





Summer 2019 SUSTAINABILITY DROPS: News from EXPRA members 2019

	<p>Design for Circularity</p> <p><i>Scientific Research Programme 2015-2019</i></p> <p>Throughout 2015-2019, the Netherlands Institute for Sustainable Packaging (KIDV) executed a Sustainable Packaging research programme in collaboration with the Top Institute Food & Nutrition (TIFN). The programme was geared towards urgent, relevant issues that would contribute to a structural decrease of the environmental impact in the Dutch product packaging chain.</p> <p>The programme explored a large range of topics: consumer experience and behaviour when purchasing and disposing of items, the environmental impact of packaging, the collection and processing of plastic packaging waste, and business models for making sustainable packaging practically feasible. It also involved research into the way people experience packaging in online business, business models in the Packaging Loop, the use of rPET in PET bottles, and mitigating measures in production processes to prevent mineral oils in recycled paper and cardboard.</p> <p>https://www.kidv.nl/wop?ch=EN</p>	
	<p>Labeling of packaging and magazines</p> <p>Starting from May 2019, labeling for packaging and magazines has been updated to become even clearer. The marking is designed so that it works on both packaging and recycling containers. All to make it easier for consumers to sort properly. The idea is to have a uniform label that acts as a red thread throughout the recycling journey, with the same symbol on the packaging itself as on the recycling bins.</p> <p>https://www.ftiab.se/2866.html</p>	



Circular Projects

Valipac supports Circular Projects

The Circular Shrink Hood has proven its robustness on production scale trials and during EUMOS transportation test. We are now disseminating the learnings with Benelux companies – who already ordered 10 tonnes worth of circular shrink hoods.

At the same time the Circular Stretch film project is progressing very well. The production trial showed that a 23 micron film can be produced with 15% and 25 % PCR. However some more formulation work is needed to bring the performance of the circular stretch film to the same high level as a film produced with 100% virgin plastic.

Flanders Circular made this summer another call for projects. This time Valipac made 3 entries: Circular Stretch Hood, Circle Strap and Circular Ink. All projects were declared admissible now let's keep our fingers crossed that they will receive a grant too.

