

Targeted at all players in the plastics industry, Emballage Paris hosts more than 1,500 exhibitors and welcomes 100,000 trade visitors to France each year.

As part of the show, for many years a committee of experts from major international brands discuss the key issues and trends driving the packaging industry at the show, and then presents the Packaging Innovations Awards.

In the 'Reduce waste, sustainability and new functionalities' category, Leygatech presented PacXpert, a 1- to 20-litre pouch with handles and a stopper. Thanks to its four welded corners, the cubic pack is stable and, says Leygatech, is easy to carry and transport. It is estimated that the package is 25 times more efficient for its footprint than other empty rigid packaging.

Able to be hot-filled and combined with barrier films to prolong shelf-life, PacXpert is suitable for any type of liquid, powder or paste. A screw cap, complete with a tamper-evident feature, completes the package.

While RKW Group's ProVent was the first self-ventilating FFS packaging for powdery goods with a natural moisture barrier, RKW's new ProVent Advanced offers improved safety and various models. It also boasts the possibility of high-quality printing on account of the seamless and attractive 'flat' support. It is therefore a qualitative alternative to paper sacks.

Following Procter & Gamble's Flash household detergent, Aptar Food & Beverage is now entering the food sector with its dosing pump for syrups. Dosage precision of 0.4cl of product is guaranteed by the company without spillage, whilst it is also compatible with the high viscosity and crystallising properties of syrup.

Complying with its customers' environmental demands, Ceisa Packaging introduced a range of retractable films with 100 per cent recycled material. R100% is manufactured with special granules enable a 60 per cent reduction in carbon dioxide generation, yet full film transparency.

Among the stars of the show was Uni Packaging with its flexible trendy pouches made of a multilayered PET/OPPwhite/Aluminium/PE structure. Here it was showcased for So Shape with a set of French 'berlingot' as commonly known in France. It has a soft-touch and can be customised with digital printing. So Shape, a young company active in the diet sector, posted quotes on its social media pages and the 'most liked' quotes appear on the pouches. Packaging personalisation is major trend, even for small runs.

In the 'Best deal - economic value' category Sealpac with its sealing concept On Tray Cut, was acknowledged. Three properties of the product were promoted: First, the skin packaging in protrusion gives the appearance of an attractive InsideCut with reduced film usage; the height of the tray is reduced, hence less material is

The silver economy

Is French packaging in step with the times or ahead of the game?

Dominique Huret finds out



Above: Ceisa Packaging rolled out a family of films made using 100 per cent recycled material.

Above right: French 'berlingot' adorns the packaging of So Shape.

Right: Consumers want attractive skin packaging with an easy peel facility

required; and finally, the opening system with two EasyPeelPoint allows an easy and symmetrical opening, and avoids breakage.

Greater awareness of 'seniors' packaging was illustrated by Europlastiques in its Tab-tray system for food. The French designer's system makes it easy to grip the cover on certain packaging and facilitates its removal.

Developed using thermoplastic injection and suitable for pasteurising and microwave use, the system consists of a ring attached to the edge of the package.

On the subject of peelable lids, Sumitomo (SHI) Demag's French subsidiary demonstrated a system that produced a food container with in-mould label (IML) peel-off function.

The IntElect 160-680 injection moulding machine produced the disposable lids, which featured an aroma-protecting function, at a cycle time of 4.5 seconds. The PP lids, designed for salad boxes, weighed about 6g.

Bioplastics remain high on the corporate agenda and Europlastiques unveiled new products based on seaweed (Algoblend) through its Falklands-based start-up Algopack. The range includes a cup designed for festivals, whilst most conventional plastics processes can be supported using the materials.

Natureplast is also working in this direction and was presenting flowerpots made of fruit and

vegetable pulp, kernel powder from olives, leather waste and powdered seashells.

Finally, French firm Tilt-Import won a Special Prize for its Shock recorder shocklog GPS. This tool tracks a pack on Google Maps, recording and locating it and recording the environmental conditions that could damage the transported product such as shock, humidity, temperature, tilt and pressure.

This tool analyses the logistical circuit and can help design the packaging. It can benefit quality control in general and e-commerce in particular. **P**

More information from:	
Algopack	www.algopack.com
Aptar Food & Beverage	www.aptar.com
Ceisa Packaging	www.ceisa-packaging.com
Europlastiques	www.europlastiques.com
Leygatech	www.leygatech.com
Natureplast	www.natureplast.eu
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