

WPS Insights

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Editorial Note

October's edition highlights the accelerating shift in the packaging industry toward circular, sustainable solutions. From recyclable mono-material pouches to upcycled films made from food waste, companies are innovating to reduce plastic waste, meet regulatory targets, and deliver sustainable consumer solutions. Collaboration across materials science, coatings, and manufacturing is proving critical in shaping the future of packaging.



Siegwerk and partners launch recyclable pouch for dry foods

First-of-its-kind mono-material pouch demonstrates scalable circular packaging innovation.

- Partnership between Siegwerk, Borouge, and TPN Food Packaging introduces fully recyclable stand-up pouch.
- Designed for oxygen-sensitive dry products like nuts and pet food.
- Monomaterial PE structure ensures stiffness, seal integrity, and printability.
- CIRKIT OXYBAR and CLEARPRIME coatings enable low oxygen transmission and efficient deinking.
- Supports circular economy by producing high-quality recycled PE feedstock.

Lessons and Actionables

- Cross-industry collaboration accelerates sustainable packaging adoption.
- Monomaterial solutions can replace multi-material laminates without compromising performance.
- Deinkable inks enhance recyclability and material value.



Dow, Macchi, and ITP develop a recycled mono-PE pouch prototype

Packaging innovation meets EU recycling targets with 50% chemically recycled content.

- Joint development of mono-PE pouch for food with gas and moisture barriers.
- 50% chemically recycled content, fully recyclable structure.
- Maintains safety, compliance, and performance for food-contact applications.
- To be showcased at the K 2025 trade show in Düsseldorf.
- Milestone in demonstrating the feasibility of high recycled content in food-grade packaging.



Lessons and Actionables

- Chemically recycled PE can significantly exceed regulatory minimums.
- Industry collaboration enables innovation in high-performance, sustainable packaging.
- Monitoring regulatory frameworks (like PPWR) is essential for compliance and sustainability goals.

Emerald Packaging and Walmart roll out 30% PCR potato bag

Retail packaging goes greener with the first 30% post-consumer recycled potato bag.

- Partnership includes Emerald Packaging, Idaho Package, Wada Farms, and Walmart.
- 12 SKUs launched; reduced 100,000+ lbs. of virgin polyethylene by June 2025.
- The initiative supports Walmart's Project Gigaton, which aims to reduce 1 billion metric tons of GHG emissions by 2030.
- PCR bags are cost-neutral and high-performing.
- This initiative paves the way for wider PCR adoption in the retail packaging sector.



Lessons and Actionables

- Retailers can drive sustainability by integrating PCR in high-volume SKUs.
- Collaboration across the supply chain maximizes the impact on emissions reduction.
- Cost-neutral solutions enhance the adoption of sustainable materials.



Flexible packaging industry shifts toward sustainability – 10 key September developments

Industry-wide initiatives point to circularity and reduced landfill dependence.

- Amcor tests chemical recycling of flexible packaging in the UK.
- FDA calls for child-resistant nicotine packaging.
- 40% of consumers prefer recycled-content snack packs.
- Charter Next Generation & Nova Chemicals collaborate on high-quality recycled PE.

- The US healthcare packaging market is projected at \$56.7B by 2033.
- The Recycling Partnership grants \$4.25M to Houston MRF.
- PAC Global webinar on cellulose-based films.
- Compostable bioplastics help divert food waste.
- Cannabis-based biodegradable film extends grape shelf life.

Lessons and Actionables

- Sustainability is becoming a competitive differentiator.
- Chemical recycling and compostable materials are gaining traction.
- Consumer preferences increasingly influence packaging choices.



Scientists develop plastic films from food waste

Upcycling food waste into biodegradable packaging films marks a breakthrough in the circular economy.

- Monash Engineering team produced ultrathin (20-micron) films from sugars in food waste.
- Films are compostable, flexible, and tunable for specific packaging needs.
- Potential applications include temperature-sensitive food packaging and medical films.
- Supports zero-waste, circular economy initiatives.

Lessons and Actionables

- Research-driven solutions can transform waste into high-value packaging materials.
- Biodegradable films may complement or replace conventional plastics in niche applications.
- Investment in R&D accelerates the shift toward circular economy models.



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