



*Green
Choice*
by  WIPAK



As an innovation-driven family business, Wipak has been acting as a strong and reliable partner for our customers in the market for nearly 50 years.

We pledge to take responsibility: for our employees, our customers and our environment. At Wipak, we are convinced that only together we can face the future and create something that will benefit tomorrow's generations.

Back in 2019, Wipak committed to becoming the first climate-neutral flexible packaging company by 2025! This ambitious promise begins with the carbon neutrality of our production sites and continues to drive us to a better, more sustainable future.

GreenChoice by Wipak is the solution for sustainable flexible packaging. It is our next step in contributing to a cleaner environment on the product side of our business.

GreenChoice by Wipak makes it simple. Choose from our three core categories: RENEWABLE, RECYCLABLE and RECYCLED, and know you have chosen sustainability. Simply.





GreenChoice by Wipak is our promise to you. It brings our values and our pledge for a sustainable packaging future to life through cutting edge innovation.

GreenChoice by Wipak stands for evolution. For swift transformation. The flexible packaging industry is changing – we are helping it to change faster. GreenChoice will take you from the recyclable materials of today, to the renewable materials of tomorrow. In addition, we offer a choice of materials from recyclates. With GreenChoice your ambition of a circular economy becomes achievable. While striving for continuous material and CO₂ reduction is top priority for us, just like guaranteeing product safety, we focus on the three main areas:



REnewable



REcyclable



REcycled

Your decision for the product range of GreenChoice by Wipak is the next step in implementing your own strategic plans and reaching your sustainability targets in the field of packaging management and the entire value chain.

Let us take this step together and take responsibility together for a better tomorrow.





We know consumers hold industry responsible for the plastic waste problem. We are happy to take on our share of that responsibility. As we strive for continuous innovation and development, we commit to a number of key initiatives.



Wipak is part of the cross-value chain initiative HolyGrail 2.0!

Under the auspices of AIM, the European Brands Association, more than 130 companies and organisations from the complete packaging value chain have joined forces with the ambitious goal to assess whether a pioneering digital technology can enable better sorting and higher-quality recycling rates for packaging in the EU, to drive a truly circular economy.

The objective of the Digital Watermarks Initiative HolyGrail 2.0 is to prove the viability of digital watermarking technologies for accurate sorting and the business case at large scale. The initiative has a clear governance and membership structure, based on the HolyGrail 2.0 Charter.



The Circular Economy for Flexible Packaging (CEFLEX) is a collaborative initiative representing the entire value chain of flexible packaging.

CEFLEX's 'Mission Circular' commits to collection of all flexible packaging and over 80% of the recycled materials channelled into valuable new markets and applications to substitute virgin materials.

By 2025, we target an established collection, sorting and reprocessing infrastructure and economy for post-consumer flexible packaging across Europe. It will be based on end-of-life technologies and processes which deliver the best economic, technical and environmental outcomes for a circular economy.





REnewable

Materials such as paper and new plastics made from renewable feedstock can help us achieve independence from fossil resources. The use of such renewable raw materials in our packaging solutions helps to reduce dependency on finite resources. With this, we can also avoid the release of additional carbon into the atmosphere, which is stored in earth's fossil resources over thousands of years. A GreenChoice towards Carbon Zero.

Paper composites have been part of our portfolio for decades. Today they are designed with decreased plastic share or a function to separate paper and plastic. Paper-based solutions are recyclable in a number of EU countries with the corresponding recycling infrastructure. To ensure responsible sourcing, we purchase FSC® certified paper and some of our sites are FSC® COC certified.

Renewable feedstock to produce plastic is another source to increase the share of renewable material in our solutions. Often referred to as bio-based plastic, the renewable feedstock in our films is certified according to ISCC Plus standards. Integrating renewable feedstock in PE, PP or PA brings us closer to a more sustainable future.

PAPER TOP® PD – our first climate neutral product range that integrates both, paper and renewable feedstock. Paper composites printed on our ProDirect® digital inkjet printing line are not just renewables-based. Since July 2021 the composites are a fully climate neutral solution. We offset the small, remaining carbon emissions through certified climate protection projects. Before that the production of those composites was optimized and CO₂ emissions reduced to a minimum possible at that stage.





REcyclable

Recyclable solutions are key to circularity.

Our GreenChoice solutions are recyclable – aligned with the EU Plastic strategy target aiming for all plastic packaging to be recyclable, reusable or compostable by 2030.

Our recyclable packaging solutions meet accepted design for recycling guidelines (e.g. Ceflex D4CE Guideline) and many are already certified as recyclable. While that does not mean all packaging is recyclable everywhere, it shows that full recyclability is possible to achieve. The certification underlines that packaging can be collected, sorted and recycled where the infrastructure exists.



What does recyclable mean?

Aligned with Ceflex “Design for a Circular Economy Guideline”, we define it as the following: Recyclable means that the packaging has a realistic chance to be collected, sorted and recycled into a new material at scale, in a given country or market. Furthermore, the recycled material will, to a degree, replace virgin material in a viable end-market application.



REcycled

The integration of recycled raw materials in our packaging brings us one step closer to a closed loop system for plastic. Although for flexible packaging in Food- and Healthcare applications there are still many restrictions and hurdles to overcome, we already integrate recycled material where technically possible and requested by our customers. Exchanging virgin raw materials for recycled alternatives decreases the consumption of fossil fuels to produce plastics and reduces our product-related carbon emissions.

A circular economy for flexible packaging requires all recycling technologies. Today, mechanical recycling is the primary process utilised. Chemical recycling solutions are complementary but will be necessary to recycle the complete range of flexible packaging of the future.

The integration of post-consumer recycled materials (PCR)

Whatever your choice is our packaging experts will support you in finding the right solution without compromising on product safety and performance. Our solutions will take you a step closer to your sustainability targets.

for food contact applications is established and approved for mechanically recycled PET. To increase the amount of recycled content and to comply with raising legislative requirements we co-operate with our stakeholders to integrate chemically recycled materials according to ISCC Plus certification schemes. Although quantities are still limited, the future will enable the incorporation of chemically recycled PE, PP and PA at scale.





Center for Packaging Innovation & Insights

Curious about our GreenChoice products and what we can do to support you? Discover Wipak N.E.X.T. and book your session at our Center for Packaging and Innovation today! Together with our innovation experts you will be able to unleash the hidden potential of your packaging as well as developing new solutions.

At N.E.X.T. we strive to create novelties through enjoyment and cross-functional coworking. We want you to benefit from our wide expertise and believe, that the best output is achievable by including all relevant parties. In person or as a digital workshop, every Wipak N.E.X.T. session is tailored to your individual needs and requirements.

Interested?

Contact your local Sales Representative and book a session today!

If you want to find out more about Wipak and our Sustainable Packaging Solutions, you may Contact us: **info@wipak.com**
Visit our website: **www.wipak.com/green-choice**



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