



**PRESS RELEASE**  
*August 22<sup>nd</sup> 2018, Brussels*

## **EFIA UK TO DISCUSS ENVIRONMENTAL SUSTAINABILITY CHALLENGES FOR THE FLEXO INDUSTRY**

FTA Europe Member, EFIA UK, will be hosting a breakfast meeting to debate the sustainability challenges presented to the flexographic supply chain. The panel is organized in response to recent media and consumer concerns regarding packaging and the environment.

The event, which will take place on 28<sup>th</sup> September 2018 at The Football Hotel in Manchester, is open to both EFIA UK members and non-members. Delegates will have access to a panel of leading industry stakeholders, including manufacturers, retailers and government and research bodies.

Debbie Waldron-Hoines, EFIA UK Consultant CEO said: “Sustainability is a core issue for UK industry as a whole but our objective at this meeting will be to address specific challenges posed to the flexographic industry, including emerging challenges for the paper and film sectors. It is a valuable opportunity for industry professionals to share their thoughts, ideas and concerns and form a comprehensive flexographic sector response. With so many conflicting, and often frustrating, stories circulating in the media it will be refreshing to hear the true ‘voice’ of the flexographic industry this September”.

Key items on the agenda will be government direction and drivers and evolving retailer strategies and plans. EFIA UK welcomes all those with an interest to join the discussion and get involved.

The EFIA UK breakfast meeting event is available to non-members at a charge of £15. Please contact [admin@efia.uk.com](mailto:admin@efia.uk.com) to secure your place.

For more information on EFIA UK, please visit [www.efia.uk.com](http://www.efia.uk.com)

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### **Notes to Editor**

FTA Europe represents the common interests of 6 national and european flexographic printing industry associations, providing a common platform for flexo associations to promote European exchange, collaboration and alignment.

For more information please contact Luca Conti, [lconti@fta-europe.eu](mailto:lconti@fta-europe.eu), +32 (0) 2230 86 46