



PackTheFuture

Sustainable Plastic Packaging Award 2017

PRESS RELEASE

LAUNCH OF 3RD PACKTHEFUTURE CONTEST WITH NEW CATEGORY SAVE FOOD

Paris and Bad Homburg, October 2016 – Following the success of the first two competitions, ELIPSO and IK, the trade organisations representing the plastic & flexible packaging industry in France and Germany, announce the launch of the 3rd PackTheFuture Sustainable Plastic Packaging Award.

For the 2017 contest a new Save Food category has been introduced. It allows packaging manufacturers in the food sector to present innovations that minimise food losses and food waste, extend shelf life and improve the supply of food.

Save Food is in addition to the 3 well-established categories Ecodesign, Product Protection and Social Benefit.

The European competition stems from a cooperation between two trade organisations: ELIPSO, the Federation for plastic & flexible packaging firms in France, and IK Industrievereinigung Kunststoffverpackungen e.V., the German Association for Plastics Packagings and Films. The PackTheFuture Award is designed to promote the creativity and innovation potential of the plastic and flexible packaging sector. Under a sustainable development rationale, the sector's businesses offer users new packaging solutions that are efficient, attractive and environmentally-friendly.

The award ceremony for the 3rd contest will take place on May 9th, 2017 at the interpack show in Düsseldorf, Germany.

More information about the PackTheFuture Award 2017 Award is available at www.packthefuture.com.

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). Contact: Christophe Morvan - Tel. +33 (0)1 46 22 02 27, c.morvan@elipso.org

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 2017 is sponsored by ECO-EMBALLAGES, Sun Chemical and DSD.



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