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Cámara Argentina de Fabricantes de Cartón Corrugado

EL FUTURO DE LA CAJA DE CORRUGADO

THE FUTURE OF BOX PACKAGING

25/02 | 10:00 a 12:00 HS
Hora Buenos Aires

09:00 - 11:00 pm, Beijing Time

THE FUTURE OF BOX PACKAGING

IMAGINITY®



25.feb.2022



IMAGINITY®

- Diseño de packaging
- Branding
- Morfología de envases y productos
- Consultoría de packaging
- Design thinking



imaginity.com

Packaging Consulting

- Gestión integral de packaging
- Ingeniería
- Factibilidad y desarrollo
- Consultoría
- Automatización



packconsulting.com

“Prediction is very difficult,
especially if it's about the future!”

Neils Bohr

Nobel Prize in Physics, 1922

Neils Bohr made foundational contributions to understanding atomic structure and quantum theory, for which he received the Nobel Prize in Physics in 1922.

Agenda

- Circular economy. Opportunity for cardboard boxes
- Other trends in circular economy packaging materials
- How does cardboard compares in secondary packaging?
 - Printing
 - Scale
- Opportunities in form factors



Global trend to limit single-use plastics...

Potential for corrugated cardboard.



Environment

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Single-use plastics

The EU is tackling the 10 single-use plastic items most commonly found on Europe's beaches, and is promoting sustainable alternatives.

Main law: [Directive on single-use plastics](#)

Entry into force: 2 July 2019

Connected topics: [Circular economy](#)  [Plastics](#)  [Sustainable development](#)  [Waste and recycling](#) 

Connected strategies: [Circular economy action plan](#) [Plastics strategy](#) 

Connected Commission priorities: [European Green Deal](#) 





Environment

[Home](#) > [Strategy](#) > [Circular economy action plan](#)

Circular economy action plan

The EU's new circular action plan paves the way for a cleaner and more competitive Europe.

The European Commission adopted the [new circular economy action plan \(CEAP\)](#) in March 2020. It is one of the main building blocks of the [European Green Deal](#), Europe's new agenda for sustainable growth. The EU's transition to a circular economy will reduce pressure on natural resources and will create sustainable growth and jobs. It is also a prerequisite to achieve the EU's 2050 climate neutrality target and to halt biodiversity loss.

The new action plan announces initiatives along the entire life cycle of products. It targets how products are designed, promotes circular economy processes, encourages sustainable consumption, and aims to ensure that waste is prevented and the resources used are kept in the EU economy for as long as possible.

It introduces legislative and non-legislative measures targeting areas where action at the EU level brings real added value.



3.3 Packaging

The amount of materials used for packaging is growing continuously and in 2017 packaging waste in Europe reached a record – 173 kg per inhabitant, the highest level ever. In order to ensure that all packaging on the EU market is reusable or recyclable in an economically viable way by 2030, the Commission will review Directive 94/62/EC 27 to reinforce the mandatory essential requirements for packaging to be allowed on the EU market and consider other measures, with a focus on:

- reducing (over)packaging and packaging waste, including by setting targets and other waste prevention measures;

- driving design for re-use and recyclability of packaging, including considering restrictions on the use of some packaging materials for certain applications, in particular where alternative reusable products or systems are possible or consumer goods can be handled safely without packaging;

- considering reducing the complexity of packaging materials, including the number of materials and polymers used.

As part of the initiative to harmonise separate collection systems referred to in section 4.1, the Commission will assess the feasibility of EU-wide labelling that facilitates the correct separation of packaging waste at source.

The Commission will also establish rules for the safe recycling into food contact materials of plastic materials other than PET.

The Commission will also strictly monitor and support the implementation of the requirements of the Drinking Water Directive to make drinkable tap water accessible in public places, which will reduce dependence on bottled water and prevent packaging waste.



State Plastic Bag Legislation

2/8/2021



State legislatures have considered a number of measures to reduce the prevalence of plastic bags at grocery stores and other businesses.

Reducing bag use can mitigate harmful impacts to oceans, rivers, lakes, forests and the wildlife that inhabit them. It can also relieve pressure on landfills and waste management.

While some states are focusing on implementing effective recycling programs, others are imposing bans or fees to discourage the use of plastic bags altogether.

STATES WITH ENACTED PLASTIC BAG LEGISLATION



- Bans *HI has a defacto statewide ban.
- Fees or Taxes *VA law allows localities to tax.
- Preemption
- No Statute



Thus, Chile is facing the 33,000 tons of plastics that are generated annually, where only 8.5% of the plastic consumed in our country manages to be recycled.

At the other extreme, about 900 thousand tons (91.5%) end up as garbage. Non-reusable glasses, cutlery, light bulbs and bottles that remain in the environment, causing irreversible damage to our ecosystems.

And it is precisely the **protection of the environment**, the main objective of the law that **prohibits the delivery and sale of plastic artifacts, such as plates, glasses and cutlery**, in addition to **ending the sale of products contained in containers or bottles** that are of plastic material or other material that is difficult to biodegrade.

Thus, from August 2024 (6 years after the publication of the law) it will be prohibited to deliver single-use plastics for consumption inside and outside establishments. The same rule will apply to the sale of food prepared in the premises of public agencies; however, it is stated that this will not apply if there are "sanitary, hygienic, emergency or safety reasons" that make it necessary to deliver single-use products.

Without prejudice to this, from February of next year (2022) the rule begins to govern, prohibiting the use of single-use straws, stirrers, cutlery (fork, spoon and knife) and chopsticks.


The law also establishes various regulations on plastic certification and provides that prepared food sales outlets that deliver single-use plastics may only do so if said supplies correspond to those for which the manufacturer or importer has obtained the certification. due certification by the Ministry of the Environment.

Regarding the returnability obligations for beverage marketers, it is established that in another 6 months, supermarkets must compulsorily offer returnable bottles and receive these containers from consumers. This norm will apply after two years for other beverage marketers.

In addition, it points out that certified plastics must be easily distinguishable for consumers and that disposable plastic bottles that are marketed must be made up of a percentage of plastic that has been collected and recycled within the country, in the proportions determined by regulation. composition that must be duly certified.



CONSUMERS ARE
DEMANDING
SUSTAINABLE
SOLUTIONS...



...AND STRICTER
REGULATIONS ARE BEING
IMPLEMENTED TOWARDS
CIRCULAR ECONOMY

Corrugated packaging: 100% circular



Bio-based and renewable:

Corrugated packaging paper is made almost entirely from natural resources with any new fibres used, the wood is harvested from sustainably managed forests.



Easy to recycle:

We're continuously increasing our use of recycled fibres, which now make up 88% of the raw material for new corrugated packaging.



Prevents food waste:

Production processes that kill microbes give corrugated packaging unique hygiene levels that prevent the cross-contamination and spoilage of fresh produce.



Adding value after use:

Today's market for recycled paper as a secondary raw material provides value to every stakeholder across the supply chain.



Eco-design built in:

Corrugated packaging can be easily shaped for cost efficient logistics, storage handling and recycling – saving time, energy and money while preserving the environment.



The real Circular Economy champion:

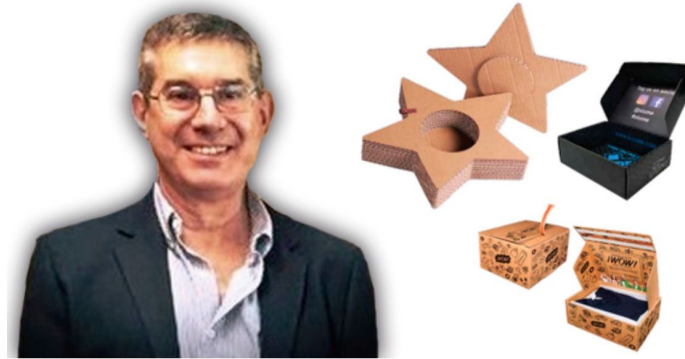
Recyclable, based on renewable sources and bio-degradable, corrugated packaging is circular by nature.

Corrugated will be the most used material in secondary packs

February 8, 2022

by [Mariano Saludjian](#)

0 comments 53 views on [News](#) ,



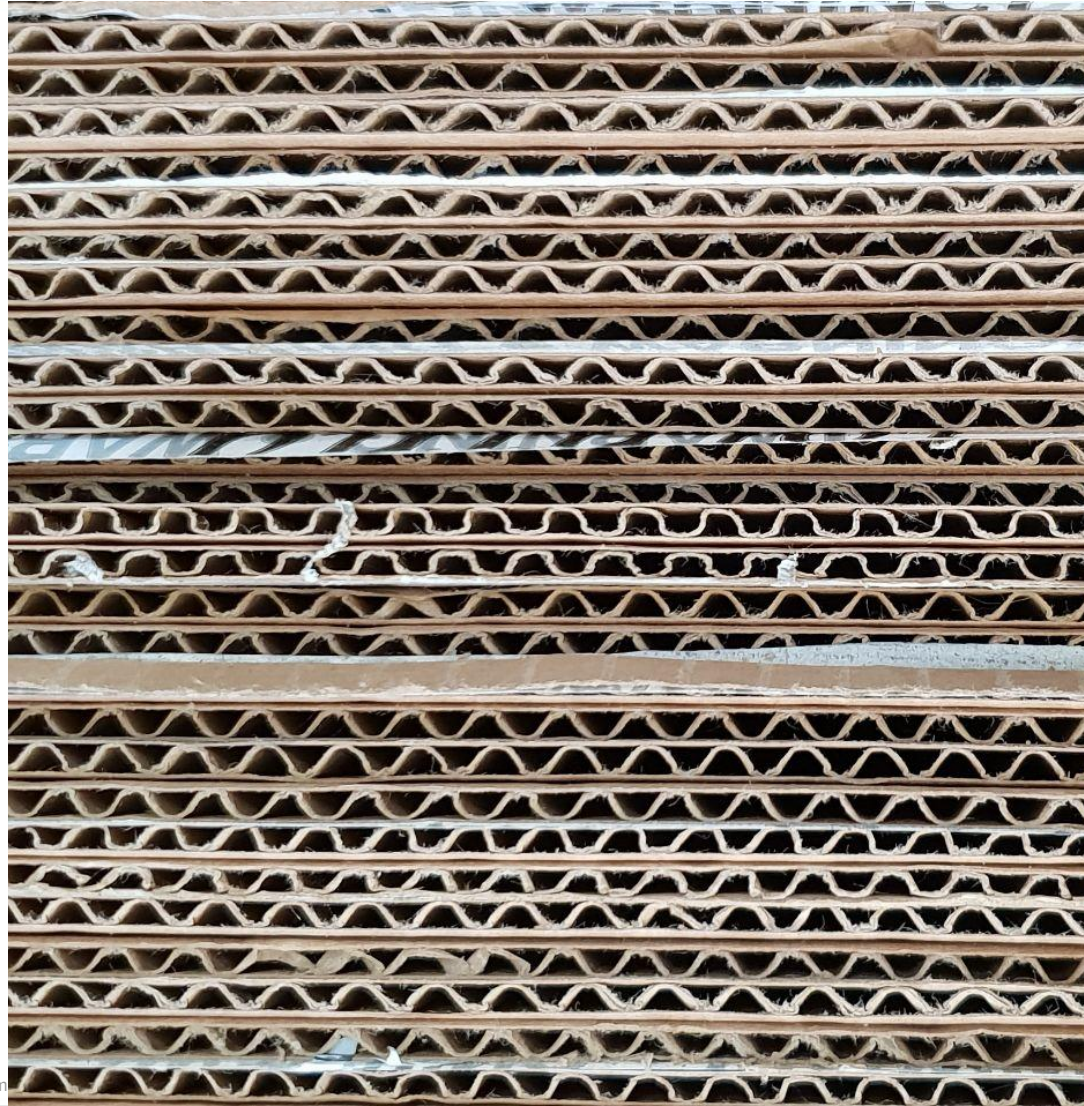
According to packaging expert Ricardo Dunogent, corrugated is gaining ground as the ideal solution for standard packaging

Ricardo Dunogent's more than 40 years of experience, working in packaging development research, allow him to have a broad vision of how the demands of the industry have varied, driven by the requirements of sustainability and productive changes towards the option of cellulosic packaging. Mostly corrugated cardboard, which is the best solution.

Ricardo Dunogent is responsible for Packaging Consulting Group, a design and consulting studio, with offices in Buenos Aires, Chile and Miami. In his years developing containers for the industry, he has seen how the demands have evolved, due to the demands of sustainability, towards containers and packaging made of materials with clear recyclability properties and that completely respect the environment.

"The world trend through the new generations with a greener vision than ever is forcing companies to focus on more noble and natural processes and materials with a tendency to zero environmental impact, and corrugated is one of them." The packaging specialist maintains in the article.

What else
can we do
to foster
corrugated
adoption?



Other packaging materials

Adapting to circular economy



Advantage Stretch Wrap

The game changer for pallets wrapping.

A circular and renewable material alternative to stretch film.
Recyclable and of high recycling value for the paper streams.



Water bottles made 100% with other bottles



Coke: Emphasis in returnable bottles



Coca-Cola To Take First-Ever 100% Recyclable Paper Bottles For Test Drive In Hungary

By  Sally Ho — Published on Feb 19, 2021 — Last updated Feb 19, 2021

ECO PACKAGING

ALT MATERIALS

GREEN BUSINESS



Corrugated cardboard in secondary packaging

Is it good enough?



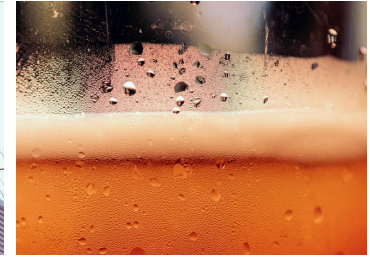
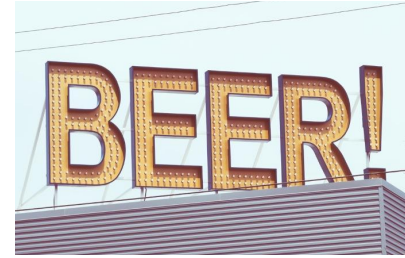
Is corrugated printing at par with other packaging materials



Can your company deliver this printed quality ?



Cardboard boxes provide
a craft and natural look,
that may be useful sometimes....



But sometimes you need Intense and Vibrant colors for cardboard boxes

Each style stands out and differentiates its flavor with color, and the importance of color printing in the secondary packaging.



Good quality cardboard printing match top quality printing on other substrates and makes the brand stand out.





High quality printing on cardboard is key to build brand equity.



Different Printing Technologies - Run-related



Long Runs:
Printed cans



Medium Runs:
Flexo printed sleeves



Short Runs:
Digital printed sleeves

What is the equivalent in corrugated boxes?

Corrugated options visually appealing and for shorter runs ?



international pack
for reference only

Craft Beer in cans exploded during the pandemic.
Over 50 new brands are sold in cans, without adequate secondary packaging.

Inspirational opportunities

Different form-factors



Beverage
Multipack



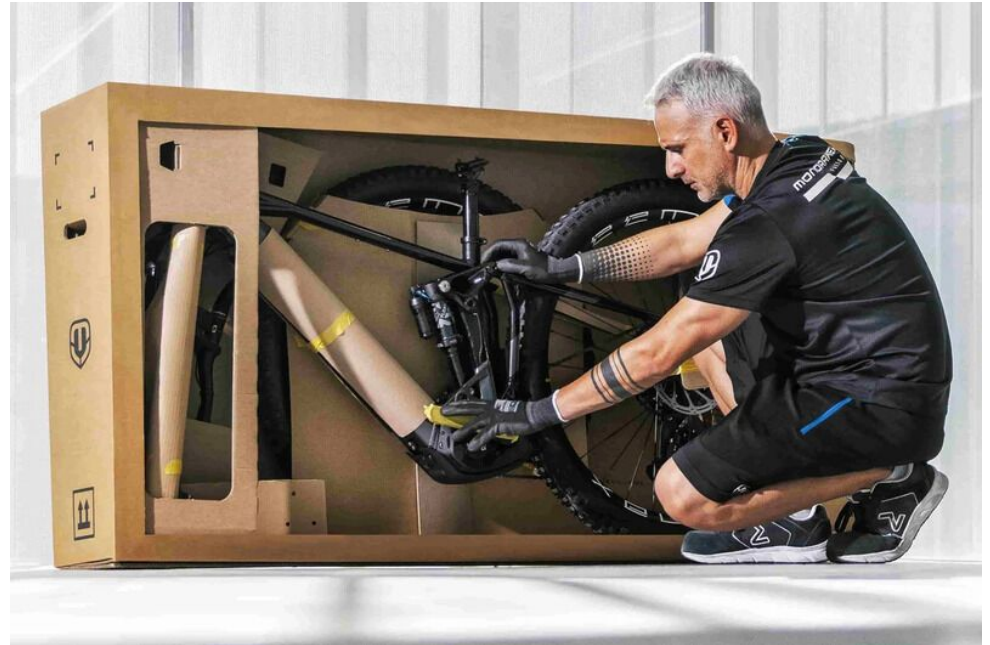
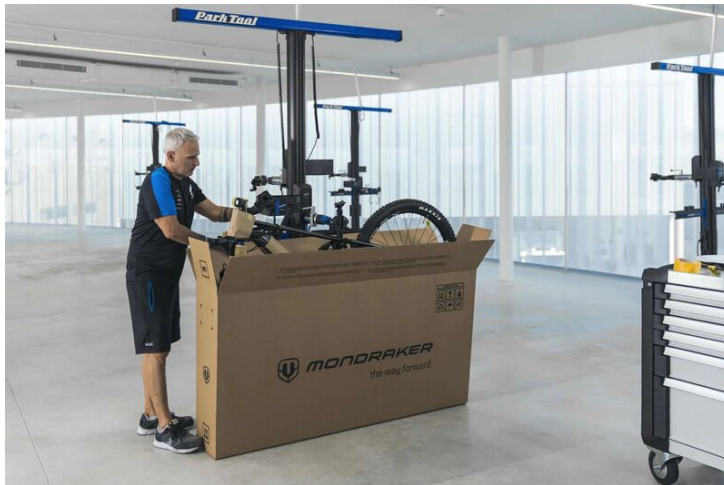
Structural pallet



Snack Boxes.



Plastic-Free and Recyclable Initiative for Bikes



A Colorful Store from Recycled Cardboard



Raw Pet Food in Eco-Friendly Boxes



Frustration Free Packaging



As you can see from the case studies above, when compared side-by-side to old packaging methods, recyclable packaging cuts down on waste and effort.

Corrugated trash & recyclable bins



The cardboard boxes
from Paul Frank.



Custom boxes



More product displays
based in corrugated
cardboard.



Trade Display



Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting.

Creative Packaging







Craft Beer
Multipack





The Starbucks Tea Boxes
Cost-Effective and Eco.



Transformative Cardboard Packaging

Now it seems like electronics giant, Samsung, is also hopping aboard the upcycle train by packaging their new lifestyle TVs in reusable boxes. Samsung's new reusable boxes can be transformed into anything from cardboard kitten homes to bookshelves, and even tiny end tables — stay tuned for everything you need to know regarding this seriously next-level form of reusable packaging.



Cardboard Beds for Tokyo 2020 Olympics



The bed frames, which are made out of recycled cardboard, will first be supplied to Olympic athletes. Following the Olympics, 8,000 of the bed frames will be reused by Paralympic athletes. After both Games, the beds will avoid landfill by being donated to national organisations.

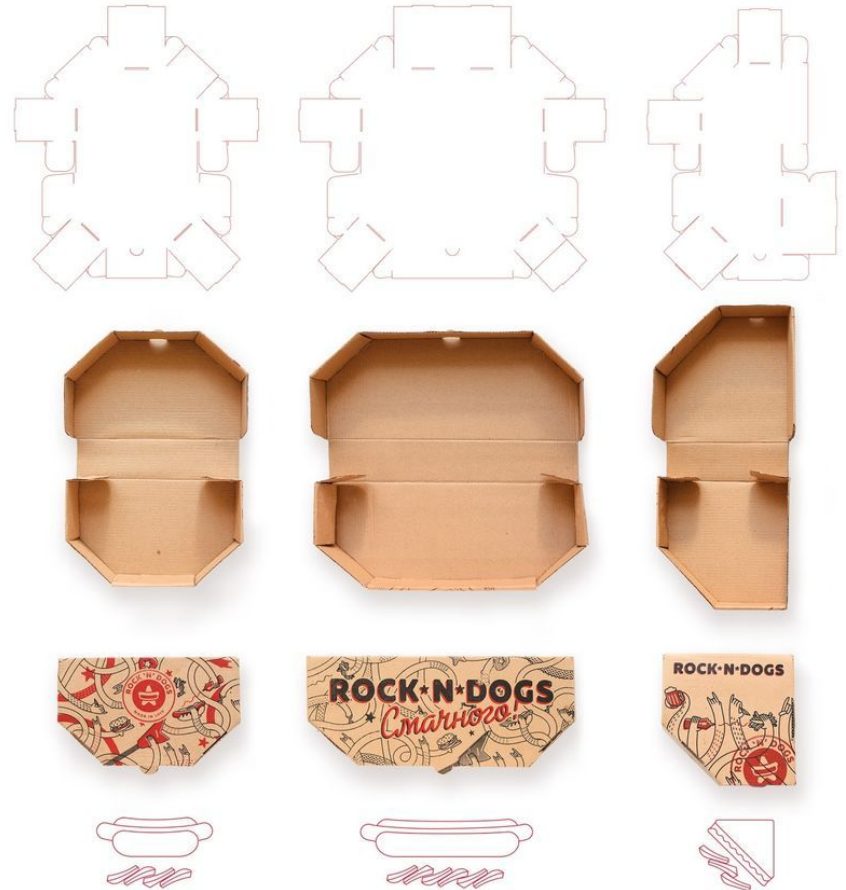
The beds have been designed to be extremely light and easy to assemble in order to ensure transferring the beds between locations is quick and efficient.



How to use
There are 3 components which are a body and two legs.
Open the case and combine each part as designed.

Foldable cardboard desk as a way to improve studying conditions for impoverished youth.

Food packaging



The packaging is crafted using only corrugated cardboard materials and designs are incorporated through a digital printing process.

THANK YOU!

IMAGINITY®

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