

CIRCULAR ECONOMY

In January 2018, the European Commission published its strategy for plastics in a circular economy with focus on measures necessary to improve the recycling of plastics.

PACCOR's vision is to lead the transition in the plastic packaging sector to a circular economy by driving fundamental changes in the way we design, produce, dispose and reprocess plastics. In full alignment with the EU plastics strategy, our circular economy approach aims to decouple economic growth from the consumption of finite resources and create economic, natural, and social capital for our stakeholders.

Our circular packaging related targets and measures are not only focussing on 100 % recyclability at the end-of-life by 2023, but also on the benefits for consumers and the environment provided during the entire life cycle. For example, when our packaging is designed to use less raw materials for its production, the same packaging is also designed to protect goods from damage during transport and, when it comes to food, to increase shelf life – thus maximising the resource efficiency of packed goods throughout their life and minimising food waste. Similarly, we never compromise product safety rules and consumers' health. The possibility to use recycled material varies greatly from one application to another and it is therefore why we do not have a single target imposing a defined level of recycled content at company level. Instead, we continuously strive to increase the recycled content in our solution, using the best quality material available.

PACCOR circular packaging is built on life cycle thinking innovation and partnerships. Thanks to our expertise and efforts to actively pursue partnerships with the academia and industry value chains, we provide circular solutions which:

- are based on light weighting, resource use optimization and digitalization
- have higher durability and increase the lifespan of finished goods
- are made of recycled feedstocks (post-industrial (PIR)/post-consumers (PCR), mechanical and chemical recycling), renewable feedstocks or by-products
- are based on appropriate risk-based management of recycled material
- can be easily separated for full collection and recovery
- contribute to reducing marine littering
- do not contain problematic or hazardous materials.

In addition, we use our expertise to raise awareness of consumers and policymakers as well as the industry's value chain on the benefits of plastics and their contribution to resource efficiency and societal wellbeing.

Recyclability is perhaps the most ambiguous term amongst all packaging circularity terminology. 'Recyclable' means different things to different people in different contexts. PACCOR has signed the New Plastic Economy Global Commitment, and follows its recyclability definition, where the term 'recyclable' means that it should be proven that packaging can be recycled in practice and at scale.

ABOUT PACCOR

At PACCOR we create innovative and sustainable packaging solutions for the consumer, food and foodservice market. Our overall goal is to protect what is worth being protected: our planet, our partners' products and our employees. We have high expertise in developing and providing valuable rigid plastic packaging products. Our solutions meet current market trends by constantly thinking outside the box. With more than 3,000 dedicated employees in 15 countries, PACCOR is a global player in the packaging industry. Everything we do contributes to the protection and hygienic safety of valuable products. PACCOR leads the transition towards a circular economy. Because we believe this is the best way to achieve real change in the industry and to create shared value for all our stakeholders and society.

More: <https://www.paccor.com/>