



# PackTheFuture

Sustainable Plastic Packaging Award 2018

## PRESS RELEASE

# LAUNCH OF THE 4<sup>TH</sup> EDITION OF “PACK THE FUTURE” CONTEST: THE EUROPEAN AWARD THAT DEMONSTRATES INNOVATION CAPABILITY OF PLASTIC & FLEXIBLE PACKAGING FIRMS

*Paris and Bad Homburg, March 2018* –**ELIPSO** and **IK**, the trade organisations representing the plastic & flexible packaging industry in France and Germany, are pleased to announce **the launch of the 4<sup>th</sup> PackTheFuture Sustainable Plastic Packaging Award**.

After only three editions, the « Pack The Future » Award has already become a leading reference in the plastic and flexible packaging industry at European level. It rewards manufacturers for their innovative and sustainable packaging solutions. Since 2017, the competition has been based on **four categories**: Ecodesign, Product Protection, Social Benefit and Save Food. Thus, participants have the opportunity to present different innovations.

This Europe-wide competition is the result of the cooperation of two trade organisations: **ELIPSO**, the Federation for plastic & flexible packaging firms in France, and **IK Industrievereinigung Kunststoffverpackungen e.V.**, the German Association for Plastics Packagings and Films. The PackTheFuture Award is designed to **promote the creativity and innovation potential** of the plastic and flexible packaging sector's businesses. Under a sustainable development rationale, these firms offer users **new packaging solutions that are efficient, attractive and environmentally-friendly**.

For this new edition, **ELIPSO** and **IK** are delighted to announce their partnership with the **ALL4PACK fair**, a must-attend event for the packaging industry. Throughout the event, visitors and exhibitors will have the opportunity to meet and discuss with our two trade associations on a **common stand**. As a result of this collaboration, the award ceremony for this fourth edition will take place on **November 27, 2018 at the ALL4PACK fair in Paris** to celebrate the best of plastic and flexible packaging. Press, media, partners, winners, sponsors and directors of member companies of ELIPSO and IK will be invited to this ceremony.

IK and ELIPSO are happy to inform you that Sun Chemical will be Gold Sponsor of the „PackTheFuture 2018” The Sustainable Plastic Packaging Award. Sponsorship opportunities are still available for companies.

We are pleased to remind you that our 2018 winners will be eligible to participate in the World Packaging Organization's World Packaging Competition (WPO).

**About the organisers:**

**ELIPSO** is the trade organisation that represents plastic and flexible packaging manufacturers in France. The plastic and flexible packaging industries employ 38,000 employees in 320 companies for annual turnover of €7.7 billion. These industries are active in every sector of industry and distribution (food & agriculture, beauty & health, personal care, cleaning, chemicals, industrial products, construction transport and logistics).  
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**IK**, Industrievereinigung Kunststoffverpackungen e.V., has more than 300 members and represents 80 % of the German plastic packaging market. In Germany, the companies in this sector employ more than 90,000 people for a total turnover of around €14 billion. IK is involved with the interests of the entire plastic packaging industry in Germany.

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The PackTheFuture Award 2017 is sponsored by Sun Chemical.



It will be held in partnership with the ALL4PACK exhibition in Paris.



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