

PRESS RELEASE

LAUNCH OF THE 5TH EDITION OF “PACK THE FUTURE” CONTEST: THE EUROPEAN AWARD THAT DEMONSTRATES INNOVATION CAPABILITY OF PLASTIC & FLEXIBLE PACKAGING FIRMS

Paris, Bad Homburg, Brussels, 23 September 2019

To promote a sustainable plastic & flexible packaging industry **ELIPSO** and **IK**, the trade organisations representing the plastic & flexible packaging industry in France and Germany, are pleased to announce **the launch of the 5th PackTheFuture Sustainable Plastic Packaging Award.**

The kick off for the application is 23rd September 2019, and coincides with **ELIPSO** and **IK** signing the **Declaration of the Plastics Circular Alliance**. Our common organizations thus mark their willingness to participate in this collective dynamic, serving a more circular plastic economy.

After only four editions, the **PackTheFuture** Award has already become a leading reference in the plastic and flexible packaging industry at European level. It rewards manufacturers for their innovative and sustainable packaging solutions. Since 2017, the competition has been based on **four categories**: Ecodesign, Product Protection, Social Benefit, as well as “Save Food”. Participants have to be members of **IK** or **ELIPSO** in order to participate to this competition. They have the opportunity to present different innovations (one for each category).

The deadline for submission is 30th December 2019. This is a great opportunity to demonstrate the creativity of a booming sector.

This Europe-wide competition is the result of the strong cooperation of two trade organisations: **ELIPSO**, the Federation for plastic & flexible packaging firms in France, and **IK Industrievereinigung Kunststoffverpackungen e.V.**, the German Association for Plastics Packaging and Films. The **PackTheFuture** Award is designed to **promote the creativity and innovation potential** of the plastic and flexible packaging sector’s businesses. Under a sustainable development rationale, these firms offer users **new packaging solutions that are efficient, attractive and environmentally-friendly.**

The award ceremony for the 5th edition will take place on **May 12, 2020 at the Interpack fair in Dusseldorf** to celebrate the best of plastic and flexible packaging. Press, media, partners, winners, sponsors and directors of member companies of **ELIPSO** and **IK** will be invited to this ceremony.



PackTheFuture

Sustainable Plastic Packaging Award 2020

IK and ELIPSO are happy to inform you that Sun Chemical and Interseroh are Gold Sponsor of „PackTheFuture 2020” The Sustainable Plastic Packaging Award. Sponsorship opportunities are still available.

We are pleased to remind you that our 2020 winners will be eligible to participate in the World Packaging Organization's World Packaging Competition (WPO).

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 €8.1 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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The PackTheFuture Award 2020 is sponsored by



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