

WPS Insights

May 2025



This May edition of WPS Insights curates four strategic developments at the intersection of sustainability, performance, and regulation all with direct implications for packaging decision-makers. From PureCycle's breakthrough in BOPP film trials to Stora Enso's renewable folding boxboard, and from evolving U.S. trade duties to China's sweeping packaging reforms each story offers a lens into where the industry is headed.

If you're steering innovation, supply chain strategy, or brand sustainability, these aren't just updates they're signals. We invite you to read on, extract the lessons, and act where it counts.



PureCycle's PureFive™ Resin Advances in BOPP Film Trials

PureCycle Technologies has reported successful industrial trials of its high-purity recycled polypropylene, PureFive™, in BOPP film applications. Developed using a patented dissolution process, PureFive™ blends recycled content without compromising performance, offering a potential drop-in alternative to virgin PP for flexible packaging. Trials conducted by Brückner Maschinenbau in Germany used blends of 15% to 50% PureFive™ resin, with successful extrusion and performance similar to virgin PP.

LESSONS

Recycled polypropylene is closing the performance gap

PureFive™ matches virgin resin standards in extrusion and film quality.

Drop-in recyclates simplify manufacturer adoption

A single-pellet solution reduces reformulation and retooling efforts.

Collaboration accelerates credibility

Partnering with Brückner Maschinenbau lends technical validation and market readiness.



ACTIONABLES

Assess recycled PP integration

for film applications like food packaging, labels, etc.

Explore tech partnerships

to fast-track development and de-risk material shifts.

Highlight purity and performance

in your sustainability storytelling.

Stora Enso Launches Performa Nova — A Renewable Folding Boxboard for Food Packaging

Stora Enso introduces Performa Nova, a renewable and recyclable folding boxboard designed for the packaging of dry, frozen, and chilled foods, as well as chocolates and confectionery. Made with FiberLight Tec technology, this board offers strength and efficiency, making it a sustainable alternative to traditional packaging solutions. Performa Nova, is manufactured at Stora Enso's Oulu, Finland facility.

KEY FEATURES

Renewable & recyclable:

Reduces environmental impact, ideal for food packaging.

FiberLight Tec:

Strong, lightweight structure with reduced material use.

Versatile applications:

Suitable for dry, frozen, chilled foods, chocolates, and confectionery.

Printing efficiency:

High-quality surface for superior printing.

Food-safe:

Compatible with barrier coatings for product integrity.



LESSONS

Sustainability is critical

Renewable packaging solutions are becoming essential as demand for environmentally friendly options increases.

Material efficiency drives cost savings

Reducing raw material usage while maintaining performance is key to staying competitive.

ACTIONABLES

Switch to renewable packaging solutions

to align with sustainability goals and future-proof your business.

Adopt material-efficient technologies

like FiberLight Tec to reduce costs while maintaining product quality.





Duties coming on aluminum containers from China following US trade ruling

The U.S. is adding new duties on aluminum containers from China following an ongoing investigation by the U.S. International Trade Commission (USITC). This action is part of continued efforts to address unfair trade practices, including trans-shipping and market distortion caused by Chinese subsidies.

KEY DETAILS:

New Duties:

Additional tariffs will be placed on top of existing Trump-era tariffs, impacting aluminum container imports.

AFCMA's Role:

Led the petition citing harm to domestic producers due to low-priced Chinese imports and plans to address trans-shipping practices.

USITC Investigation:

Full report on aluminum container imports expected by May 26, with a ruling likely to favor U.S. manufacturers.

Transshipping Concerns:

Transshipping Concerns: Evidence indicates that Chinese containers are being routed through Southeast Asia to bypass U.S. tariffs, especially from Thailand and Vietnam.

Industry Support:

The Aluminum Association, while not directly involved, supports the investigation and raises concerns over broader trans-shipping practices.



LESSONS

Risks of Transshipping in Global Supply Chains -

The practice of rerouting goods through third-party countries to circumvent tariffs demonstrates the complexities of modern supply chains and the potential for regulatory evasion.

ACTIONABLES

Develop a Proactive Trade Compliance Strategy -

Monitor changes in global trade tariffs and duties regularly to anticipate shifts in your supply chain and pricing strategies.

Strengthen Supplier and Importer Due Diligence -

Rigorously vet suppliers and third-party countries for any potential involvement in trans-shipping practices

China's New Regulations for Eco-Friendly Delivery Packaging

China's State Council is set to implement new regulations starting June 1, 2025, aimed at promoting sustainability in the express delivery sector. With a focus on reducing packaging waste and enhancing recycling efforts, the rules require the use of recyclable or compostable packaging materials, limiting unnecessary repacking, and boosting the overall sustainability of the logistics industry.



LESSONS

Proactive Sustainability Planning Is Key -

The announcement of China’s regulations highlights the growing role of governments in driving sustainability.

Efficiency and Waste Reduction Go

Hand-in-Hand The regulations call for minimizing repacking and using recyclable packaging, underlining the importance of material efficiency in reducing waste.

Industry Collaboration Drives Success -

The push for collaboration between logistics firms, producers, and online platforms underscores the critical role of partnerships in achieving sustainability.

For inquiries & market intelligence:

info@webpackagingsolutions.com

Sources: PackagingStrategies.com, Packaging Digest,
Packaging-gateway.com



11200 Westheimer Rd #505,
Houston, TX 77042, United States



+1 832-341-1222



info@webpackagingsolutions.com