

Press release

Key players to advance polyamide based packaging through new Advanced Packaging Association

Brussels, 10th June 2024 - BASF, UBE, ENVALIOR, DOMO Chemicals and GRUPA AZOTY ATT Polymers are proud to announce the formation of the Advanced Packaging Association (APA) AISBL as a non-profit organisation that will shape the future of the flexible packaging value chain through fact-based sustainability assessment.

APA was first initiated in 2023 by key players in the polymer industry who came together to highlight the key role of polyamide as a high-performance material for recyclable packaging applications. As the packaging industry undergoes major changes, APA will provide evidence and new solutions to ensure the transition to sustainable products.

Polyamide has been a key material for advanced packaging for decades and is inherently respectful of the waste hierarchy. It enables the highest performance of a packaging while using the least amount of material. This provides the best protection for valuable goods at the best value for money in packaging production. Protecting valuable perishables with advanced polyamide packaging solutions helps reduce food waste.

APA's mission is to ensure that, by 2027, polyamide-based packaging is recognised as recyclable and sustainable, based on data and scientific evaluation, thereby making a significant contribution to preventing food waste and reducing raw material consumption. While the recyclability of polyethylene/polyamide packaging has already been proven through various protocols, the Association will continue to promote the positive contributions of this thinner and more robust packaging.

Data-driven insights for advanced packaging

"APA invites all actors in the value chain (including film producers, packaging converters, machinery manufacturers, recyclers, packaging initiatives, brand owners/food producers, retailers, private individuals) to join forces to confirm high performance packaging solutions as the most reasonable options to achieve food and plastic savings, or in other words, the best possible sustainability and circularity in advanced packaging. Join us in this noble and meaningful mission," APA President Nicola Bucchioni emphasised.

"Moving packaging design towards the use of a single material sounds like the perfect solution for packaging recyclability. In reality, it overlooks the real functionality of packaging - to protect valuable goods in the best possible way while using as little raw material as possible. Combining optimised functionality and minimised raw material use with recyclable packaging designs can be done with advanced packaging. APA is committed to delivering

these valuable data-driven messages to the relevant stakeholders in industry and government," said APA Vice President Paul Neumann.

APA aims to bring together stakeholders from across the flexible packaging value chain to raise awareness of polyamide-containing packaging, share knowledge and provide the resources to ensure that policy makers and the industry as a whole fully recognise the benefits of polyamide as a sustainable material in packaging.

For more information, visit www.advanced-packaging-association.org or contact info@advanced-packaging-association.org