

CELLPouch

The sustainable packaging innovation

100% recyclable, 100% innovative - Ecological stand-up pouches by BBC Cellpack Packaging

BBC Cellpack Packaging sets standards for convenience packaging with its new product CELLPouch, flexible stand-up pouches that are 100% recyclable. In addition to being completely recyclable, the versatile usability is most importantly what makes CELLPouches so attractive.



Illfurth(FR), April 8th, 2019. Flexible stand-up pouches – best known as packaging for children's fruit purée – are modern packaging solutions whose benefits are increasingly appreciated by consumers all over the world. With CELLPouch, BBC Cellpack Packaging now presents a state-of-the-art product through and through for this type of packaging – also in its development. Developed by an internal start-up with external partners and suppliers over two years, CELLPouches are well ahead of their time. That's because they already meet the European Commission's requirement that all plastic packaging on the EU market must be recyclable by 2030 as they are 100% recyclable. The printed laminate film used in the CELLPouches as well as the closure including a cap can be disposed of via the Dual Systems and, as recycled plastic, are given a new use, for example as a garden tool or child seat.

The special films from which CELLPouches are made are suitable for filling with hot contents and are noted for their high-barrier effect as well as resistant. Thanks to their barrier properties and a child-resistant closure system, CELLPouches are the ideal packaging for baby food and fruit purée.

Filling them with cosmetics or cleaning products is also possible with no problems at all. The pouches are fitted with a cap on the side and made from an adapted, recyclable laminate precisely for this application. And last but not least, BBC Cellpack Packaging's innovative pouches are a response to consumers' growing desire for personalization. The pouches, which are available in fill sizes between 75 and 750 ml, can be personalized with flexographic or rotogravure printing effects, colored spouts, embossed logos or even emojis.

A key aspect for BBC Cellpack Packaging, which as a member of the Ceflex Initiative is driving the development of a circular economy, is the modern ultrasonic technology with which CELLPouches are produced at the French site. This reduces carbon emissions and material consumption in production and makes it possible to process recyclable, biodegradable monomaterials.



The future of the start-up that CELLPouch has developed and secured is also sustainable. This is because it is also entrusted with the support of CELLPouch after the product launch. Thus, BBC Cellpack Packaging offers its customers the complete know-how and the best comprehensive technical support service for the innovative CELLPouch stand-up pouches

Good for customers, good for consumers, good for the environment.

BBC Cellpack Packaging – Packaging for a better future.

About BBC Cellpack Packaging

Founded in 1935 in Villmergen, Switzerland, BBC Cellpack Packaging is one of the most important companies in the field of flexible packaging solutions. As part of the globally active BBC Group, the company has two production sites in France (Illfurth) and Germany (Lauterecken). Under the leadership of CEO Frank Filippis, 300 employees develop, produce, refine and distribute tailor-made solutions made of single or laminated materials for products from the food and non-food industries. Target markets include selected export markets worldwide in addition to Europe.

Further information about BBC Cellpack Packaging can be found at <https://packaging.cellpack.com>