Edition 02 | 2018

WIPAK Involve. Inspire. Impress.

# WePack

Packaging Magazine

There isn't just ONE sustainable option

## Experience Our Sustainable Packaging Solutions


### Material Reduction

Throughout all steps of the supply chain

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### Discover the Invisible

Innovative solutions that maximize your design

Page 10

Karri Koskela
Vice President & General Manager
Wipak Group

# Sustainability in Focus

As part of the family-owned Wihuri Group, Wipak has a long-spanning history of sustainable growth. Producing premium-quality and innovative flexible packaging, we are committed to the efficient use of resources by protecting food, medical and health care products alike.

We are involved in both EU and collaborative projects (e.g. Ceflex) to make flexible packaging more relevant to a circular economy. By continually developing new products through material reduction, using renewable materials, designing mono-materials or recyclable solutions, and developing new innovative production technologies, we regard a full life-cycle approach along the value chain as essential.

From a waste perspective, we place great emphasis not only on waste reduction and prevention in our production process, but also on preventing food from being spoiled or wasted, as well as ensuring that medical and health care products are packaged in the most hygienic way for people's health.

At Wipak we are true advocates of flexible packaging supporting sustainable consumption and production. It is a material that plays a critical role in the prevention of food waste, which is high on the EU-Agenda, and its lightweight nature makes it more resource-efficient than alternative formats. Combined with new technologies and intelligent pack design, we strive to make our flexible packaging solutions fully recyclable by 2025 committing us to EU Plastics Strategy striving to reach 100% reusable or recyclable packaging by 2030.

Take a closer look at the Wipak's new sustainable product offering in this magazine, as well as some of the customer case studies and fresh ideas, we have collected for you.

# Discover the Invisible

Create added value which may not be visible at first glance.
Start your discovery tour if you see this sign by using our app to unlock hidden content.

**Scan the QR code**

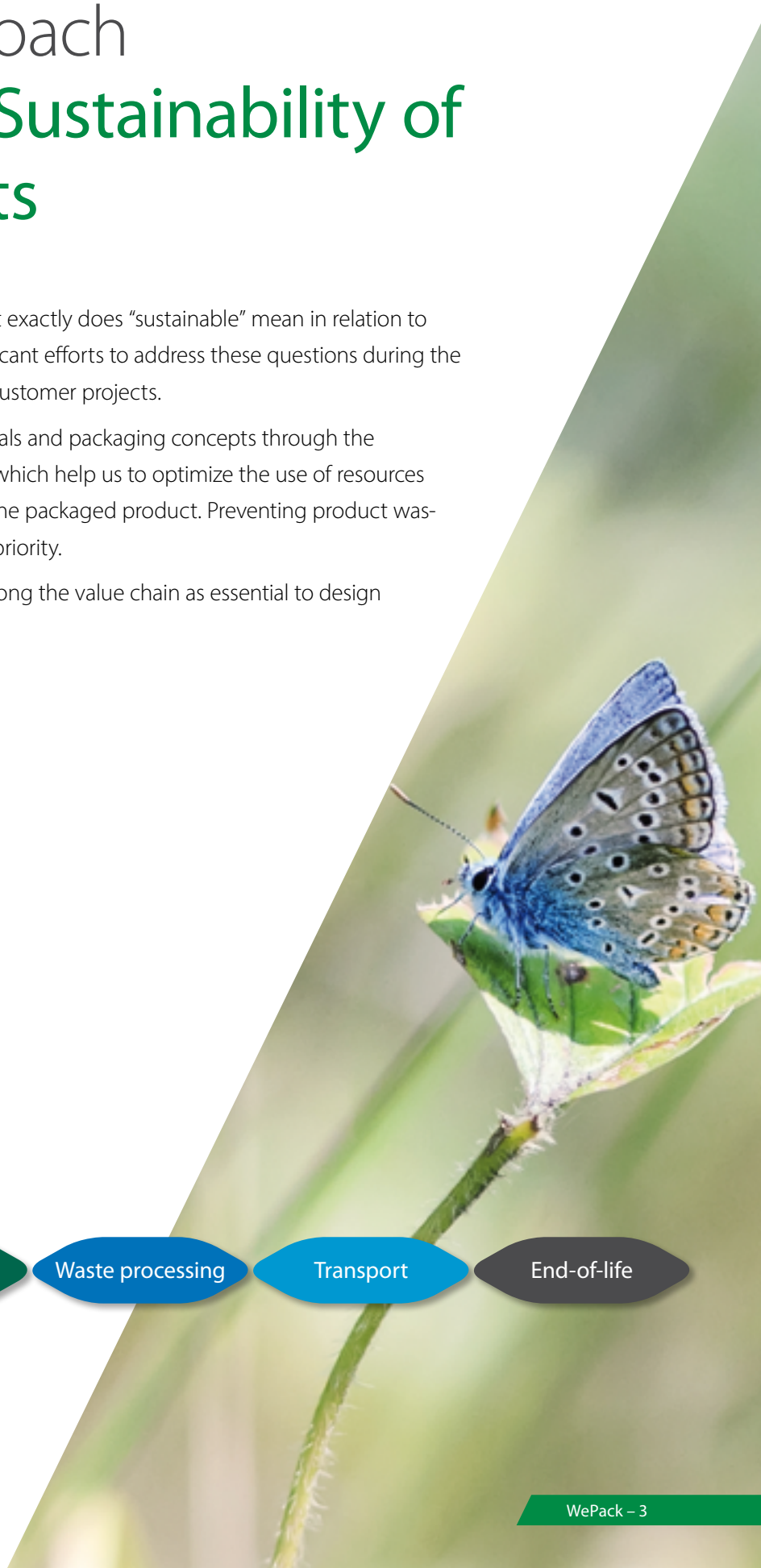
**Download the Wipak app**
**Experience invisible coding**

# Life Cycle Approach
# Assessing the Sustainability of Wipak Products

How sustainable can packaging be? And what exactly does "sustainable" mean in relation to packaging? The Wipak Group is making significant efforts to address these questions during the development phase of new products and in customer projects.

Assessing the environmental impact of materials and packaging concepts through the consideration of various sustainability criteria which help us to optimize the use of resources without impacting the quality or integrity of the packaged product. Preventing product wastage, irrespective of the packaging is our top priority.

Therefore we consider a life cycle approach along the value chain as essential to design sustainable packaging solutions.



Raw materials | Production | Waste processing | Transport | End-of-life

## Jaunpils, Latvia

# ProDirect® Contributes to Improved Inventory Levels at Jaunpils

Traditional Latvian cheese manufacturer, Jaunpils, selected Wipak's ProDirect® technology for its curd-based cheese, reclosable lidding film. Using Repak Paper Top PD 115 XXT HM and SC XX 10 HFP laminates for the pack, the company took advantage of ProDirect®'s web-based print center solution, ordering print runs of under 2,000m per batch to minimize inventory levels.

Commenting on Jaunpils' decision to use ProDirect®, Tchavdar Tchernev-Rowland, Sales Manager at Wipak Polska, said: "Jaunpils needed a solution that would minimize the amount of packaging the company held, without compromising on the quality of the print. By using digital printing, Jaunpils was able to reduce the length of its print run, ordering only what it actually required. This flexibility, combined with the offered print quality from ProDirect® was key in Jaunpils' decision to use this new technology."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## Nika, Slovakia

# Slovakian Cheese Producer Uses Our Flexibility to Produce Multiple Lidding Designs


Slovakian cheese producer, Nika, recently launched a new range of sliced cheeses, selecting Wipak's ProDirect® technology to digitally print the five packaging designs required across the range. Nika opted for ProDirect® as it offered the speed to market and flexibility required to produce the packaging designs in a timely and cost-effective manner.

Incorporating a reclose design element for customer convenience, the five designs were digitally printed across two reels of Repak Paper, Top PD 115 XXT HM. In addition to the cost savings that digital printing offered, Nika was able to increase customer engagement levels with ProDirect® by running competitions and featuring winning designs on the packaging. With the help of the web-based print center solution, Nika was also able to change and upload revised designs during the print process, maximizing the speed in which winning designs were brought to the market.

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**Pastinella, Switzerland**

# New Technology Selected for the Cost-Effective Production of 67 Printing Designs for Pasta

Pastinella AG – part of the Swiss food and beverage conglomerate ORIOR – produces a wide range of pasta products including: filled fresh Tortellini, side dishes such as Gnocchi, Schupfnudeln (finger noodle) and Tagliatelle. With 67 products in their range, Pastinella AG needed a cost effective solution to produce 130,000 running meters of flow pack films required.

The large number of designs, coupled with the small batch sizes and short lead-times sought by Pastinella AG meant that digital reproduction provided the ideal solution. Using ProDirect® and the composite lidding film, Paper Top PD BL 105 XFP, Wipak produced batches ranging in size from 600 rm to 3,600 rm. Thirtythree of the designs were produced by Wipak in three weeks, demonstrating the efficiency of ProDirect®.

To ensure that the 2 kg packs of frozen pasta were adequately protected, drop tests were carried out from a height of 150 cm, with no breakages found.




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**Börner Eisenacher, Germany**

# Organic Sausages with Recyclable Packaging

When selecting the packaging for its range of organic farmed sausages, Börner Eisenacher required a solution for that would complement and convey the values of Organic Farming where the well-being of the livestock is of utmost importance.

Opting for topfilm Paper Top W BE 90 XX PEEL and in combination with Paper BTM 330 XX the packaging solution consists of 75% FSC® certified paper and is recyclable to reflect the values of the range.

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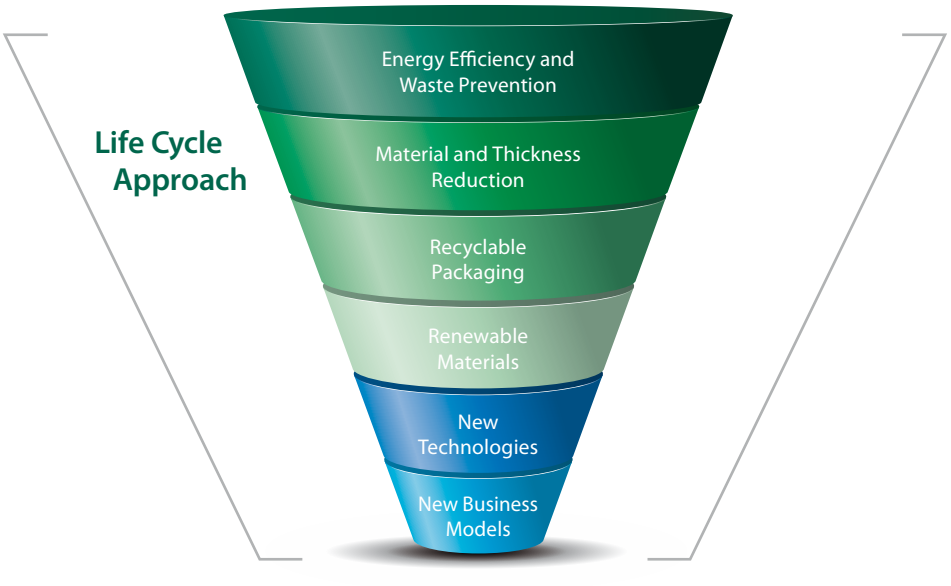
# The Road to Sustainable Packaging

The better products are protected, or in the case of food, the longer it can be stored before it spoils, the more effectively resources can be preserved. It is one of the reasons we focus our expertise on developing innovative packaging, working with our customers to create sustainable overall concepts.




We are forging ahead, to reach perfect packaging through resource efficient use of materials, and by designing recyclable packaging and using renewable based materials where possible. Other building blocks helping us to achieve our goal include new technologies such as ProDirect® digital inkjet printing, reducing carbon and the possibility to offset any remaining carbon emissions by support of a certified climate protection project.

There is not one way to be sustainable, but many different aspects to look at and tackle. Aligned with 'Packaging and Packaging Waste Directive', 'Plastic Strategy 2030', 'Circular Economy Package' and our environmental considerations, we are monitoring our performance, improving our capabilities and playing our part.

Thanks to recent investments like NC1 co-extrusion line and the invention of new technologies and packaging concepts, we have created a unique framework to offer best-in-class sustainable solutions for our customers, whilst simultaneously securing a sustainable future for Wipak. Industry-wide recognition has strengthened our belief that Wipak can be considered a pioneer – leading the way in sustainability.

We are highly committed to the three pillars of sustainability; economical, environmental and social responsibility. By including our employees, customers and partners along the supply chain, as well as local communities, we will continue to develop and reinforce our reputation in sustainability, and integrate life-cycle thinking in all processes along the value-chain. Together, we are striving to secure the environment for future generations, whilst also taking care of people's health – both that of our employees and that of consumers.

**In our "Sustainability in Focus" brochure you can read more about 'how we take our responsibility' as well as our engagement initiatives and our approach to sustainability.**

# Little Leaf
## Fresh and Tasty Baby Food

Baby food from the chiller cabinet. Fresh – thanks to an innovative production process – and in bio-quality. Offering eight different flavours – three types of fruits, four vegetables plus one of meat, the Munich-based start-up company Little Leaf is about to move into the German-language market this autumn. Little Leaf owner Sandra Peralta had come up with her business idea about for years ago. She developed the formulation all by herself and organised the production in Bavaria. The entrepreneur who already operates a catering service company in Munich will breathe new life into complementary food segment for biological products and the increasing nutrition and health consciousness among young parents. Little Leaf will be first available via the Internet.

## HPP Technology: Pressure instead of Heat

High Pressure Preservation, abbreviated HPP, is a particularly gentle preservation technology used to preserve food products by means of high pressure. Compared to conventional pasteurisation using heat, HPP-preserved baby food is particularly rich in nutrients. Enzymes and micro-organisms (e. g. e.coli, salmonella, and listeria) are deactivated by means of the "cold" high-pressure technology while ingredients, flavour, and consistency remain preserved.

## The Package: HPP-Resistant Paper Laminate

High pressure causes the characteristics of gassed packages to change. Wipak has developed several special laminate films which survive the high-pressure treatment. The paper laminate developed for Little Leaf is also suitable for HPP pasteurisation. The laminate material produced by Wipak consists of FSC®-certified paper, it includes an EVOH high barrier and it is refined using the sustainable and efficient ProDirect® digital print technology.
Wipak's Italian subsidiary Bordi assembles the laminate material to produce complete stand-up pouches.

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Suitable for High-Pressure Pasteurisation (HPP), heatable in a double boiler

Paper/plastic laminate


Digital print using ProDirect® technology

8 print images

EVOH barrier

Stand-up pouch

Format 11,5 x 14,5 centimetres

Tray vs. Soft Pack = Semi-rigid vs. Flexible



## Atria, Finland
## Easy-Open Vacuum Pack

# Revolutionary Meat Packaging Innovation

WORLDSTAR WINNER 2018

**Launched in the Finnish market in February 2017, the new Atria easy-open vacuum pack is unlike any other pack for minced beef.**

Using Wipak's sandwich printed Biaxer, together with a matt black SC XX bottom film, the pack is incredibly easy to open and does not require scissors – consumers simply pull the tab to peel open the package. Once open, the minced beef is easy to remove from the pack and can be put straight into a pan or a bowl for preparation.

The vacuum pack uses over 50% less packaging material compared to traditional minced meat packages, and adapts perfectly to the shape of the product, saving space during transport, in-store, in consumers' shopping bags, in the refrigerator, and in the bin. Furthermore, the beef is packed without the use of packaging gases.

### Benefits

- **Easy to open**
- **Saves space**
- **Over 50% less packaging material**
- **More environmentally-friendly**
- **No packaging gases**

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## Heavyweight Performance in a Lightweight Package

**At a time when sustainability and the reduction of food waste remains at the forefront of the consumer mind-set, Wipak has expanded its range of Bialon and Biaxer laminates, increasing suitability for use in demanding applications of mozzarella packaging, where the seal strength and the durability of the pack is of paramount importance.**

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The new laminates, called Bialon 40 White OFP, Bialon 55 White OFP and Biaxer 55 White OFP, can reduce the overall thickness of a pack by up to 25 µm, whilst still offering great product protection. They have a 20% higher puncture resistanceand can be used to achieve a higher seal strength than comparable films.

"The new laminates overcome technical challenges specific to mozzarella packaging and perform exceptionally well on packaging machines to maximize output," said Davide Zinzalini, Business Development Manager at Wipak Bordi. "As mozzarella balls are generally packaged in liquid on a high speed VFFS line, sealing at high speed is of critical importance. Our new Bialon and Biaxer OFP range is the perfect fit, with the added benefit of excellent seal tightness and drop resistance to ensure optimum product safety."

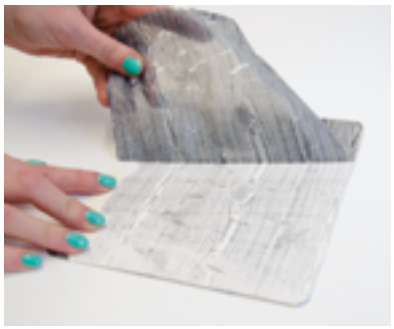
## SKINBOTTOM CARTON

- 90% paper content (renewable resource)
- No pre-cutting needed
- Both side printable (flexo, continuous print)
- Flat or thermoformable (< 5 mm)
- For all thermoformers

## WINfresh

- Reduction of 30 µm film thickness possible
- Reduction up to 50°C sealing temperature possible
- **Contact:** winfresh@wipak.com


SKINBOTTOM CARTON as tray replacement for skin applications makes a perfect match with the highly transparent, glossy and efficient to process WINfresh skin films.



## Easy to separte and recycle

# Wipak ProDirect®
## The First Industrial Inkjet Digital Printing Solution

Wipak ProDirect® is a unique digital printing concept in today's market. By combining a fully automated pre-press and solvent-free paper composites, it allows $CO_2$-equivalent emissions from production and packaging to be reduced.

# Renewable Raw Materials
## For Example: Paper/Plastic Composite Solutions

Wipak develops packages implementing raw materials from renewable resources. Paper, for example, can be used both in lidding film and in bottom film. It can account for more than 85% of the film's composition, with the same high levels of functionality.

### FSC®-certified paper

Wipak only processes FSC®-certified paper for food packaging. All our paper fibers come from responsible managed forests. It consists of 100% virgin fibres and is thus free from mineral oils.

The Wipak plants in Germany (Walsrode) and Poland have been FSC® COC-certified (FSC® licence code C130525), meaning a closed and certified supply chain is guaranteed.

## Josera


## Kubara


# Customizable Print Images Wipak ProDirect® Delivers Speedy Solution for Online Supermarket

In the world of online retail speed of delivery is king. When sourcing a packaging solution for its sliced ham "Vinohradská Šunka" online retailer Rohlik.cz ran a pilot project using ProDirect® digital inkjet printing to produce two designs. Rohlik loved the flexibility that ProDirect® offered, allowing them to order what they needed when they needed it.

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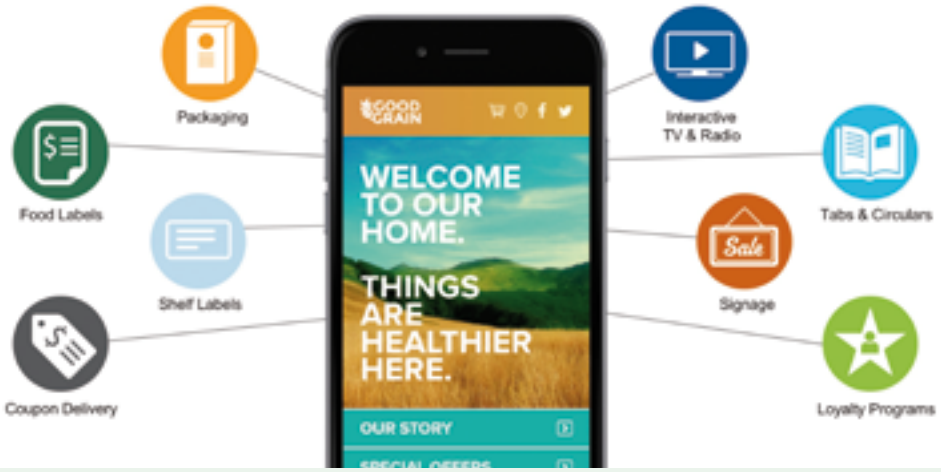
## Vinohradská Šunka

## Santea Bakery


## Havo




DIGIMARC

## Introducing Digimarc Barcode®

Digimarc Barcode® is nearly imperceptible and can permeate the entire package, making it easy for consumers to scan a large portion of the package to access product information. It is also easily read by retail barcode scanners. Products with Digimarc Barcode® also increase manufacturing efficiencies and reduce waste in the supply chain.

## Easy Checkout

Packaging with Digimarc Barcode® makes detection with retail handheld and fixed scanners easier. Cashiers don't need to search for a UPC barcode, which speeds the checkout process, reduces repetitive motion injuries and frees cashiers to talk more with shoppers.

## More Product Information

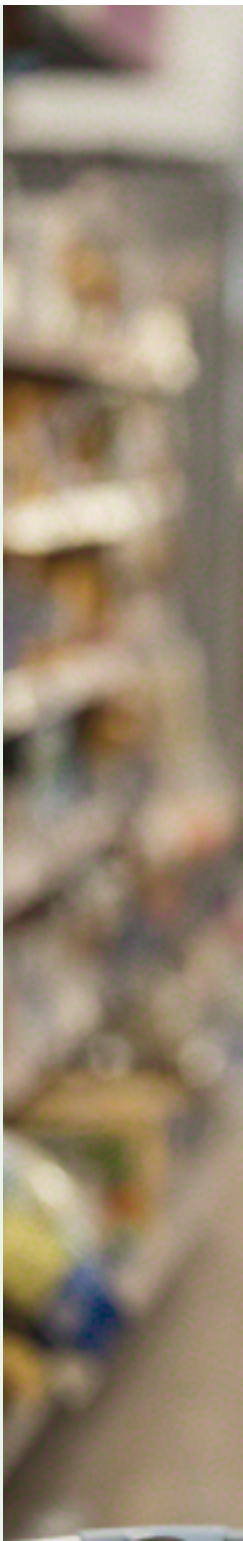
Along with giving shoppers access to brand-generated content via their mobile devices, Digimarc Barcode® allows store associates to get up-to-date inventory information and communicate accurately and quickly to shoppers the availability of a particular product.

## What Media Can I Enhance with Digimarc Barcode®?

A Digimarc Barcode® can be added to virtually anything. Along with product packaging and thermal labels, retailers can utilize Digimarc® technology in creative ways by adding it to associate badges, printed materials in the pharmacy, corrugated boxes for improved tracking through the supply chain, shopping carts with Digimarc Barcode® become a new consumer communication channel, the limits are only the limits of the imagination.

## How is it done?

To integrate Digimarc Barcode® into a pack, Wipak is able to generate the required codes by ourselves. Following this, we will incorporate the codes into our gravure, flexo or award-winning ProDirect® digital inkjet technology to create the finished product.



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# Discover the Invisible

With more than 90 percent of consumers using their smartphone as part of the shopping process, digital content is playing a more important role than ever before. Through the use of Digimarc Barcodes® – an advanced invisible barcode – Wipak is leading the way in delivering smart packaging solutions, adding value throughout the supply chain.



# The Sustainability of Healthcare Packaging

Media coverage regarding plastics littering the oceans has sparked discussions within the healthcare sector, some hospitals are considering reverting back to the use of linens to pack medical devices, potentially presenting a real danger to patient safety.

Instead of banning plastic healthcare packaging, and conceivably jeopardizing patient safety, we believe greater emphasis should be placed on finding alternative ways to improve the recyclability of plastic packaging waste.

The most common flexible packaging solutions in healthcare settings typically consist of polyethylene and multiple other material types, including polyester, EVA and polyamide. These combinations of different resins have historically been a challenge for recyclers to recycle and resell. Fortunately, technology is taking big steps and the automatic recognition of different polymers is much easier now, compared to some years ago. There are also more and more companies being established to utilize these recycled plastics.

At Wipak, we are continuously looking for ways to improve the recyclability of our flexible packaging solutions, putting a strong focus on the materials we use, how easy they are to recycle, and the potential uses of those materials in the future.

**Ultimately, patient safety must always be the top priority when it comes to healthcare packaging, and flexible plastics are one of the most efficient materials to package sterile medical supplies and prevent contamination.** However, if the healthcare industry is to continue using plastic packaging AND improve recycling and sustainability levels, then all those in the supply chain must be prepared to work together to develop, implement and measure more sustainable practices.

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# Wipak® Fitform
# Sustainable Packaging for Medical Devices

The new generation of thermoformable, PA/PE-based Fitform films were specifically developed as sterile barrier material for medical devices. A special feature is the film structure, which is up to 20% thinner than the market standard yet still provides a high mechanical strength.

Wipak® Fitform is also comparable to thicker composites in terms of its technical properties. The films are suitable for ethylene oxide and irradiation sterilization, and provide a safe barrier against microbial contamination. This prevents damage to and contamination of medical devices during their transport and storage.

Using thinner film also has a positive impact on logistics and processing. It results in more linear meters per roll, optimizes pallet and storage space capacity, and reduces roll changes. These in turn all lead to increased productivity and lower energy consumption at customer site.

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Close to Our Customers

# New Contacts for Sales and Service

## Bill Anderson

joined Wipak in May as new External Sales Executive for UK. He has been 35 years within UK Packaging Industry working for various companies, mainly in to Fresh Red Meat, Fish & Bacon markets.

## Andre Ellerbrock

joined Wipak in April as Area Sales Manager for Germany. He has many years of experience in sales and new business development.

## Karri Koskela

Starting 1st of August 2018 Karri Koskela is our new Vice President & General Manager of Wipak Group. He has been working for Huhtamaki, Suominen, Componenta and DS Smith Finnland.

## Schedule 2018

### Fairs and Exhibitions – Come and Visit Us!

**FOOD**

**Fachpack**
Nuremberg | Germany
25–27 September 2018

**Agroprodmash**
Moscow | Russia
8–10 October 2018

**Scanpack**
Gothenburg | Sweden
23–26 October 2018

**HEALTH**

**Medtec China**
Shanghai | China
26–28 September 2018

**WFHSS**
Mexico City | Mexico
31 October – 03 November 2018

**Compamed**
Dusseldorf | Germany
12–15 November 2018

## Wipak Academy 2018
## Food Packaging Seminar

**German language:** 21–22 November
**English language:** 28–29 November

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