



ECODESIGN

The Way to
Sustainable Packaging





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At Wipak, we are dedicated to developing innovative packaging solutions that not only protect products, but contribute towards the preservation of precious resources. This is one reason for us to focus our expertise on the development of innovative packages and we work out optimized integrated concepts in close cooperation with our customers.

"For us, sustainability means using our innovative packaging solutions to protect the freshness of food and advancing health and safety, thus preserving precious resources."

*Antti Aarnio-Wihuri, Chairman of the Board,
Wihuri Oy, Finland*



What's behind EcoDesign?

Using EcoDesign analyses and 'Product Environmental Footprint' (PEF) calculations, we can offer our customers direction and guidance throughout the product and package development process.

In order to improve our films and enhance the sustainability of the packaging, we support our customers with the analysis of packaging processes, logistics optimization, productivity improvement measures, material selection and packaging design.

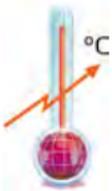


Life Cycle Impact Assessment (LCIA)

Assessing the Sustainability of Wipak Products

How sustainable can a package be? Using our own tools – and supported by scientific studies if required – Wipak assesses the environmental impact of materials and packaging concepts. Various sustainability criteria are considered in this process. Life Cycle Impact Assessments of the sustainability of paper/plastic material combinations are examples for this.

ECOLOGICAL CATEGORIES



Greenhouse Effect/Global Warming

Warming of the Earth's surface temperature as a result of radiation active gases, such as CO_2 , methane and FCKW – so called greenhouse gases.



Energy Consumption

Proportion of renewable and fossil energy used for the production of raw materials, standard processing and disposal.



Eutrophication

Enrichment of nutrients (nitrate and phosphate) in an ecosystem e.g. caused by over-fertilization.



Acidification

Reduction of the soil's pH value as a result of external or soil-internal processes.



Ozone

The impact of high ozone concentrations on ground-level air as a result of nitrogen oxides and hydrocarbons combined with the sun's UV radiation. This affects the respiratory system, and causes harm to plants and animals.



Sustainable Paper Laminates

LESS PLASTIC – MORE RENEWABLE EFFICIENT RECYCLING

Example 1

Stand-up Pouches: Positive Ecobalance

Wipak analysed different packaging concepts for the meat producer, MarKo. This included the analysis of key life cycle stages of packaging films – from raw materials to production and disposal.

The Result: Compared to plastic solutions, the greenhouse gas potential of the new paper laminate can be reduced by almost 40 percent. On top of that, the paper laminate requires about 30 percent less energy from fossil fuels. (Results have been confirmed by an independent institute.)

The Conclusion: The previously used metallized package was replaced with a sustainable laminate. Key features: 30 grams paper, reduced film gauge, solvent-free lamination.



BLE RESOURCES –

Example 2

85 Percent Paper: Recyclable Tray Laminate

The tray laminate consists of 85 percent FSC®-certified paper and has been duplex printed. It offers the same functionality as similar plastic laminates, with extremely thin plastic layers providing aroma protection, extended storage life and oxygen barrier properties.

The paper laminate can be recycled and – depending on the country of use – disposed as lightweight packaging via the yellow bin or as paper waste.



Paper and Plastic Laminate Solutions

Paper represents nature. With paper, people have the confidence of buying a natural product while also contributing to the protection of our environment. Wipak offers versatile, customized solutions for lidding and bottom films, for flowpacks and stand-up pouches, as well as for portion packs.

FSC®-Certification

Wipak offers different FSC®-certified paper qualities for food packaging which are sourced from sustainable forestry. All paper grades consist of 100 percent virgin fibres and are thus free of mineral oils. The Wipak sites in Germany (Walsrode) and in Poland are FSC®-COC certified* and a closed and certified supply chain is thus guaranteed. The paper laminates can be printed with FSC® label using gravure and flexo-print technology.

**License Code FSC®-C130525*





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Sustainability

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WIPAK Partner in Packaging

The Wipak Group develops and manufactures sophisticated packaging solutions for food products, as well as for medical instruments and devices. As part of the Finnish Wihuri Group, Wipak is a leading European supplier of multilayer films – especially barrier films.

www.wipak.com