

## **CEFLEX actively endorses the New Plastics Economy Global Commitment**

CEFLEX, the consortium of companies, associations and organisations collaborating to enhance the performance of flexible packaging in the circular economy in Europe, has issued its endorsement of the Ellen MacArthur Foundation (EMF) Global Commitment for a New Plastics Economy. This support is based on the EMF vision of a circular economy for plastic packaging being fully aligned with the CEFLEX vision.

The Global Commitment clearly envisages a future where plastic packaging, including flexible packaging, is designed, used and the materials then made available again in the circular economy. That way they do not leak into the natural environment and they play an important and essential role in helping society live and consume more sustainably.

Flexible packaging generally is very resource efficient and, in nearly all cases, helps to reduce overall plastic packaging waste while providing customised product protection, at the minimum cost, using the least resource and with the lowest environmental impact. CEFLEX and its stakeholders acknowledge the importance of promoting these environmental benefits as a means of living more sustainably and within the bounds of planet Earth. CEFLEX fully supports the goal of 100% collection of all plastic packaging to make it available for recycling and to prevent it becoming land or marine litter.

Additionally, work to address and replace unnecessary packaging will be achieved through redesign, innovation and new delivery models, along with the parallel development of the infrastructure to collect, sort and recycle flexible packaging in all European countries, needed to realise a circular economy for all types of flexible packaging.

The Global Commitment reinforces the work being undertaken by CEFLEX, where the consortium stakeholders are collaborating to identify, prove and implement how best to close the loop on all flexible packaging materials by 2025.

“Our mission at CEFLEX resonates strongly with the EMF global commitment,” said Graham Houlder, the project coordinator, “which is why we decided to actively endorse it. “

“The increase in the number of stakeholders within our consortium, now over 95, reflects the strong commitment of the industry, from whatever standpoint they come, to creating solutions for a circular economy with flexible packaging playing a full and important part,” he added. “This is clearly demonstrated by the recent joining of CEFLEX by WRAP\* which earlier this year launched the UK Plastics Pact, in collaboration with the EMF.”

If you want to participate in the CEFLEX initiative or wish to learn more about the activities, contact: [info@ceflex.eu](mailto:info@ceflex.eu) or visit [www.CEFLEX.eu](http://www.CEFLEX.eu)

*\*WRAP is a not-for-profit organisation with a mission for a world where resources are used sustainably. It brings together business, governments and communities to deliver practical solutions to improve resource efficiency. In 2018, WRAP launched the UK Plastics Pact, a world-leading initiative to tackle plastic pollution through circular economy principles. [www.wrap.org.uk](http://www.wrap.org.uk)*

*CEFLEX is the collaborative initiative of a European consortium of companies and associations representing the entire value chain of flexible packaging. The project mission is to further enhance the performance of flexible packaging in the circular economy by advancing better system design solutions via collaboration. The project stakeholders are: The Alliance for Beverage Cartons and Environment, AMB SPA, Amcor, Ampacet Corporation, Applied Materials, APK AG, Attero, Avery Dennison, Bak Ambalaj, BASF, Barilla Group, Bemis, Borealis, Robert Bosch – Packaging Technology, Bostik, Brückner Maschinenbau, cfp flexible packaging, Citeo, COIM Group, Constantia Flexibles, Coveris, Dai Nippon Printing, Danone, Dow Europe, DSD, DSM, DuPont, DuPont Teijin Film, EcoBlue, ecolean, Erema Group, EXPRA, Ferrero, FFP Packaging Solutions, Fiberight, Flexible Packaging Europe, Gerosa Group, Gualapack Group, Haribo, H.B. Fuller, Henkel, Hill's Pet Nutrition, HIPPI, Huhtamaki, Hydro Aluminium Rolled Products, Immer Group, Ineos, Innovia Films, JAKOBS DOUWE EGBERTS, Jindal Films Europe, KIDV, Krehalon, Kuraray EVAL Europe, M&S, Mondi Consumer Packaging, Mitsui & Co., Mitsui Chemicals Group, Morchem, mtm plastics (A Member Of Borealis Group), Nestlé, Nippon Gohsei Europe, The Procter and Gamble Company, Pellenc, PepsiCo, pladis, PlasticsEurope, Plastotecnica, Porta, Polifilm, Polypouch, Polysack, Pyral, Reifenhäuser, RPC bpi group, RKW Group, Roberts Mart & Co, Royal Canin, SAES Coating Films, SAICA, Sappi Packaging and Specialty Papers, Scholle IPN, Schur Flexibles, Sealed Air, Siegwert, Sit Group, Smurfit Kappa, Südpack, Suez, Taghleef Industries, Tomra Sorting, Tönsmeier Wertstoffe, Toppan Europe, Toray Films Europe, Total, Toyo Ink SC Holdings, UBE Europe, Unilever, WINDMÖLLER & HÖLSCHER, Wipac, WRAP.*

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