

The CEFLEX Century – flexible packaging consortium support tops one hundred companies

– A circular economy for flexible packaging gains increasing traction as more companies sign up to the CEFLEX Vision

CEFLEX, the consortium of companies, associations and organisations collaborating to enhance the performance of flexible packaging in the circular economy in Europe, by designing and advancing better system solutions, has reached a new landmark with stakeholder numbers over one hundred. The journey started in January 2017 with just 26 stakeholders!

The 100th to sign up was RPC–bpi group, one of the largest, most diverse international flexible packaging providers globally. Other companies who have now joined to work with the consortium include Herbold Meckesheim, a leading plastics recycling machine supplier – both companies adding to the entire value chain representation.

This increased interest is also coming from outside Europe with India (Polyplex, Sumilon) and Thailand (The Siam Cement Public Company Limited (SCG)) all now participating. “This shows the relevance of CEFLEX’s Vision for Europe to companies from the other parts of the world where the circular economy is starting to be recognised as the way forward for the plastic packaging industry,” said Graham Houlder, the project coordinator.

The CEFLEX Vision is that, in 2020, there will be a comprehensive sustainability and circular economy roadmap for flexible packaging in Europe. This includes widely recognised design guidelines and a robust approach to measure, demonstrate and communicate the significant value flexible packaging adds to the circular economy. In addition, in 2025, there will be an established collection, sorting and reprocessing infrastructure/economy across Europe for flexible packaging based on end of life technologies and processes which deliver the best economic and environmental outcome for a circular economy.

Andrew Green, the CEO of RPC bpi group says: “BPI is honoured to be listed as the 100th CEFLEX stakeholder. We see full value chain initiatives like CEFLEX as being vital to developing and agreeing a common vision for how our industry creates and realises a circular economy for flexible packaging. RPC bpi group is a large producer of flexible packaging as well as being one of Europe’s largest recyclers of polythene film and joins the consortium fully committed to participate in the implementation of the Vision.”

Werner Herbold, of Herbold Mechesheim adds: “As specialists in machines and systems for plastic recycling we work relentlessly toward bringing to the market new solutions which can enable more and better recycling of plastic packaging. What we believe we will gain from CEFLEX through the collaborative work, across the value chain, is accelerated growth in our sector and we will be able to bring new and innovative solutions to market.”

If you wish to participate in the CEFLEX initiative or would like to learn more about the activities, contact: info@ceflex.eu or visit www.CEFLEX.eu

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: Albéa, 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, DiMauro Flexible Packaging, Dow Europe, DSD, DSM, DuPont, DuPont Teijin Film, EcoBlue, ecolean, Erema Group, EXPRA, ExxonMobil Chemical, Ferrero, FFP Packaging Solutions, Fiberight, Flexible Packaging Europe, Gaviplas, Gerosa Group, Gualapack Group, Haribo, H.B. Fuller, Henkel, Hill's Pet Nutrition, Herbold Meckesheim, HIPPP, 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), Neopac The Tube, Nestlé, Nippon Gohsei Europe, The Procter and Gamble Company, Pellenc, PepsiCo, pladis, PlasticsEurope, Plastotecnica, Porta, Polifilm, Polyplex, Polypouch, Polysack, Pyral, Reifenhäuser, RPC bpi group, RKW Group, Roberts Mart & Co, Royal Canin, SAES Coated Films, SAICA, Sappi Packaging and Specialty Papers, Scholle IPN, Schur Flexibles, The Siam Cement Public Company Limited (SCG), Sealed Air, Siegwark, Sit Group, Smurfit Kappa, Südpack, Suez, Sumilon Polyester, Taghleef Industries, Tomra Sorting, Tönsmeier Wertstoffe, Toppan Europe, Toray Films Europe, Total, Toyo Ink SC Holdings, UBE Europe, Unilever, WINDMÖLLER & HÖLSCHER, Wipak, WRAP.

PRESS CONTACT:

MAJIC LIMITED
Audrey Koop
T: +44(0) 1424 777783
E: majic.audrey@majiclimited.co.uk

CLIENT CONTACT:

CEFLEX
Graham Houlder
Project Coordinator
Graham@SLOOP-Consulting.com