



Web Packaging Solutions
TRUSTED PARTNERS FOR FLEXIBLE PACKAGING

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February's developments shows the packaging industry moving from sustainability intent to operational execution. Compliance, recyclability infrastructure, standardized systems, and performance-backed alternatives are now shaping competitive positioning across healthcare, food-service, retail, and flexible packaging.

EXECUTIVE TAKEAWAYS

Compliance is becoming evidence-driven



EU PPWR enforcement timelines and the U.S. PACK Act signal a shift from sustainability claims to verifiable documentation and standardized frameworks.

Infrastructure economics are central to circularity



Flexible film recycling and PCR scaling depend on financial viability across recovery systems - not just material innovation.

Paper and fiber alternatives are scaling



Agricultural waste-based and PFAS-free fiber formats are moving beyond pilots into market-wide deployment.

Convenience and operational agility remain critical



Easy-open formats, low MOQs, and pre-made solutions show speed-to-market and system efficiency remain strategic differentiators.

SÜDPACK Medica Introduces Pre-Made Pouch Service for Healthcare Industry

WHY IT MATTERS

Healthcare packaging is shifting toward standardized, compliant solutions that reduce procurement complexity while maintaining strict quality standards.

EXECUTIVE TAKEAWAYS

- ◆ Launch of “MedHub” pre-made pouch ordering service
- ◆ Designed for healthcare sector applications
- ◆ Orders available via phone, email, and online
- ◆ Produced in ISO-certified cleanrooms
- ◆ Available in standard sizes with defined batch quantities
- ◆ Reduces complexity and lead times versus custom pouch production

LESSONS & ACTIONABLES

Standardized, ready-to-deploy packaging models can shorten supply cycles while maintaining regulatory compliance.



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ePac Flexible Packaging Unveils Easy Open Barrier Films

WHY IT MATTERS

Consumer convenience and operational flexibility are becoming integrated design priorities in competitive food packaging segments.

EXECUTIVE TAKEAWAYS

- ◆ Easy Open Barrier Films launched for coffee brands in North America
- ◆ Smooth peelable opening eliminates need for scissors or tear notches
- ◆ High-barrier protection preserves aroma and freshness
- ◆ Available in rollstock and quad-seal formats
- ◆ Compatible with vertical and horizontal form-fill-seal systems
- ◆ Low minimum order quantities and fast shipping
- ◆ Digital printing enables rapid turnaround
- ◆ On-demand ordering reduces inventory and waste

LESSONS & ACTIONABLES

Packaging that integrates convenience, production flexibility, and waste reduction strengthens both brand value and operational resilience.



Sabert Rolls Out PFAS-Free Fiber-Based Packaging Across Europe

WHY IT MATTERS

PFAS restrictions and EU regulatory tightening are accelerating the transition toward certified, fiber-based alternatives at scale.

EXECUTIVE TAKEAWAYS

- ◆ Launch of PULPUltra™ across Europe, UK & Ireland
- ◆ Made from over 95% bagasse fibers
- ◆ No intentionally added PFAS
- ◆ Suitable for hot foods and ready-to-eat meals
- ◆ Freezer, microwave, and oven compatible
- ◆ Meets EU PPWR requirements
- ◆ Recyclable under UK methodology
- ◆ Certified industrial compostable
- ◆ Silver award in Green Apple Awards

LESSONS & ACTIONABLES

Regulatory-ready fiber solutions that balance performance and compliance are moving from optional to strategic necessity.



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Organic Spices Move to Recyclable Agricultural Waste Pouches

WHY IT MATTERS

Paper-based and agricultural residue materials are demonstrating measurable emissions reduction without disrupting existing production systems.

EXECUTIVE TAKEAWAYS

- ◆ Foodie & Friends adopted recyclable pouches made from agricultural waste
- ◆ Material “Hazelsun” supplied by One.Five
- ◆ Produced from fibers sourced from agricultural residues
- ◆ Manufactured using 100% renewable energy
- ◆ Fully recyclable in European paper waste systems
- ◆ Over 30% CO₂ reduction vs Polypropylene films
- ◆ Compatible with existing packaging equipment
- ◆ Provides required aroma, moisture, and light barrier

LESSONS & ACTIONABLES

Drop-in sustainable materials that require no equipment modification lower the barrier to circular transitions.



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The PACK Act Reshapes U.S. Packaging Sustainability Claims

WHY IT MATTERS

Environmental claims are moving under standardized federal oversight, reducing fragmentation and raising verification standards.

EXECUTIVE TAKEAWAYS

- ◆ PACK Act of 2025 introduced at federal level
- ◆ Establishes national framework for recyclable, compostable, reusable claims
- ◆ Overseen by Federal Trade Commission
- ◆ Requires scientific verification and accredited third-party certification
- ◆ Pre-empting conflicting state-level rules
- ◆ Supported by major consumer brands

LESSONS & ACTIONABLES

Evidence-backed claims and certified verification systems will define credibility in U.S. packaging markets.

Emerald Packaging Joins the U.S. Flexible Film Initiative

WHY IT MATTERS

Recycling flexible films depends on coordinated infrastructure investment and economic incentives across the value chain.

EXECUTIVE TAKEAWAYS

- ◆ Emerald becomes first flexible packaging manufacturer to join USFFI
- ◆ Initiative builds scalable circular system for flexible plastic packaging
- ◆ Provides financial support to materials recovery facilities and recyclers
- ◆ Initial focus in California
- ◆ Aligns with SB 54 recyclability mandate by 2032
- ◆ Aims to improve sorting, processing, and supply chain reintegration

LESSONS & ACTIONABLES

Circularity will scale when recycling economics become viable - collaboration across manufacturers and recovery systems is essential.



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EU PPWR Drives Shift to Evidence-Based Compliance

WHY IT MATTERS

The EU's Packaging and Packaging Waste Regulation introduces enforceable sustainability benchmarks with clear compliance timelines.

EXECUTIVE TAKEAWAYS

- ◆ PPWR enforcement begins 12 August 2026
- ◆ Applies to all packaging placed on EU market
- ◆ Mandates recyclable packaging by 2030
- ◆ Increases recycled plastic use
- ◆ Promotes reuse, refill systems, and harmonised labeling
- ◆ Requires transparent material data and documentation
- ◆ Non-compliance risks penalties or market restrictions

LESSONS & ACTIONABLES

Data governance, traceability, and measurable recyclability metrics are becoming prerequisites for EU market access.



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