

Appointment at Marca for sustainable packaging

18 January 2017 at 2.30pm the workshop “Sustainable packaging: from eco-design to intelligent logistics” is due to take place.

Sustainability is a strategic objective for the production chain of packaging. Consumers seek functional safe and intelligent packaging with the lowest possible environmental impact. In the sector of grocery retail the requirements are even more pressing. Within this context the players in the production chain are demonstrating increasing transparency in their processes. These key points will be discussed during the coming edition of PACKAGING LAB at MARCA, a reference event for the leading groups involved in Grocery Retail (BolognaFiere, 18.19 January 2017).

The workshop, organized by the staff of Packagingspace (BE-MA Editrice) and by BolognaFiere, organiser of MARCA, will be presented by Chiara Bezzi, head of the packaging section at BE-MA Editrice. The event represents a key networking opportunity for the entire distribution and production chains involved in grocery retail.

The appointment will examine themes of eco-efficient packaging, capable of maximising its primary function while minimising environmental impact over its entire life cycle, from the extraction of the raw materials to their manufacture, from recycling to reclaimed material.

The development phases of packaging are, therefore, fundamental: eco-design is based on the consideration of environmental factors in the planning and development of products. Packaging developed according to the principles of eco-design is innovative with improved environmental performance, while guaranteeing higher quality, in accordance with market standards.

Further focus will be on smart packaging: intelligent packaging becomes an additional factor for efficiency in logistical processes: this involves the use of packaging with special identification codes that enable traceability and identification throughout the chain of processes until the final reclamation. This offers tangible advantages for business and the environment. The intelligent management of packaging at the end of its life cycle is one of the most pertinent themes and one in which technology plays an enabling role in new qualitative scenarios for the smart city.

Among the notable companies participating at the convention Mérieux NutriSciences Italia will examine the testing strategies to support eco-design, while Gruppo Pool Pack will focus on a project to encourage the introduction on the market of eco-designed projects with particular characteristics of sustainability and the reduction of environmental impact. There will then be a case study of the business network model 100% Campania for sustainable packaging to support grocery retail while Masterpack will illustrate how to enable packaging to be truly eco-friendly. Finally, Assovetro will take an in-depth look at the theme of sustainability in glass packaging, from design to recycling. The convention will conclude with a round table involving all of the speakers.