PACKAGING INNOVATION

COVID-19

March | 2020

BULLETIN

FOOD & NUTRITION INDUSTRY INSIDER

FutureBridge

WHAT'S INSIDE!

The month of **March** saw multiple developments in the **Packaging Innovation trend**:

- The packaging industry experience both **positive** and **negative** impacts of the **COVID-19 pandemic**. The popularity of packaging with **protective barrier properties** against **viruses** is expected to **rise**.
- **Compostable packaging** segment is highly active in **North America** and **Europe** due to the looming plastic ban in Europe by **2021**.
- Companies such as **Aptar** are launching active packaging solution to gain from **consumer perception of virus protective properties**.
- Established companies such as Nestlé are launching recyclable packaging products and **developing their recycling programs**.

FOOD & NUTRITION INDUSTRY INSIDER

SPOTLIGHT

01 

Global impact of **COVID-19** on the **packaging** industry

02 colpac Schur sweetgreen SONOCO NEXTEK ECO PRODUCTS UPM.COM

Compostable packaging segment is active in **North America** and **Europe** due to increasing impetus on **lowering plastic usage**

03 InvisiShield™ Redefining food protection

Aptar launches **active packaging** solution - **InvisiShield**

04 Nestlé

Gerber launches baby food pouch made of **single-material**

Note: All the logos and news are hyperlinked to the respective sources

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SPOTLIGHT

Global impact of COVID-19 on the packaging industry

#COVID-19 #PackagingIndustry

- The **COVID-19 pandemic** is active on the world stage for a few months. The impact assessed herein are based on **FutureBridge's** point-of-view, based on talks we've had with other **industry insiders** and analysis of **market developments** to date.
- The **pandemic** offers an opportunity for the packaging industry to increase research and development of **anti-viral polymers**.
- The **increased** packaged food **demand** and **disrupted supply** chain is expected to continue in **2020**.
- The survey details on the **UK plastic** industry provides an insight on the **overall effect in the European region**, which is **severely affected by the pandemic** due to lockdowns.
- **Research** on the viability of **SARS-CoV-2** and **SARS-CoV-1** on plastic is expected to **reduce the usage of plastic** in the future.

Increased usage of packaging
- Both flexible and rigid packaging is experiencing a boost in use due to increased online deliveries and increase consumer demand. Companies such as DS Smith are developing delivery boxes to supply emergency provisions in Europe.

Increased hoarding of food products drives demand
- Panic buying of food products is largely responsible for the increased demand of packaged food products.

Packaging with barrier protection against viruses stand to gain from the pandemic
- Packaging such as Aptar's active packaging solution – InvisiShield is expected to gain from consumer perception of better barrier properties.

Increased waste
- Panic buying also has lead to increase packaging waste.

Disruption of supply chain
- Major producers of polypropylene, which is used to make plastic are situated in the North American and European region. While these regions undergo varied forms of lockdowns due to COVID-19 the supply chain is expected to be disrupted.

Long term effects of COVID-19 on packaging industry

- The viruses capability of being **viable on plastic** and **cardboard** surface is expected to increase interest in packaging that contain **anti-viral polymers**.
- The **cash incentives** are announced by **governments** of countries such as **Indonesia**, **Singapore**, and **Malaysia** to counter the impact of COVID-19. The incentives are expected to **promote economic growth** and relive **financial stress** in some segments.

Impact of COVID-19 on the UK plastic segment

80% companies expected **drop in turnover**

90% expected **impact** on **supply chain** over **next 3 months**

>50% stated impact on staff's **ability to work**

Source: Survey on the effects of Coronavirus on the UK Plastics Industry

Research

Aerosol and **surface stability** of **SARS-CoV-2** as compared with **SARS-CoV-1**

Conclusion: SARS-CoV-2 is stable on plastic and stainless steel and is viable up to 72 hours on these surfaces. SARS-CoV-1 was stable on plastic upto 72 hours.

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SPOTLIGHT

#Biodegradable #Compostable

- **Compostable plastics** are perceived by consumers to be more **sustainable** than their **non-biodegradable plastic counterparts**.
- **Compostable packaging** is expected to increase its active due to the **European Union** ban on single-use **cutlery**, straws, and stirrers by **2021**.
- **Plant fiber-based** packaging such as **cassava starch**, **sugarcane fiber**, and **wood fiber** allows companies to **decrease carbon footprint**.
- The **servingware segment** is increasingly moving towards the **compostable trend** as consumers are **avoiding single use plastic containers**.

Compostable packaging segment is active in North America and Europe due to increasing impetus on lowering plastic usage

Colpac (UK) **launches compostable heat seal sandwich pack**

- The entire pack can be **recycled** or composted according to EU Directive Standard EN13432. The pack is tamper proof and provides good fiber tear without the presence of plastics.

Eco-Products (US) **launches compostable servingware**

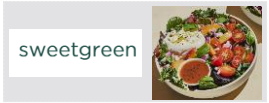
- The foodservice ware is composed of **sugarcane** and are line with **PLA** (Poly lactic acid) material derived from sugar cane, bamboo and other renewables. The product is **soak-proof** and is **compostable**.

Schur (Denmark) **launches fiber-based Schur Spoon**

- The **spoon** is made of **cardboard fibre** and can be delivered folded to consumers. The product is collaboratively developed by Schur Pack Denmark and Schur Technology.

Sweetgreen (US) **announces compostable bowls without PFAS**

- **Compostable bowls** contain no perfluoroalkyl and polyfluoroalkyl substances (**PFAS**). PFAS can accumulate and persist in the human body, drinking water, and soil thereby causing carcinogenic and immunological side-effects.

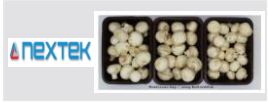


Natrellis (US) **launches sugarcane fiber-based bowls**

- The bowl is **ovenable**, and polyfluoroalkyl substances (**PFAS**) free. The bowl can be utilized for refrigerated, frozen, and prepared foods.

Nextek (US) **collaboratively develops compostable plastic film – BioFreshPak**

- The film is produced from waste **starch from cassava** processing. The packaging slows down moisture loss, increase food stability at high temperatures and is an **alternative** to bio-based polymer films such as **PLA** (Polylactic acid).



UPM (Finland) **develops wood-based material UPM Formi EcoAce**

- The material contains **cellulose fibers** and **PP polymers** from SABIC's TRUCIRCLE. Each tonne of the material save 3 tonne of greenhouse gas emissions.

#ActivePackaging #RecycledPolypropylene

- **Active Packaging** that provides protection of **food** from **bacteria**, **fungi**, and **viruses** are expected to increase in popularity due to the recent **COVID-19 pandemic**.
- **Single** packaging material allows for **easier recycling**. Established company **Nestlé** is investing in **recycling programs** to ensure proper **recycling channels** for their products.
- Nestlé's **signing** of **European Plastics Pact** is indicative of the company's commitment to make its packaging **100% recyclable or reusable**.

01 Mar 2020, Sunday

Aptar launches active packaging solution - InvisiShield

- Utilizes **3-phase Activ-Polymer technology**, that releases an **anti-pathogenic agent** into fresh-cut produce packaging
- Can **protect fresh-cut fruits**, **vegetables**, and **seafood** from **bacteria**, **fungi**, and **viruses**
- Integrated along with **sealed package**

- Does not affect the **organoleptic properties** of the fresh-cut produce
- The agent **cannot be detected by consumers** and disappears within **24-48 hours of activation**

Benefits

- The technology has received Generally Regarded as Safe (**GRAS**) status
- **Anti-pathogenic** technology helps in increasing the product's **commercial viability**
- **Consumers perceive** that **active packaging** provides **preventive measures** to ensure food remains uncontaminated.

Read this story

05 Mar 2020, Thursday

Gerber launches baby food pouch made of single-material

Features

- **100% recyclable**: Through Gerber's national recycling program in partnership with TerraCycle
- **Single Material**: Made up of polypropylene (PP)

Nestlé Gerber

Benefits

- The pouch is launched alongwith provision of infrastructure to **ensure recycling channels**
- The product is currently available in the US and Finland and is expected to be rolled out globally. Thereby strengthening **global recycling programs**

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