

WPS Insights

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This September edition of WPS Insights showcases four breakthroughs shaping the future of packaging. From bio-based collaborations in cosmetics and next-generation metalized films to plantbased hot food solutions and recyclable high-barrier papers, the focus remains on advancing sustainability, efficiency, and compliance. These developments highlight how brands, converters, and material innovators are aligning with regulatory demands and consumer expectations.



Everyday Beauty: Shiseido, Futamura, Iwatani, and LYB Collaborate on Bio-Based Packaging

A cross-industry collaboration to accelerate sustainable beauty

- Joint effort by LyondellBasell, Futamura Chemical, Iwatani Corporation, and Shiseido.
- Incorporates CirculenRenew bio-based polypropylene (PP) with certified renewable content.
- Applied in outer packaging films for Shiseido's Clé de Peau Beauté line.
- Drop-in solution compatible with existing processing equipment.
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■ Strategic alignment

- Shiseido aims for a sustainable beauty industry by 2030
- Futamura expands SusFi® sustainable films.
- Iwatani to handle 100,000 tons of bioplastics by 2027

Lessons and Actionables

Cross-industry collaborations can fast-track bio-based adoption.
Evaluate renewable PP blends as drop-in solutions to cut emissions
without disrupting existing operations.



ExxonMobil Leads Collaboration to Develop More Efficient Metalized Films

Introducing VMPE film as a recyclable, high-barrier solution

- Launch of ExxonMobil Signature Polymers brand, unifying its polyolefin portfolio.
- Challenge: conventional 3-ply PET-based vacuum metalized films face poor adhesion, weak barriers, and processing issues.
- Collaboration with BSKR, FLD, and Qinglan New Materials to develop VMPE film. barriers, and processing issues.
- Uses ExxonMobil's advanced polyethylene:
 - ▣ Exceed™ Tough+, Flow+, Stiff+ for strength, toughness, downgauging
 - ▣ Exxtra™ Seal for low-temp sealability.
- Structure: BOPP/VMPE laminate, 100% polyolefin. Eliminates PET, improves recyclability.
- Benefits: superior OTR/WVTR barrier, mechanical strength, sustainability, and processing efficiency.



Lessons and Actionables

VMPE represents a viable next-gen replacement for PET-based metalized films. Explore high-barrier formats to align recyclability with commercial performance.

Sabert Teams Up with Flexeserve on Plant-Based Hot Food Boxes

PulpUltra brings recyclable, PFAS-free solutions to food-to-go packaging

- Sabert Europe + Flexeserve launch PulpUltra: recyclable hot food boxes with 95% plantbased fibers and no intentionally added PFAS.
- Features: moisture/grease resistance, freezer-safe, chill-safe, hot-fill compatible, EU/UK regulation compliant.
- Showcase: ExCel London tradeshow (Sept 24–25) alongside Sabert's Hot & Tasty and Fastpac ranges.
- Hot & Tasty: Paper-based takeaway packaging (burgers, noodles, trays, carry packs),
- Fastpac: Microwavable, leak-resistant, uses 30% recycled PP + 30% organic minerals/talc, incorporates internal PP waste. recyclable and space-efficient.
- Strategic context: follows Sabert's acquisition of Colpac (UK), strengthening its food service portfolio.

Lessons and Actionables

Food-to-go formats are shifting toward fiber-based and PFAS-free materials. Adopt compostable and recyclable ranges to meet regulatory and consumer pressures.



Sappi Introduces High-Barrier Papers for Primary Packaging

Guard Pro OHS and OMH extend recyclable mono-material options

- Sappi Europe launches Guard Pro OHS (heat-seal) and Guard Pro OMH (cold-seal) papers
- To be showcased at FachPack 2025 (Sept 23–25, Nuremberg).
- Applications: snacks, dry foods, ice cream flow-wraps, hygiene products, children's items.
- Sustainability: recyclable mono-material paper, designed for EU PPWR compliance.
- Guard Pro OHS:
 - ▣ Oxygen, vapor, grease, MOSH/MOAH barriers.
 - ▣ Extends shelf life, preserves aroma, food-contact safe.
 - ▣ Natural or gloss finish; toy safety compliant.
- Guard Pro OMH:
 - ▣ Smooth surface for metallization & ultra-high barrier.
 - ▣ Offered in uncoated natural and glossy versions.
- Market impact: recyclable high-barrier papers that replace multilayer foil and plastic.

Lessons and Actionables

Barrier paper innovations offer recyclable alternatives for high-performance packaging. Incorporate mono-material papers to meet PPWR mandates without sacrificing protection.



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