



# PACKAGING INNOVATION

August | 2020

BULLETIN

FOOD &  
NUTRITION

INDUSTRY  
INSIDER



FutureBridge

## WHAT'S INSIDE!

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

- **The recyclable packaging** segment is highly active with the majority of start-ups investing in research and developing value-added packaging technologies
- **Magnum** is building a strong **recycling channel** for the plastic industry with its **recycling process**
- Additionally, **Smurfit Kappa** and **United Caps** are developing innovative designs to meet the **consumer demand** for **convenience** and **eco-friendly packaging**
- Established player such as **GEA** has launched packaging machine, which would help to **reduce operational costs and energy use**

## SPOTLIGHT

01



Established beverage companies such as Coca-Cola and Heineken are switching from plastic to paperboard can-rings

04



GEA has launched new SmartPacker Twintube vertical packaging machine

## SPOTLIGHT

02



Start-ups are reshaping the packaging industry by exploring sustainable material alternatives

05



Smurfit Kappa has launched new SmartLife Bag-in-Box wine expertise service

03



Magnum has launched new tubs made with recycled plastic

06



United Caps has launched caps and closures for edible oils and vinegar

# SPOTLIGHT

## Established companies such as Coca-Cola and Heineken are switching from plastic to paperboard can-rings

### #RecycledPackaging #PaperboardRings

- Established F&B brand owners are focusing on continuing their expedition to replace their packaging materials with **100% reusable, recyclable, or compostable** by 2025
- Coca-Cola and Heineken introduce smartly designed, convenient plastic-free **paperboard can-ring for the cans**
- Increased consumer awareness** regarding the **destructive effect of plastics** is a **driving** factor for the **paper** packaging industry. Hence, F&B brand owners along with the technology developers like **WestRock**, E6PR, Hi-Cone, etc. are exploring the paper-based materials for developing packaging with caps and closures

#### Title: Coca-Cola introduces recyclable paperboard-based rings on can multipacks



- CanCollar**
- A paperboard packaging solution
  - Durable and environment friendly
  - Fully-recyclable composition
  - Plastic-free single-use packaging

**Key takeaway :**

- Coca-Cola European Partners (CEP) has collaborated with WestRock to provide recyclable and sustainable paperboard design packaging solutions in Balearic Islands
- In this partnership, Coca-Cola is aiming to remove all unnecessary or hard plastics to recycle plastic from its portfolio
- The company has a plan to remove 4,000 tonnes of hard to recycled plastic

#### Title: Heineken switches plastic rings for compostable cardboard



- Single-use plastic rings**
- A paperboard packaging solution
  - Environment friendly
  - Recyclable 100%
  - Plastic-free

**Key takeaway :**

- The Heineken company has invested USD 30 Million for compostable cardboards ring and production facilities at its UK sites
- The company has introduced environment friendly and 100% plastic-free, cardboard rings that connects beer bottles together
- Heineken's prospect includes a reduction of 517 tonnes of plastics

**Paperboard ring provider**

Company			
Product			

**Related Patent- Published in August month**

**Patent:** [USD854424S1](#)

**Title:** Edible beverage can-holder



**Patent:** [US20180016750A1](#)











**Title:** Edible Multi-Ring Can-Holder and Methods for Manufacturing Edible Can-Holders

# SPOTLIGHT

## Start-ups are reshaping the packaging industry by exploring sustainable material alternatives

### #RecycledPackaging #Start-ups

- Start-ups are actively seeking alternative materials such as waste, by-products, etc. for developing innovative packaging solutions
- Start-ups are primarily focusing on bio-based packaging, which have the features similar to plastics and can be a potential concept to replace plastics
- The negative environmental impact of plastic is enforcing the F&B brand owners to switch to more recyclable and biodegradable materials that reduce the carbon footprints and helps create a potential opportunity for the technology developing start-ups

Company	Founded Year	Company Overview	Sustainable Aspect for Packaging Concept				Material Source	Product Samples
			Compostable	Recyclable	Bio-degradable	Natural		
 arekapak	2018	Arekapak develops sustainable packaging design from the areca palm leaf that conserves water and energy consumption for production without added chemical substances. The company has also received funds from EFS and other industry stakeholders, recently	Low	Moderate	High	High	Areca palm leaf	
 NOTPLA	2014	Notpla develops single-use packaging from seaweed and plant sources. Notpla offers malleable packaging, perfect to store beverages, sauces and food. The company has received a total funding of USD 1.12 Mn	Low	Moderate	High	High	Seaweed	
 Lactips	2014	Lactips created water-soluble and biodegradable thermoplastic pellets based on casein, a milk protein. The packaging is used for a wide range of applications including food. The company has received USD 6 Mn of funding	Low	High	High	High	Milk protein (casein)	
 DO EAT	2013	Do Eat created a bioplastic, derived from potato industry residues like potato peel, wash water, and beer waste. The company has received USD 130 K	High	Low	High	High	Vegetables	
 Bioplas	2014	Bioplas develops compostable waste bags for food waste collection, agricultural mulch film, food flexible packaging, and more from certified Mater-Bi raw materials and compostable inks	High	High	High	Low	Waste	



#PackagingEquipment  
#RecycledPackaging

- Magnum, an ice cream giant, is investing in packaging **recycling program** to ensure proper **recycling channels** for their products
- Renowned equipment player such as GEA is focusing on building a strong channel for the SmartPacker Twintube vertical packaging machine to reduce operational costs and energy use

11 Aug 2020, Tuesday

Magnum has launched new tubs made with recycled plastic

- Innovative advanced recycling technology allows to create new certified recycled material
- Magnum tubs can be reused and recycled
- Recycled plastic is used for manufacturing Magnum tubs to reduce the amount of plastic created

- Magnum is the first ice-cream brand to invent a new recycling technology and use recycled plastic within the ice cream industry
- The new tubs and lids are fully recyclable and are made with recycled polypropylene plastic (rPP)
- With this new approach, the company leads the food and refreshment industry towards a sustainable future and provides the way to a circular economy

Read this story

13 Aug 2020, Thursday

GEA has launched new SmartPacker Twintube vertical packaging machine

- The SmartPacker TwinTube reduces operational costs and energy use for sealing technology advances
- Suitable for packaging small-sized food products such as confectionery, dried fruits and nuts, and other on-the-go products

- GEA has launched new SmartPacker TwinTube vertical packaging machine in the UK market
- The new modular system increases functional efficiency, which promotes higher operational uptime and it is easy to use
- The new TwinTube also includes printers, labellers, and the vertical sealing unit

Read this story



12 Aug 2020, Wednesday

## Smurfit Kappa launches new SmartLife Bag-in-Box wine expertise service

### #Product Launch #RecycledPackaging

- The market for value-added packaging solutions is growing with the demand for consumer convenience
- Value-added packaging demand by the consumers include properties like **lightweight**, low cost, flexible, and easy molding along with **improved product quality and supply chain services**
- Players such as Smurfit Kappa has launched **SmartLife service** to improve the quality of product and help to increase the **shelf-life of the wine**

#### SmartLife service

- Improves shelf-life of boxed wines
- Uses a combination of top-class filling-performance diagnostics and practical training to identify opportunities for improvement within the supply chain
- Diagnostic process provides unique opportunity for customers to benchmark the oxygen level in the alcoholic beverage



**Smurfit Kappa**

- SmartLife service increase the shelf-life of the products, improve wine quality, and increase sales
- SmartLife service is used for the packaged wine, fruit juice, and water industries
- SmartLife service has helped Smurfit Kappa's to expand its business in Europe and America

[Read this story](#) ➔

23 Aug 2020, Wednesday

## United Caps launches caps and closures for edible oils and vinegars

#### Caps & Closures

- Easy-to-open, portion control, and drip-free
- Differentiated design, smart security, lightweight, sustainable, and affordable
- Easy flip, click, switch, and flow
- Top closure suitable for use with PET and glass bottles for both edible oils and vinegars



**UNITED CAPS**  
CLOSE TO YOU

- The new lids can help to reduce and control the drips, spills, and messes of liquid products.
- The new lids are convenient, smartly designed, clean, and tight, which help to keep the products fresh
- The new caps and closures are introduced in Southern Europe for vinegars, sauces, and dressings

[Read this story](#) ➔

**North America**

55 Madison Ave, Suite 400  
Morristown, NJ 07960  
USA  
T: +1 212 835 1590

**Europe**

Stadsplateau 7  
3521 AZ Utrecht  
The Netherlands  
T: +31 30 298 2108

**United Kingdom**

5 Chancery Lane  
London EC4A 1BL  
United Kingdom  
T: +44 207 406 7548

**Asia Pacific**

Millennium Business Park  
Sector 3, Building # 4, Mahape  
Navi Mumbai 400 710  
India  
T: +91 22 6772 5700