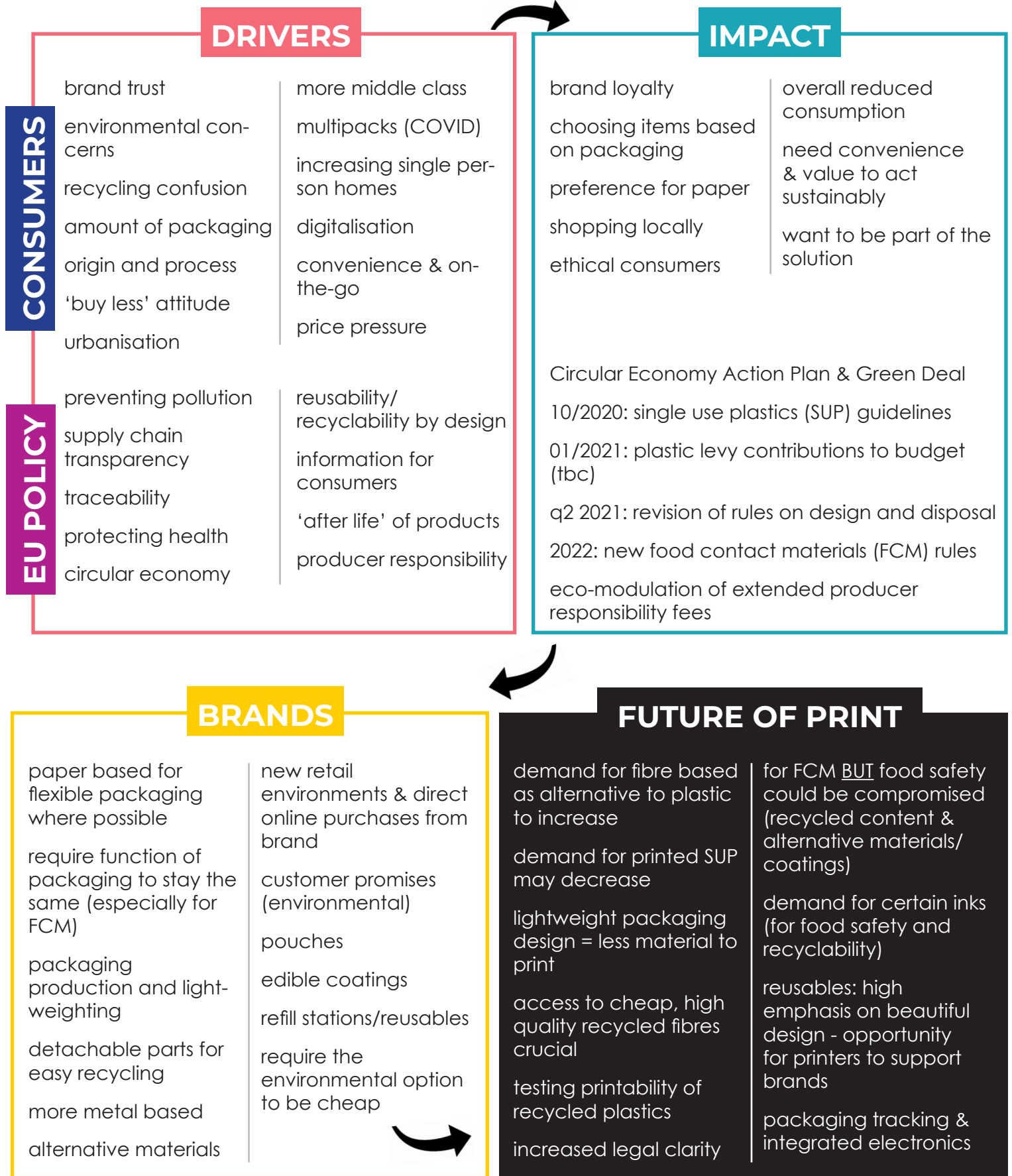**FTA EUROPE** — WE ARE FLEXO

CONSUMERS, POLICY MAKERS, INDUSTRY

Mapping the packaging revolution

DRIVERS

CONSUMERS

- brand trust
- environmental concerns
- recycling confusion
- amount of packaging
- origin and process
- 'buy less' attitude
- urbanisation

- more middle class
- multipacks (COVID)
- increasing single person homes
- digitalisation
- convenience & on-the-go
- price pressure

EU POLICY

- preventing pollution
- supply chain transparency
- traceability
- protecting health
- circular economy

- reusability/ recyclability by design
- information for consumers
- 'after life' of products
- producer responsibility

IMPACT

- brand loyalty
- choosing items based on packaging
- preference for paper
- shopping locally
- ethical consumers

- overall reduced consumption
- need convenience & value to act sustainably
- want to be part of the solution

Circular Economy Action Plan & Green Deal

10/2020: single use plastics (SUP) guidelines

01/2021: plastic levy contributions to budget (tbc)

q2 2021: revision of rules on design and disposal

2022: new food contact materials (FCM) rules

eco-modulation of extended producer responsibility fees

BRANDS

- paper based for flexible packaging where possible
- require function of packaging to stay the same (especially for FCM)
- packaging production and lightweighting
- detachable parts for easy recycling
- more metal based
- alternative materials

- new retail environments & direct online purchases from brand
- customer promises (environmental)
- pouches
- edible coatings
- refill stations/reusables
- require the environmental option to be cheap

FUTURE OF PRINT

- demand for fibre based as alternative to plastic to increase
- demand for printed SUP may decrease
- lightweight packaging design = less material to print
- access to cheap, high quality recycled fibres crucial
- testing printability of recycled plastics
- increased legal clarity

- for FCM BUT food safety could be compromised (recycled content & alternative materials/ coatings)
- demand for certain inks (for food safety and recyclability)
- reusables: high emphasis on beautiful design - opportunity for printers to support brands
- packaging tracking & integrated electronics

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