

A Circular Solution for Flexible Packaging

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Abstract

The need to design and develop flexible packaging differently is imperative, Flexible packaging has for several years been the leading packaging format in respect of its annual growth rate. The use of flexible packaging as the vehicle to contain foods into the future faces a huge challenge, that is, its lack of recyclability because of its multi layered multi polymer structures, some of them with Aluminium foil as the primary barrier.

Development solutions to replace these highly functional, but environmentally challenging multi-layered structures calls for close and careful collaboration, an in-depth knowledge and understanding of the product is vital.

As more consumers become increasingly aware of the impact that packaging has on the environment, finding a solution is now a global priority. In South Africa, as with so many other countries in the world, packaging is still largely a linear commodity, used as a single serving item, with little consideration for its end of life.

At WW we share our journey to address this situation, Don Mac Farlane will share the WW journey and finding the solution to ensure we eliminate multi-polymer structures, even replacing alu foil as a primary barrier.

Now more than ever our consumers are choosing products that are packaged in environmentally considerate solutions, packaging is now seen as part of the product itself.

PRESENTER BIOGRAPHY: DON MAC FARLANE

Don has more than 30 years' experience in the Packaging Industry which covers Technical, Sustainability & New Product Development for FMCG, Medical & Pharmaceutical Packaging. Currently Don Mac Farlane is the Packaging Senior at Woolworths Foods, responsible for all aspects of their packaging portfolio. Previously Don held the position as Divisional Technical Manager for Nampak Flexible.