

Parte 2 – Le Soluzioni

Horst Bittermann

Head of Marketing and Enduser
Mayr Melnhof Karton

Da Plastica a Cartoncino: Soluzioni di Food Packaging Compostabile





From Plastic to Cartonboard:

Food Packaging Compostable Solutions

Horst Bittermann, Mayr-Melnhof Karton
February 2020

Content

– AT A GLANCE –

1. A Paradigm Shift
 - Cartonboard – The Natural & Sustainable Choice
2. Plastic Substitution on Several Levels
 - Total Substitution / Partial Substitution
3. MM Karton enables Converters to Succeed
 - Barrier Cartonboard
 - Kraft & Natural Cartonboard
5. Sustainability @ MM Karton
6. Contact

1

A PARADIGM SHIFT

Packaging of TODAY

– E.G. FRUITS AND VEGETABLE SECTION –



2 Major Movements

– TO DRIVE THE CHANGE TO MORE SUSTAINABLE SOLUTIONS –

CONSUMERS DEMAND SUSTAINABLE PACKAGING



Consumers

- will switch brands, products, and retailers.
- want information on the packaging.
- want action – now!

EU LEGISLATION CIRCULAR ECONOMY PACKAGE



EU relies on three principles:

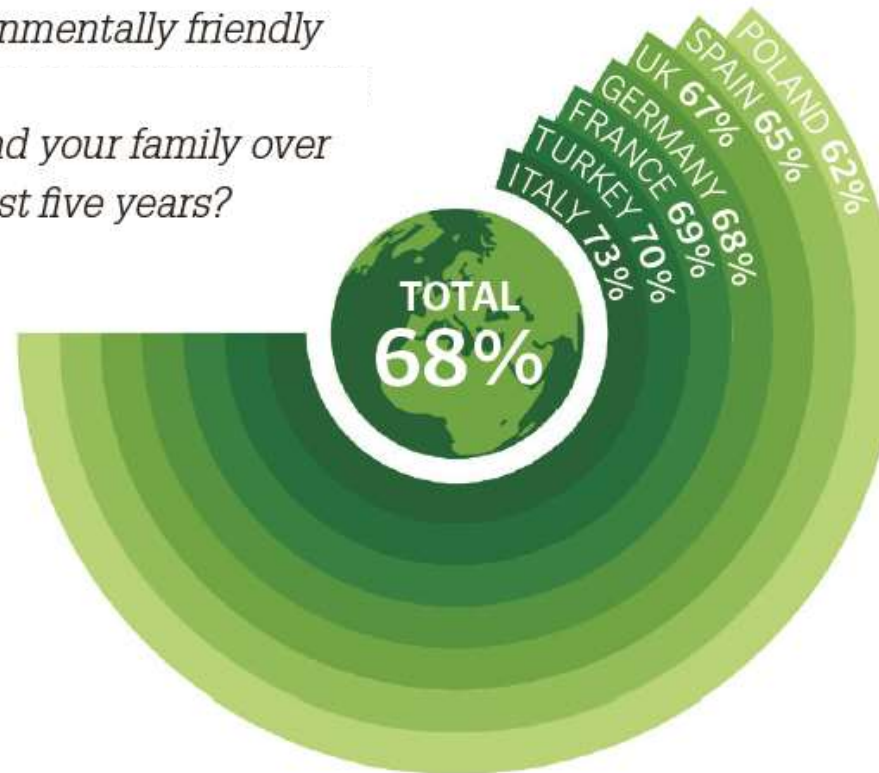
1. Re-using and recycling
2. Market bans and restrictions
3. Polluter pays



To what extent has being environmentally-friendly become more important to you and your family over the past five years?

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Base: Total Respondents (7.000) UK (1.000) France (1.000) Germany (1.000) Italy (1.000) Spain (1.000) Turkey (1.000) Poland (1.000)

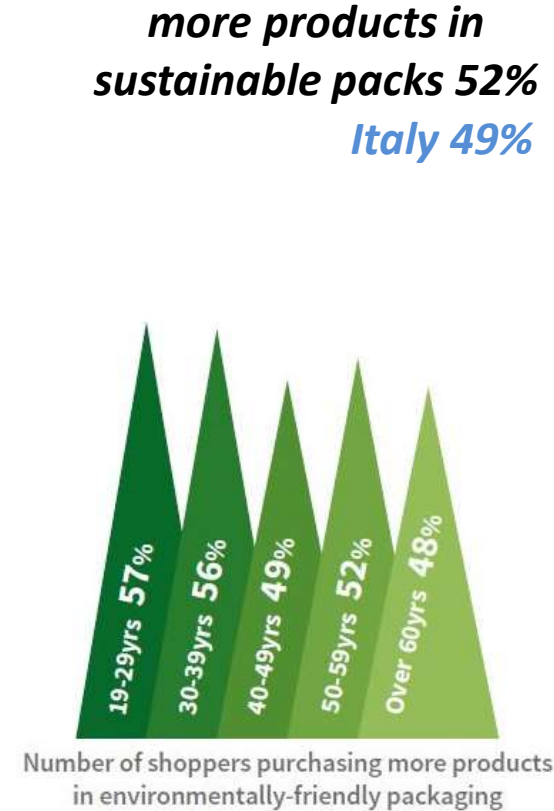
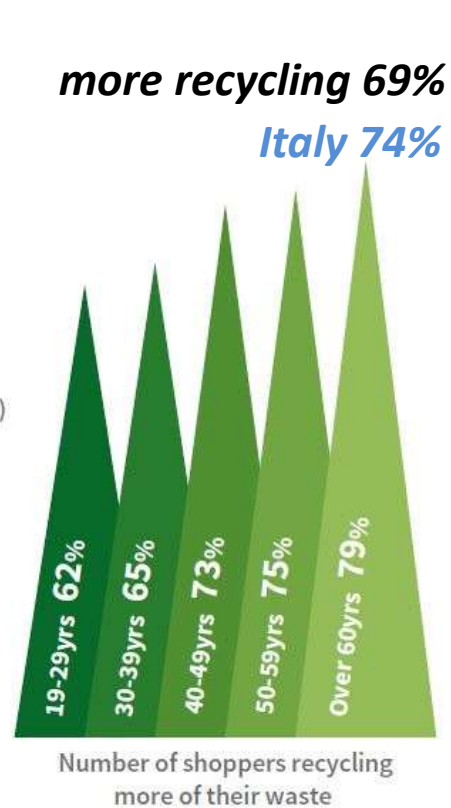
Source:
ProCarton / Coleman Parkes Research 2018



What have consumers changed in the last 12 months?

KEY Age group (all of Europe)

- ▲ 19-29 years old
- ▲ 30-39 years old
- ▲ 40-49 years old
- ▲ 50-59 years old
- ▲ Over 60 years old



less water consumption
49% *46%*

less purchase of products packed in plastics
44% *36%*

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EU STRATEGY

– EU CIRCULAR ECONOMY & PACKAGING STRATEGY – 3 PRINCIPLES –

Re-Use & Recycle

Market **BAN** &
Restrictions

Polluter pays
or tax

EU Circular Economy Package

– MILESTONES –

MAY
2018


EU PARLAMENT SETS AMBITIOUS RECYCLING TARGETS

EU DIRECTIVE ON PACKAGING WASTE	2017*
Recycling Targets – All Packaging	67 %
Paper and Cartonboard	85 %
Plastic	6 %**
Glass	74 %
Metal Packaging	80 %

*Source: EUROSTAT, 2020 / **European Parliament

Value Chain Alliance in Europe

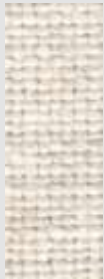
– FIBRE-BASED PACKAGING VALUE CHAIN COLLABORATION –

- 
- *Promote* fibre-based packaging in a circular and sustainable economy that minimises climate and environmental impact.
 - *Increase* awareness of benefits of fibre-based packaging materials.
 - *Advocate for EU legislation,*
 - product design for recyclability,
 - call for the development of optimised collection systems and appropriate recycling infrastructures
 - as well as education of the customer (labelling system).

Packaging of the FUTURE

– GOING NATURAL & SUSTAINABLE –

MATT



HAND-CRAFTED



PREMIUM



ORGANIC

RUSTIC



INDUSTRIAL



NATURE



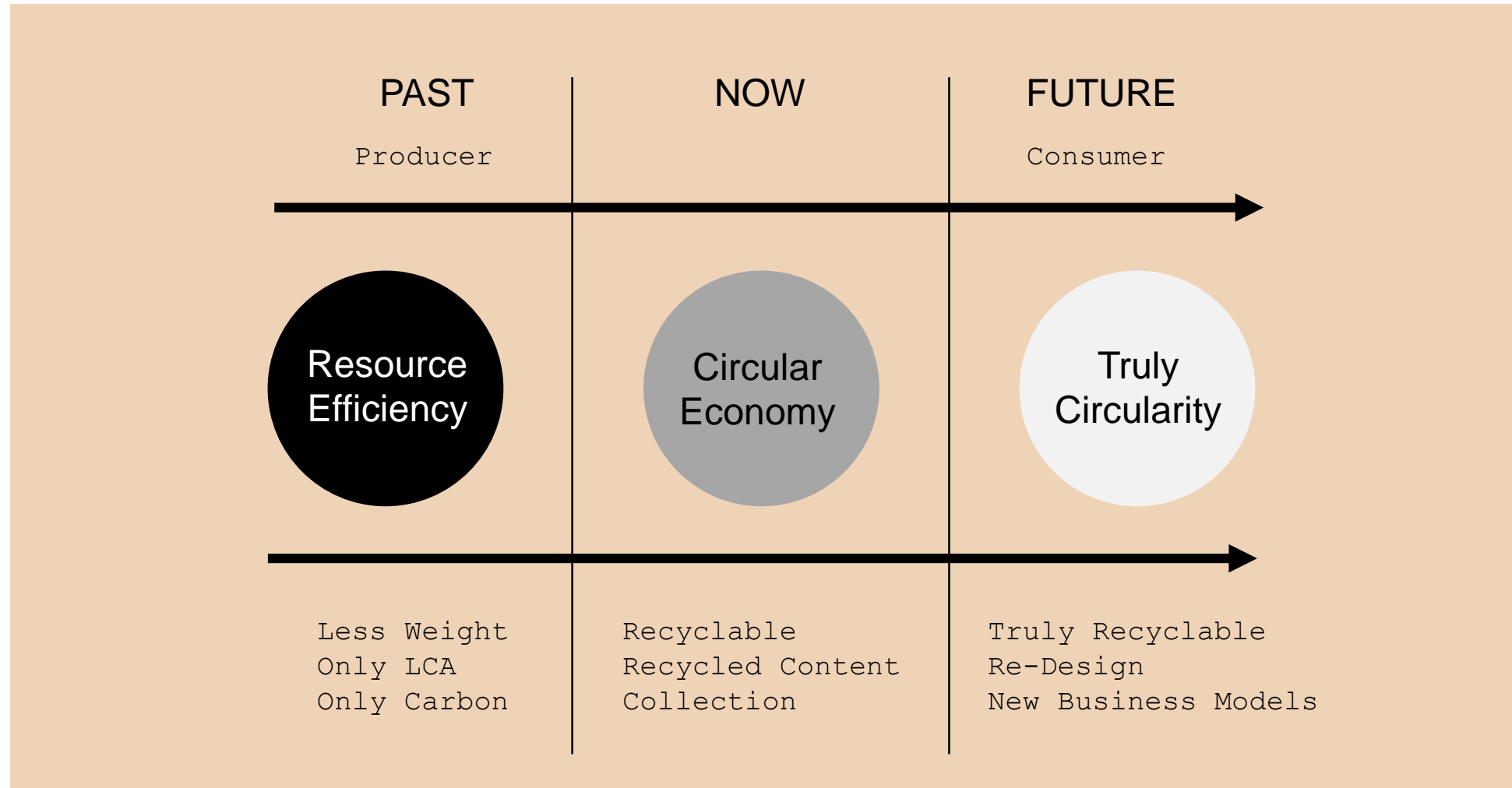
Packaging of the FUTURE

– GOING NATURAL & SUSTAINABLE –



Paradigm Shift

– TOWARDS A NEW CIRCULAR MODEL –



CARTONBOARD

Packaging from Nature,
Packaging for Nature.

RECYCLABLE



RENEWABLE



BIODEGRADABLE



2

PLASTIC SUBSTITUTION ON SEVERAL LEVELS

Plastic Substitution

– ON SEVERAL LEVELS –

TOTAL SUBSTITUTION



CHOCOLATE & CONFECTIONARY

PP or PET bag
on small
cartonboard packaging



FRUIT & VEGETABLE

fruit containers made
of PS, PET or PE
on cartonboard packaging

PARTIAL SUBSTITUTION



DETERGENTS & CLEANING PRODUCTS

compostable bagial



LIQUIDS

bag-in-box packaging
with
plastic pourer

TOTAL Substitution

– FIGHTING PLASTICS ON SEVERAL LEVELS –

FAST FOOD

WHAT
I AM



expanded polystyrene
container

WHAT
I CAN BE



cartonboard clamshell

GOOD
TO KNOW

From 2021, the EU Directive on single-use plastic products will prohibit oxo-degradable materials such as fast food containers made of expanded polystyrene.

Clamshell packaging made of cartonboard represents a proven sustainable alternative.

WHAT I
WAS...



SINGLE-USE
PLASTIC CONTAINER

WHAT I

AM...



McDonald's

FULLY BIODEGRADABLE CARTONBOARD PACKAGING

Browncolor from MM Karton

✓ **EU Single Use Plastics Strategy**
SUBSTITUTION of
Plastic Food Containers

3

MM KARTON
ENABLES
CONVERTERS TO SUCCEED

Cartonboard

– FROM MM KARTON –

BARRIER CARTONBOARD TO SUBSTITUTE PLASTICS



MIGRATION
BARRIER



MOISTURE
BARRIER



GREASE
BARRIER



MOISTURE AND
GREASE BARRIER

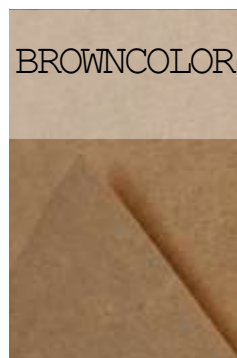


DEEP DRAWING
CARTONBOARD

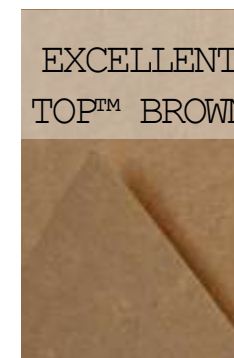
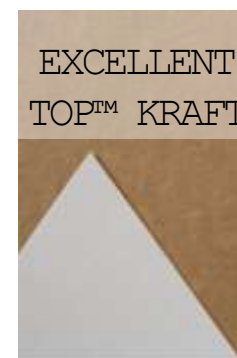
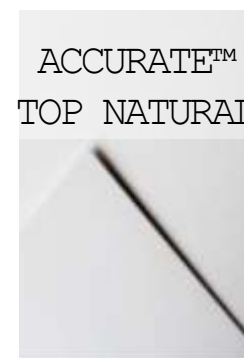


FUNGICIDE
TREATMENT

NATURAL CARTONBOARD TO COMMUNICATE NATURALNESS AT THE FIRST GLANCE



RECYCLED BOARD



VIRGIN FIBRE BOARD



Italian Retailer

FULLY RECYCLABLE PARTY PLATES

ACCURATE™ FREEZE GREASE from MM Karton

✓ **EU Single Use Plastics Strategy**
NO Plastic Plates by 2021



McDonald's

FULLY RECYCLABLE CLAMSHELLS

Topcolor™ & Browncolor

Excellent Top™ & Excellent Top™ Brown from MM Karton

✓ **EU Single Use Plastics Strategy**
Substitution of
Plastic Food Containers

RE-PACKING
NATURALLY



OTG / Meßmer

FULLY RECYCLABLE TEA PACKAGING

FOODBOARD™ from MM Karton

- ✓ **Mineral Oil Barrier**
NO Unintended Substances
- ✓ **Aroma Impermeability**
NO Plastic Wrap



Young's Seafoods

FULLY RECYCLABLE FROZEN FOOD PACKAGING

Accurate™ Freeze Grease from MM Karton

✓ **Plastic Substitution**
NO PE Lamination

RE-PACKING
NATURALLY



Hochland

MOSTLY RECYCLABLE CHEESE PACKAGING

Multicolor Belvedere™ Deep Drawing from MM Karton

✓ Plastic Reduction



Cartonboard

– FROM MM KARTON –

BARRIER CARTONBOARD TO SUBSTITUTE PLASTICS



MIGRATION
BARRIER



MOISTURE
BARRIER



GREASE
BARRIER



MOISTURE AND
GREASE BARRIER

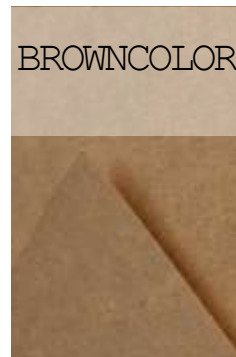


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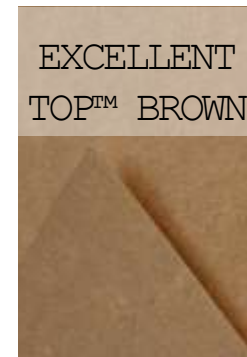
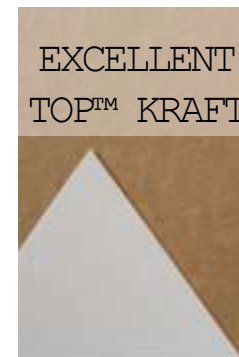
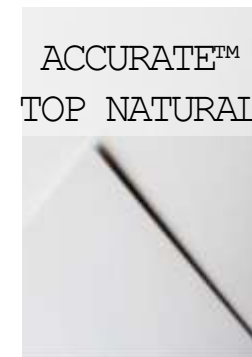


FUNGICIDE
TREATMENT

NATURAL CARTONBOARD TO COMMUNICATE NATURALNESS AT THE FIRST GLANCE



RECYCLED BOARD



VIRGIN FIBRE BOARD



alverde / dm

FULLY RECYCLABLE TOOTHBRUSH PACKAGING

Excellent Top™ Brown from MM Karton

✓ **Plastic Substitution**
NO Blister Packaging

RE-PACKING
NATURALLY



Barilla

FULLY RECYCLABLE PASTA PACKAGING

Accurate™ Top Natural from MM Karton

✓ **Natural Packaging**
MATCHES
Natural Content



Yeo Valley

YOGHURT SLEEVES

Supra™ Natural from MM Karton

✓ **Plastic Reduction**
Cartonboard
for more stability



Alpengummi

FULLY RECYCLABLE CHEWING GUM AND PRODUCT PACKAGING

Excellent Top™ Kraft from MM Karton



Austein Gård

FULLY RECYCLABLE STAWBERRY PACKAGING

UT Tray Black from MM Karton



**FULL
Plastic Substitution**



REWE

FULLY RECYCLABLE MANGO PACKAGING

Excellent Top™ Kraft from MM Karton

✓ **FULL
Plastic Substitution**



Hofer / Aldi Süd

FULLY RECYCLABLE KIWI PACKAGING

Excellent Top™ Kraft from MM Karton

✓ **FULL
Plastic Substitution**



✓ Plastic Substitution

Migros

RECYCLABLE TOMATO PACKAGING

Excellent Top™ Kraft from MM Karton

RE-PACKING
NATURALLY



Cult Caffè

FULLY RECYCLABLE COFFEE BEANS PACKAGING

Excellent Top™ Kraft from MM Karton



GOOD TO KNOW!

✓ Substitution of
Plastic and Aluminium
Composite Packaging



✓ AFTER
Plastic Reduction

Kellogg's

COOKIE PACKAGING

Accurate™ from MM Karton



BEFORE



PLASTIC FOIL

✓ AFTER
Plastic Substitution



BEFORE



PLASTIC FOIL

Côte d'Or / Chokotoff

CONFECTIONARY PACKAGING

Silvawhite™ from MM Karton



✓ AFTER
Plastic Substitution

BEFORE



PLASTIC WRAP AROUND

Notre Jardin / E.Leclerc

VEGETABLE PACKAGING

Printa™ from MM Karton

TREND will
continue...

CARTONBOARD

Packaging from Nature,
Packaging for Nature.

RECYCLABLE



RENEWABLE



BIODEGRADABLE



4

Sustainability @ MM Karton

A Long Tradition

– HARMONY BETWEEN ECONOMICAL, ECOLOGICAL AND SOCIAL RESPONSIBILITY –

ENVIRONMENTAL PROTECTION

Primarily processing recyclable and renewable materials

Resource efficient manufacturing through high-performance technology

EMPLOYEES

Most valuable asset of Mayr-Melnhof Group

Ongoing development of technical and personal skills of our employees creates environment for innovation

CUSTOMER ORIENTATION

Tailor-made customer solutions

High service orientation

Cooperation based on partnership

SUCCESS

Sustainability as management task

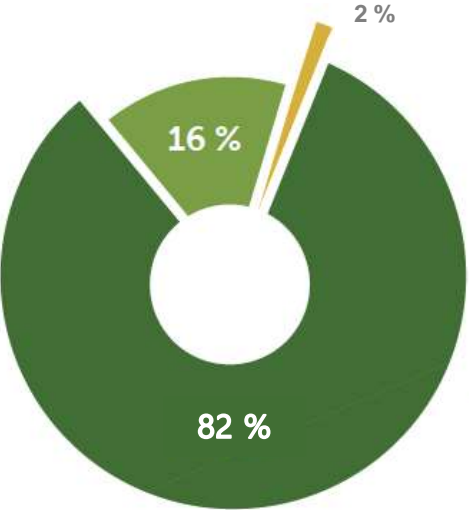
Ethical principles



Sustainable Resource Management

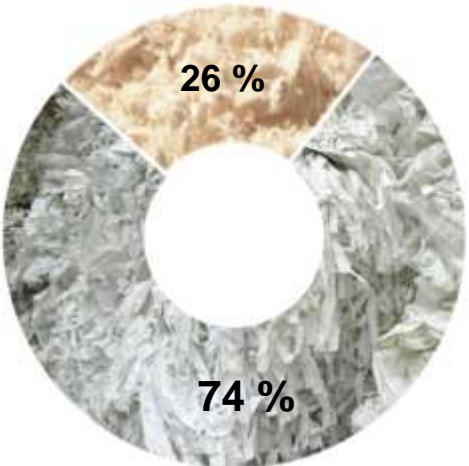
- 2018 -

ENERGY



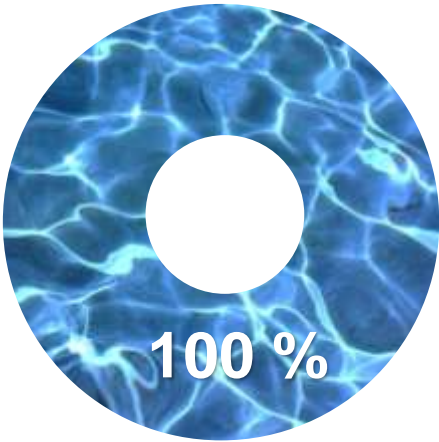
- Natural Gas
- Electricity Purchase
- Other
(e.g. biogas, hydrogen)

FIBRE



- Recycled fibre
- Virgin fibre

WATER



- Water from nearby rivers and ground water

Sustainable Resource Management

– ONGOING COMMITMENT –

ENERGY



since 2006 MMK has saved as much **energy** as **14.000** households use in 1 year

FIBRE



Fibres are recycled **> 25 times***

WATER



10 % of water remain in the product or evaporate

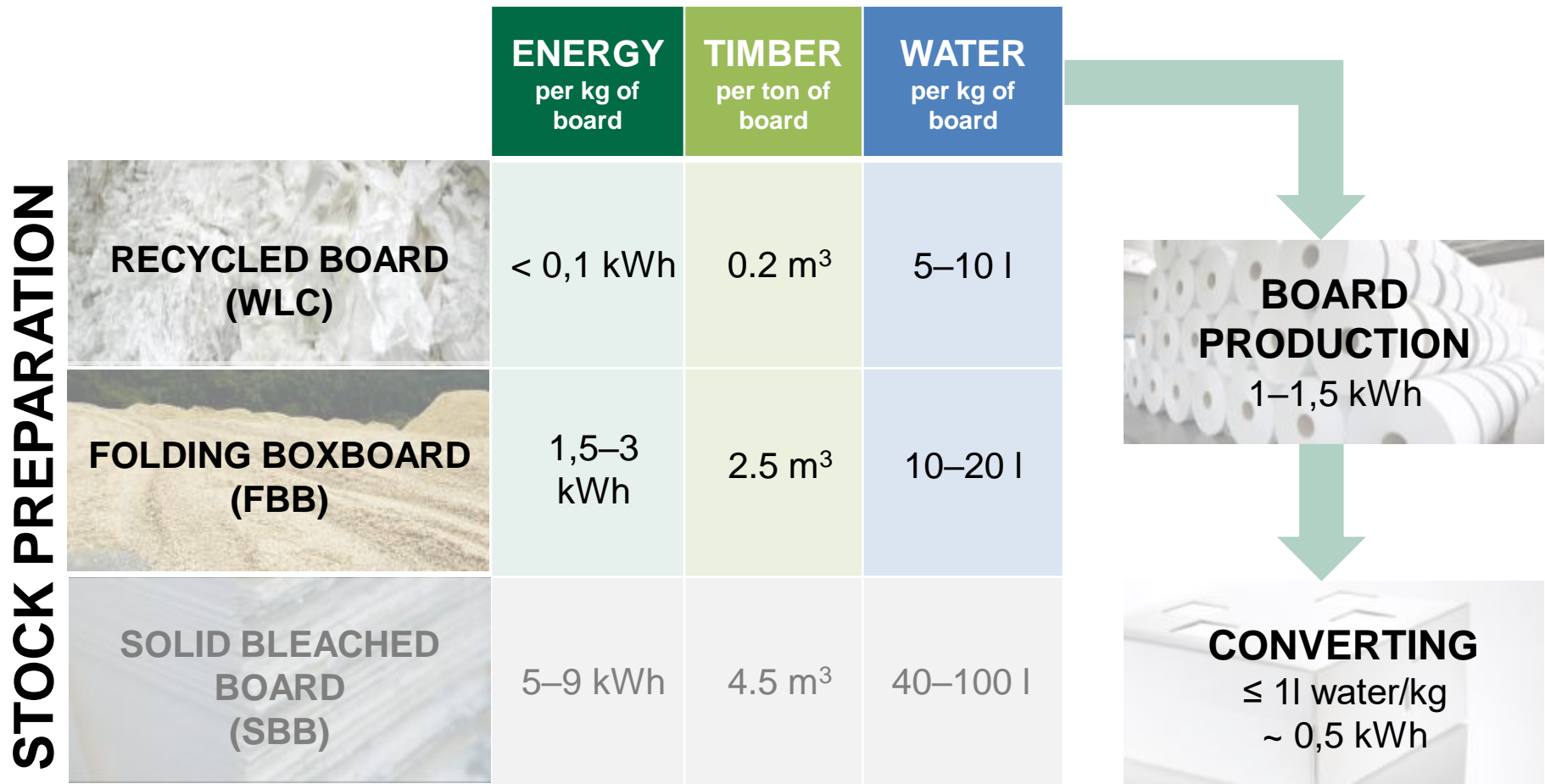
90 % of water are used during cartonboard production and returned to the water supply

*source: Putz, H.-J.; Schabel, S.: Der Mythos begrenzter Faserlebenszykle. In: Altpapier im Fokus - Sicherung des Recyclings durch innovative Technologien und Nutzungskonzepte : PTS-Fachseminar AG 1821, Dresden. PTS, [Konferenzveröffentlichung], (2018)



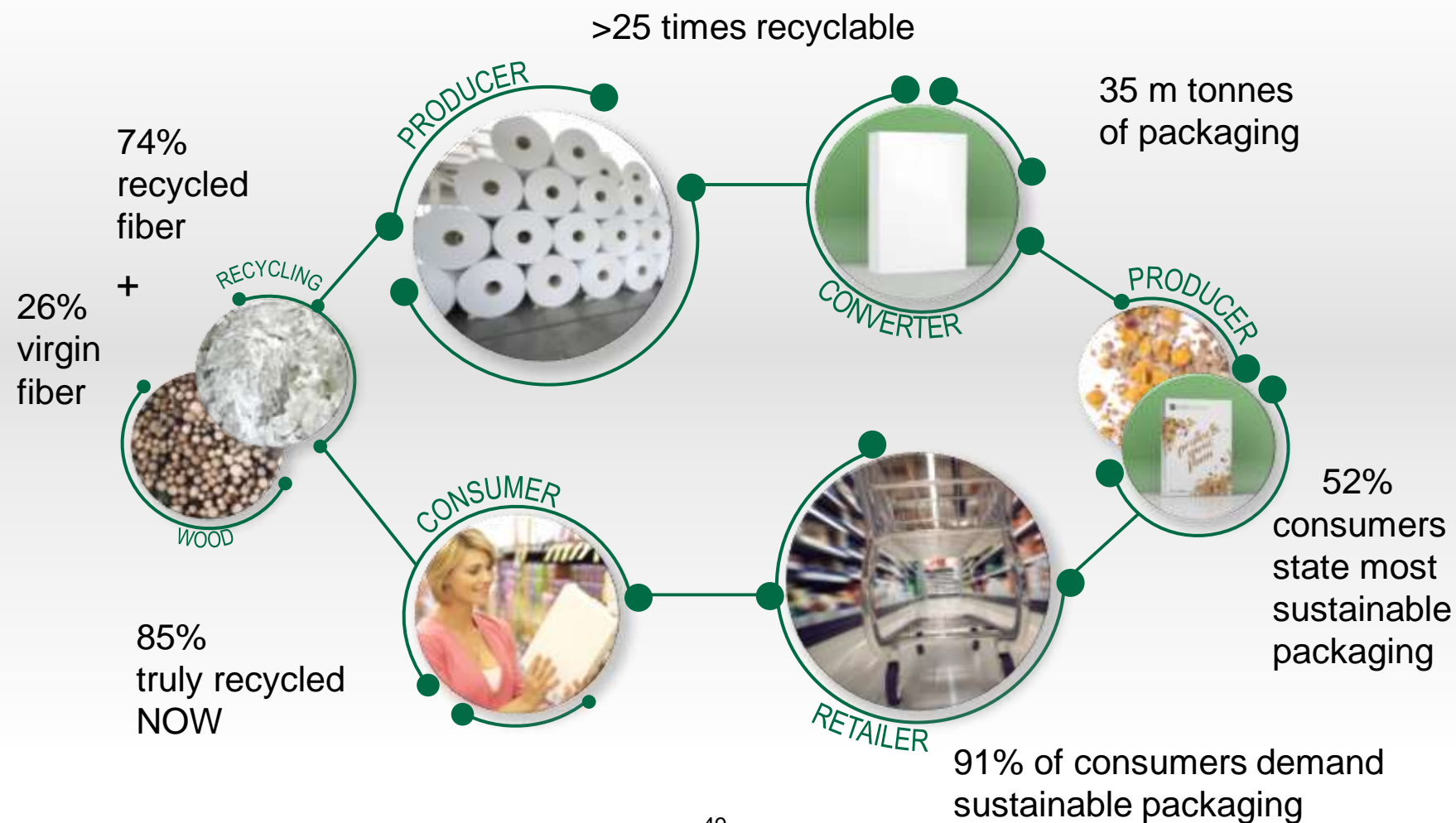
Use of Resources in Production Process

– COMPARISON RECYCLED- AND VIRGIN- FIBRE BOARD –



Truly Circularity

– FACTS PAPER & CARTONBOARD PACKS –



Climate Protection

– THE EUROPEAN FOLDING CARTON INDUSTRY BECOMES BETTER EACH YEAR –



*Pro Carton (2019): The carton packaging presented here has been calculated in accordance with the frameworks set out in "Framework for Carbon Footprints for Paper and Board Products, April 2017" and the subsequent CITPA "Guidelines for calculating carbon footprints for paper-based packaging, March 2018".

Source: RISE 2019, ProCarton 2019, Eurostat 2019

Certification

– TOP STANDARD QUALITY –

All MMK mills are operating according to the EU-Timber Regulation.

The MMK mills are certified according to:

HACCP

ISO 9001

EMAS

ISO 14001

ISO 50001

FSC®

(Forest Steward Council)

PEFC™

(Program for the Endorsement of Forest Certification Schemes)

Halal



5

Contact

Expert Contacts

MAYR-MELNHOF KARTON
SALES

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E-Mail: Rossella.Borsa@mm-karton.com



MAYR-MELNHOF KARTON
HEAD OF
MARKETING / END USER SALES

Contact person: Horst Bittermann
E-Mail: Horst.Bittermann@mm-karton.com



Commer Carta
SALES

Contact person: Marco Avalli
E-Mail: Marco@commercarta.com





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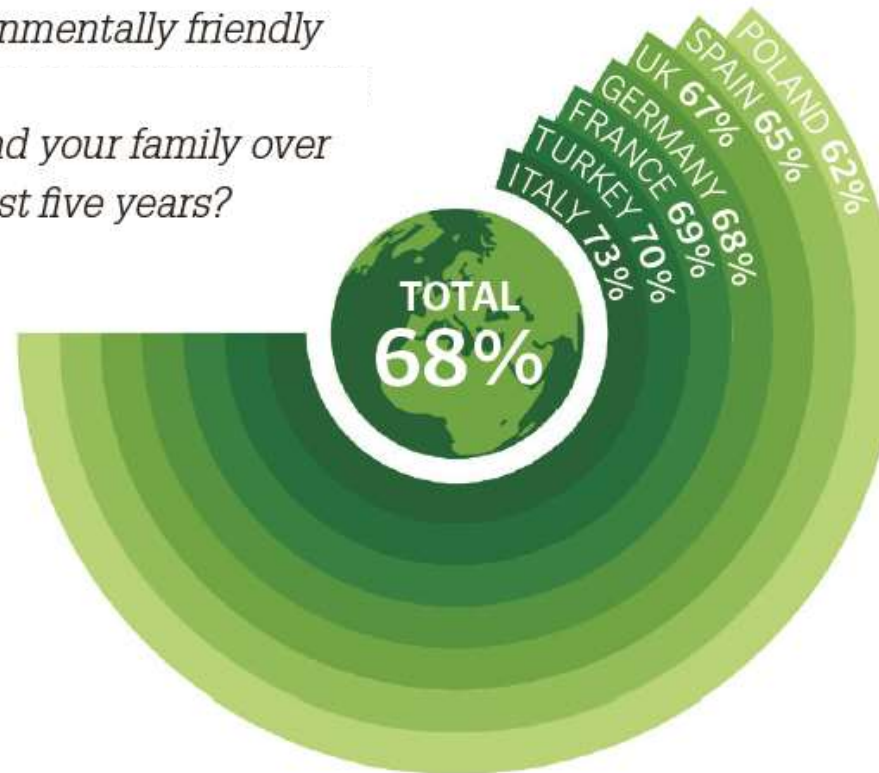
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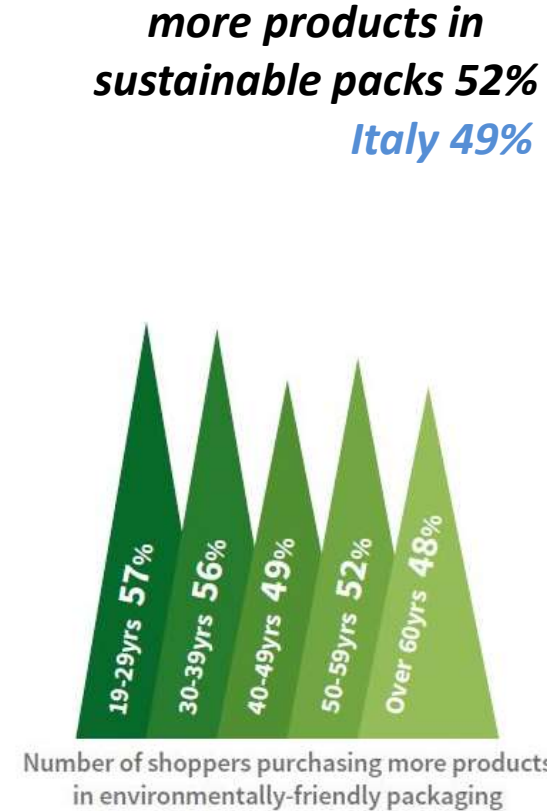
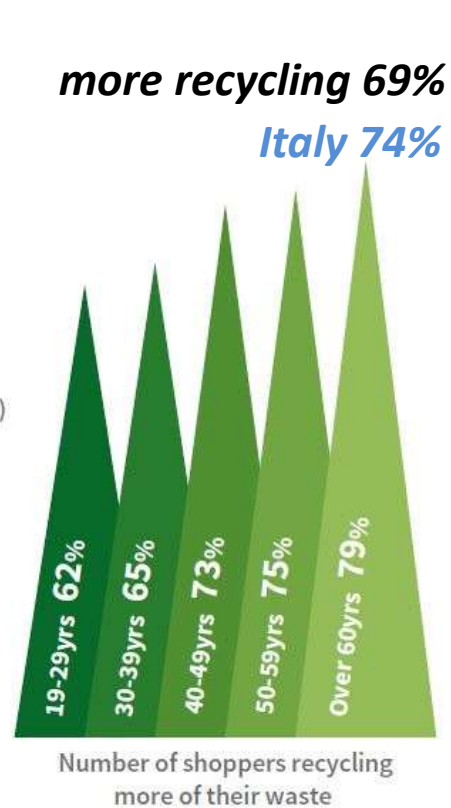
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EU STRATEGY

– EU CIRCULAR ECONOMY & PACKAGING STRATEGY – 3 PRINCIPLES –

Re-Use & Recycle

Market **BAN** &
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Polluter pays
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EU Circular Economy Package

– MILESTONES –

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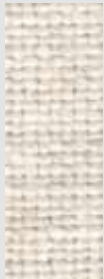
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– GOING NATURAL & SUSTAINABLE –

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HAND-CRAFTED



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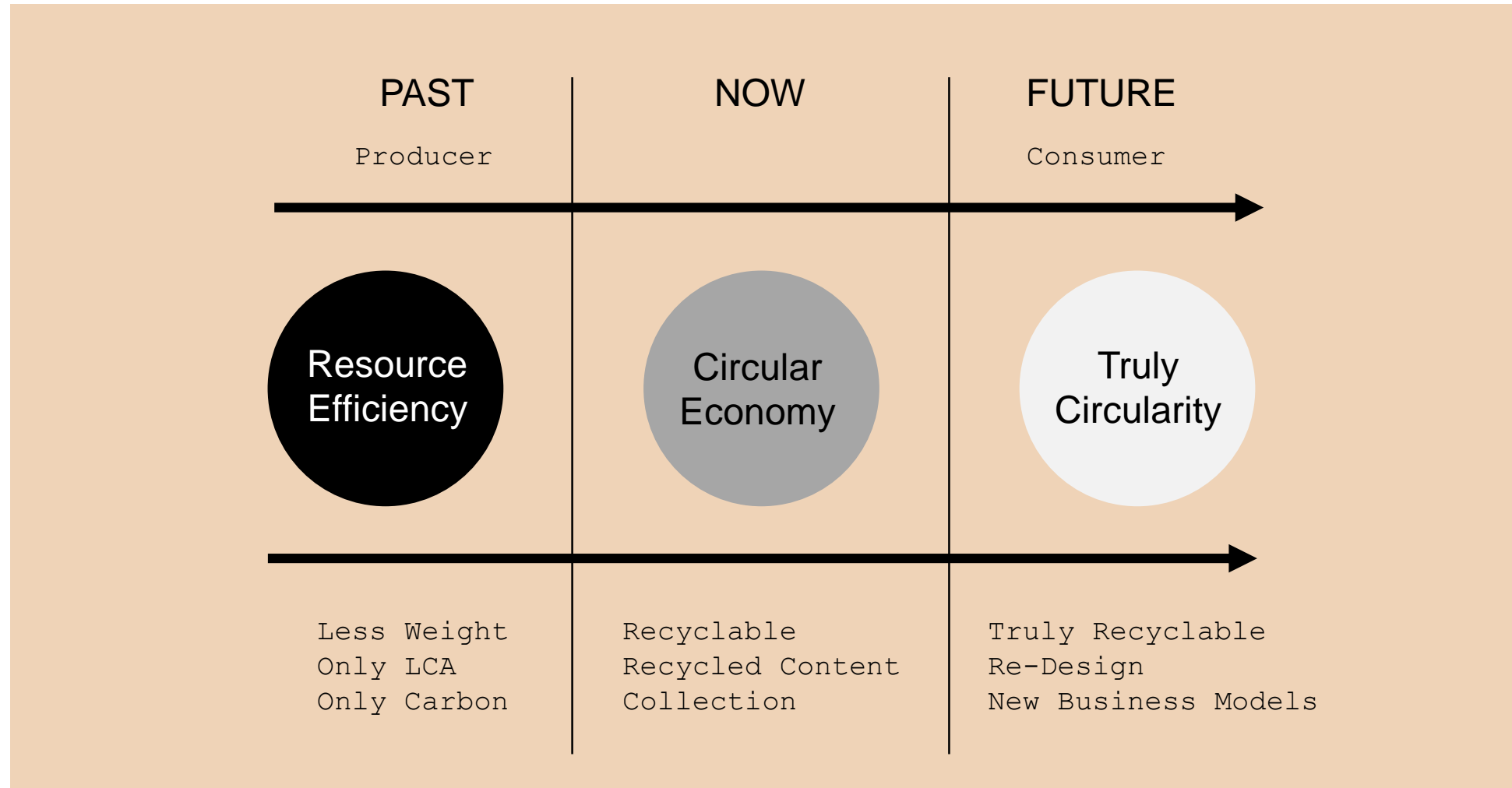
Packaging of the FUTURE

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Paradigm Shift

– TOWARDS A NEW CIRCULAR MODEL –



CARTONBOARD

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RECYCLABLE



RENEWABLE



BIODEGRADABLE



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PLASTIC SUBSTITUTION ON SEVERAL LEVELS

Plastic Substitution

– ON SEVERAL LEVELS –

TOTAL SUBSTITUTION



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CONFECTIONARY

PP or PET bag
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fruit containers made
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PARTIAL SUBSTITUTION



DETERGENTS &
CLEANING PRODUCTS

compound bag or
plastic bag



LIQUIDS

bag-in-box packaging
or plastic pourer

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expanded polystyrene
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McDonald's

FULLY BIODEGRADABLE CARTONBOARD PACKAGING

Browncolor from MM Karton

✓ **EU Single Use Plastics Strategy**
SUBSTITUTION of
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3

MM KARTON
ENABLES
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Cartonboard

– FROM MM KARTON –

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MIGRATION
BARRIER



MOISTURE
BARRIER



GREASE
BARRIER



MOISTURE AND
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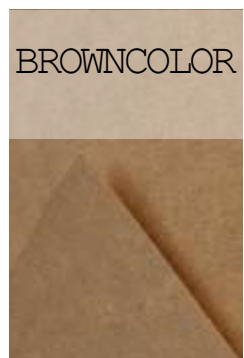


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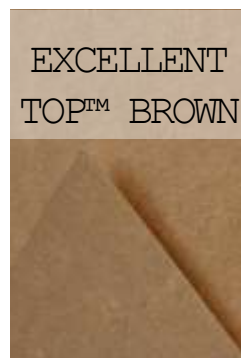
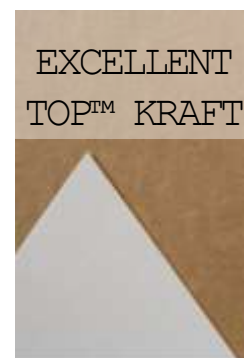


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TREATMENT

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RECYCLED BOARD



VIRGIN FIBRE BOARD



Italian Retailer

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NATURALLY



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- ✓ **Aroma Impermeability**
NO Plastic Wrap



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RE-PACKING
NATURALLY



Hochland

MOSTLY RECYCLABLE CHEESE PACKAGING

Multicolor Belvedere™ Deep Drawing from MM Karton

✓ Plastic Reduction



Cartonboard

– FROM MM KARTON –

BARRIER CARTONBOARD TO SUBSTITUTE PLASTICS



MIGRATION
BARRIER



MOISTURE
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MOISTURE AND
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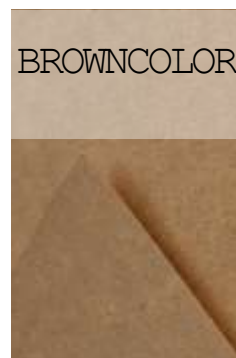


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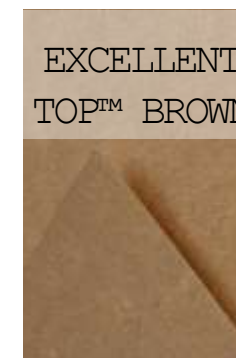


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RECYCLED BOARD



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alverde / dm

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NO Blister Packaging



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MATCHES
Natural Content



Yeo Valley

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Cartonboard
for more stability

RE-PACKING
NATURALLY



Alpengummi

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**FULL
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REWE

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✓ **FULL
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FULLY RECYCLABLE KIWI PACKAGING

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✓ **FULL
Plastic Substitution**



✓ Plastic Substitution

Migros

RECYCLABLE TOMATO PACKAGING

Excellent Top™ Kraft from MM Karton

RE-PACKING
NATURALLY



Cult Caffè

FULLY RECYCLABLE COFFEE BEANS PACKAGING

Excellent Top™ Kraft from MM Karton



GOOD TO KNOW!

✓ **Substitution of
Plastic and Aluminium
Composite Packaging**



✓ AFTER
Plastic Reduction

Kellogg's

COOKIE PACKAGING

Accurate™ from MM Karton



✓ AFTER
Plastic Substitution



BEFORE



PLASTIC FOIL

Côte d'Or / Chokotoff

CONFECTIONARY PACKAGING

Silvawhite™ from MM Karton



✓ AFTER
Plastic Substitution

BEFORE



PLASTIC WRAP AROUND

Notre Jardin / E.Leclerc

VEGETABLE PACKAGING

Printa™ from MM Karton

TREND will
continue...

CARTONBOARD

Packaging from Nature,
Packaging for Nature.

RECYCLABLE



RENEWABLE



BIODEGRADABLE



4

Sustainability @ MM Karton

A Long Tradition

– HARMONY BETWEEN ECONOMICAL, ECOLOGICAL AND SOCIAL RESPONSIBILITY –

ENVIRONMENTAL PROTECTION

Primarily processing recyclable and renewable materials

Resource efficient manufacturing through high-performance technology

EMPLOYEES

Most valuable asset of Mayr-Melnhof Group

Ongoing development of technical and personal skills of our employees creates environment for innovation

CUSTOMER ORIENTATION

Tailor-made customer solutions

High service orientation

Cooperation based on partnership

SUCCESS

Sustainability as management task

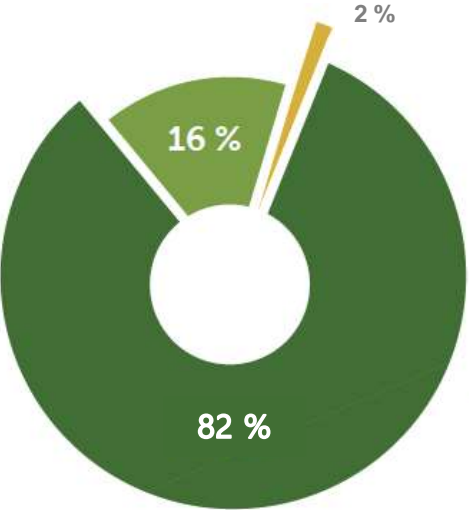
Ethical principles



Sustainable Resource Management

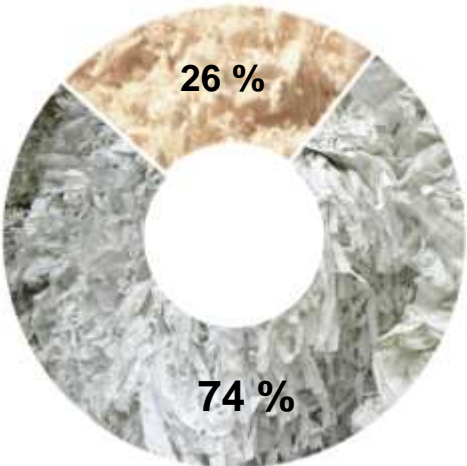
- 2018 -

ENERGY



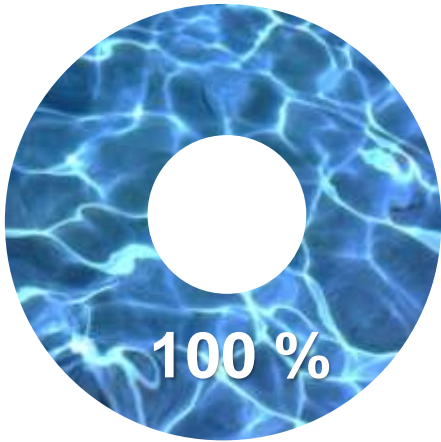
- Natural Gas
- Electricity Purchase
- Other
(e.g. biogas, hydrogen)

FIBRE



- Recycled fibre
- Virgin fibre

WATER



- Water from nearby rivers and ground water

Sustainable Resource Management

– ONGOING COMMITMENT –

ENERGY



since 2006 MMK has saved as much **energy** as **14.000** households use in 1 year

FIBRE



Fibres are recycled **> 25 times***

WATER



10 % of water remain in the product or evaporate

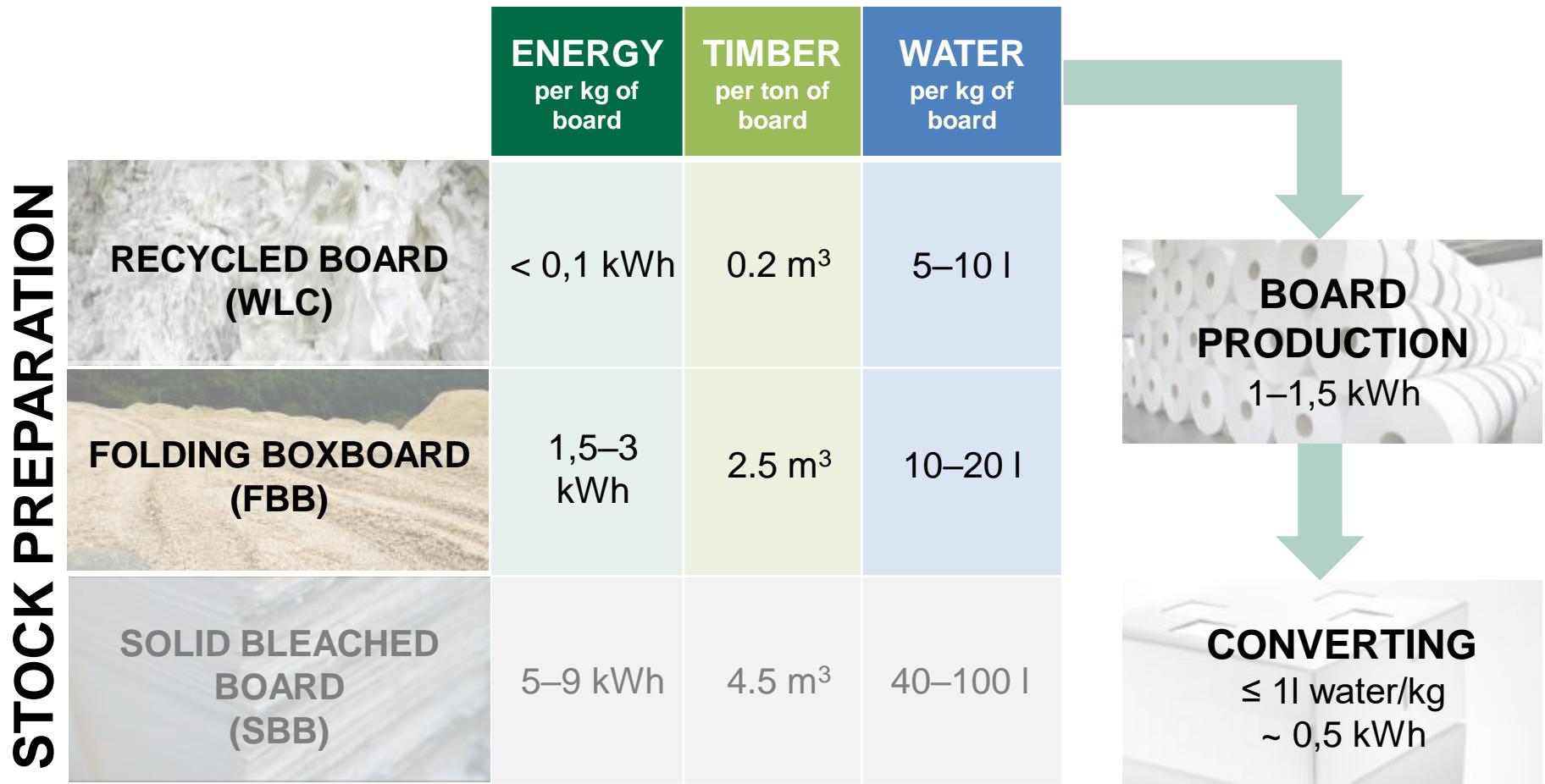
90 % of water are used during cartonboard production and returned to the water supply

*source: Putz, H.-J.; Schabel, S.: Der Mythos begrenzter Faserlebenszykle. In: Altpapier im Fokus - Sicherung des Recyclings durch innovative Technologien und Nutzungskonzepte : PTS-Fachseminar AG 1821, Dresden. PTS, [Konferenzveröffentlichung], (2018)



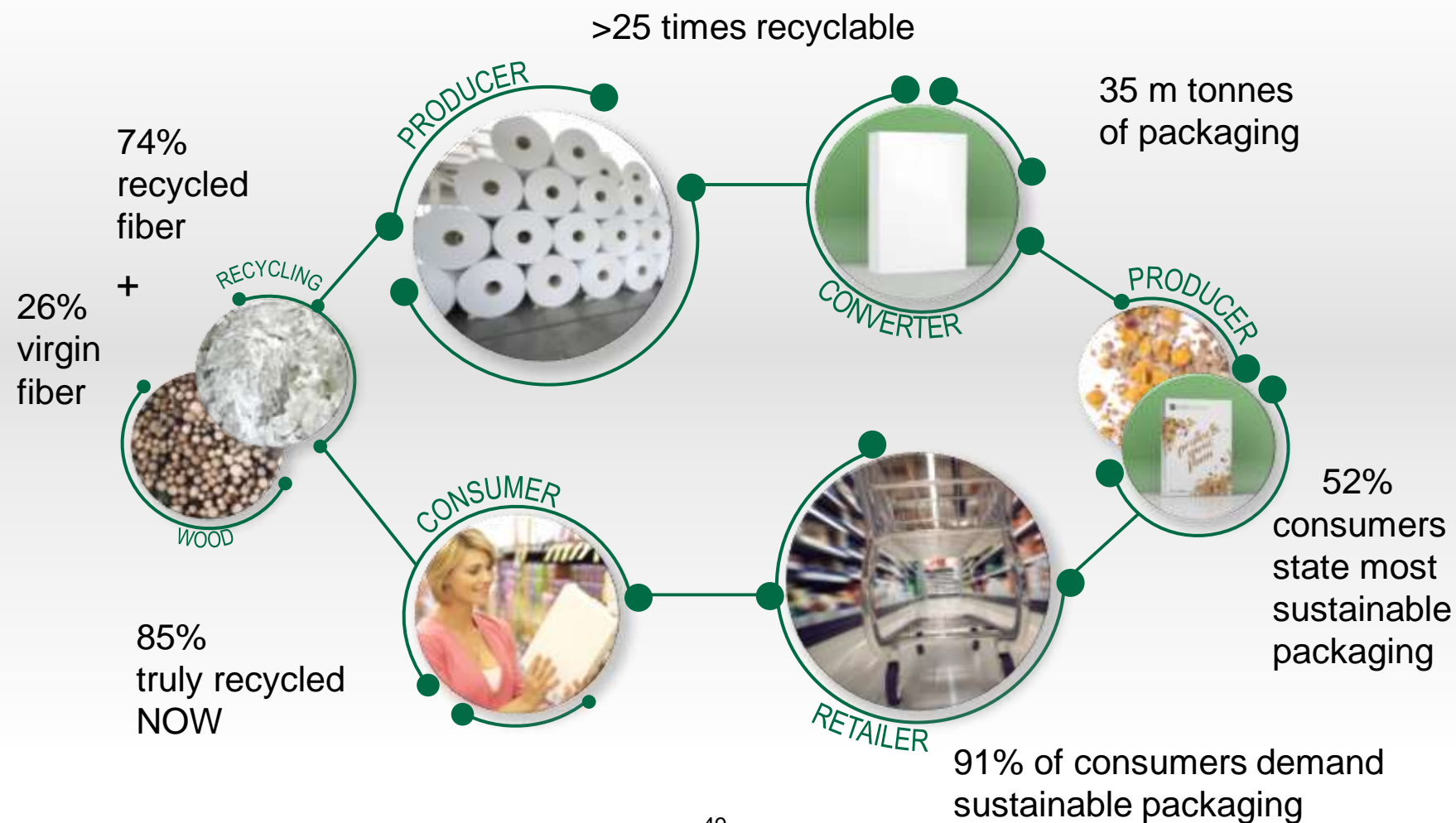
Use of Resources in Production Process

– COMPARISON RECYCLED- AND VIRGIN- FIBRE BOARD –



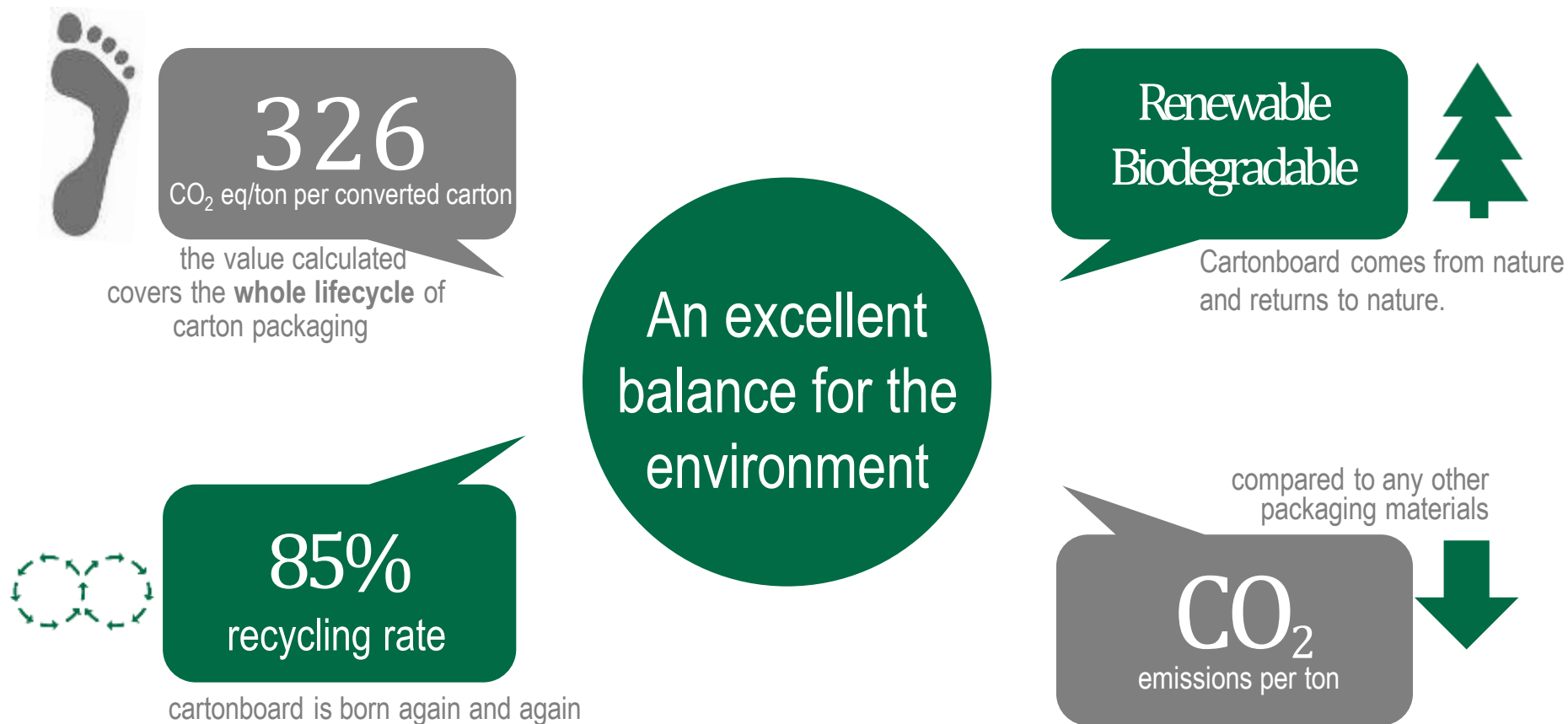
Truly Circularity

– FACTS PAPER & CARTONBOARD PACKS –



Climate Protection

– THE EUROPEAN FOLDING CARTON INDUSTRY BECOMES BETTER EACH YEAR –



*Pro Carton (2019): The carton packaging presented here has been calculated in accordance with the frameworks set out in "Framework for Carbon Footprints for Paper and Board Products, April 2017" and the subsequent CITPA "Guidelines for calculating carbon footprints for paper-based packaging, March 2018".

Source: RISE 2019, ProCarton 2019, Eurostat 2019

Certification

– TOP STANDARD QUALITY –

All MMK mills are operating according to the EU-Timber Regulation.

The MMK mills are certified according to:

HACCP

ISO 9001

EMAS

ISO 14001

ISO 50001

FSC®

(Forest Steward Council)

PEFC™

(Program for the Endorsement of Forest Certification Schemes)

Halal



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Contact

Expert Contacts

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