category:

- ALPLA WERKE ALWIN LEHNER GmbH & Co KG (Germany) for its innovation “*HDPE-bottle from 100% recycled material from the Yellow Sack*”
- COVERIS RIGID FRANCE SAS (France) for its innovation “*Optys decorated bottle*”
- FEURER FEBRA GmbH (Germany) for its innovation “*Modular airpop® insulation packaging with approval for hazardous goods*”
- SEALED AIR S.A.S (France) for its innovation “*Cryovac® Sealappeal® PSF ZAL*”

### Product Protection Category :

- KNAUF INDUSTRIES (France) for its innovation “*Airpop protection for fire hydrant*”

### Social Benefit Category :

- EMIL DEISS KG GmbH + Co. (Germany) for its innovation “*UNIVERSAL PLUS Bin liners*”
- FLEXICO (France) for its innovation “*SafeGrip*”
- KISICO GmbH (Germany) for its innovation “*NFCap*”
- SEALED AIR GmbH (Germany) for its innovation “*Cryovac® Oven Ease® barrier vacuum packaging*”

### Save Food CATEGORY :

- SCHAUMAPLAST NOSSEN GmbH (Germany) for its innovation “*vakuVIP Thermobox®*”

The 2017 PackTheFuture Awards are sponsored by Eco-Emballages, Sun Chemical, Der Grüne Punkt and BKV.



Outcomes : names of winners, press kit, book innovation (with 37 key creative products in french, english and german versions) and pictures of the ceremony are available on our website :

[www.packthefuture.com](http://www.packthefuture.com)



**The 10 winners of PackTheFuture 2017 are to be discovered in the attached file**

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The logo for ADOCOM-RP features the company name in a serif font. A red graphic element, resembling a stylized 'S' or a curved arrow, is positioned above the 'O' in 'ADOCOM'.

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