

INTRODUCTION ECMA



Gift Boxes
Special Editions



More than just a pretty wrapping: the essential role of packaging for spirits

#SpiritOfSustainability

PPWD, EGD, CEAP, XYZ – WHAT DOES IT MEAN TO ME?

MIKE TURNER - Managing Director, ECMA - the European Carton Makers Association



Folding cartons

-

Inform & Protect

Mike Turner & ECMA - introduction

- **Mike Turner – ECMA Managing Director with 30-year background in fibre packaging in Europe, USA, China and Middle East**
- **ECMA represent 500+ folding carton converters and cartonboard mills in 22 countries**
- **70,000 staff / 82% of the European market**
- **Core focus is to promote and defend cartonboard and folding cartons**
- **We engage with the European Commission and National Governments...and work closely with other industry stakeholders**

EU targets textiles, batteries & packaging

EU at war!

"Single use plastic...single use anything"

"Plastic laminates more than 5% in weight are problematic & to be avoided" WRAP

"by 2050 we will need three planets to sustain our consumption habits." - Timmermans

consumer goods companies work together to accelerate a systematic shift away from single-use towards reuse systems

"current paper recycling is unable to provide a sustainable route for an increase in paper packaging"

UV printed papers are unrecyclable

Fibre packaging sustainability – the facts

- Between 2005 – 2020 European forests have been growing by the equivalent of 1500 football pitches per day
- Fibre packaging is the most recycled packaging type – 85% is recycled in Europe
- Over 10% of carbon emissions in Europe are sequestered by European forests
- Fibre packaging can be recycled over 25 times

The essential role of packaging for spirits

- **Product protection, waste prevention & facilitates efficient distribution – risk from underpackaging**
- **Anti-counterfeit and theft prevention capability**
- **Reduced product contamination / increased consumer confidence**
- **Communicates brand values**
- **An intrinsic part of the product and its heritage / brand appeal**
- **Health & consumption advise**

Secondary packaging & the PPWD

For spirits, folding cartons are considered secondary packaging – what is the future outlook considering the aims of the PPWD?

- **Reduce over-packaging**
- **Reduce packaging consumption per capita**
- **Focus on “packaging that is unnecessary and serves no essential function”**
- **On-shelf appeal cannot be a key justification for packaging**

Secondary packaging & the PPWD

- **Reminder of the value of a spirits folding carton**

- ✓ Counterfeit reduction (5-9% of global trade is counterfeit)
- ✓ An intrinsic part of the product and its heritage / brand appeal
- ✓ Health & consumption advise

- **Eunomia (consultants preparing the PPWD recommendations) have indicated...**

- They do not regard folding cartons as an offender for overpackaging
- Fibre packaging's low carbon cost and high recyclability is recognised
- Focus is on other materials...glass and multi-polymer flexibles

- But updates to the Waste Framework Directive / modulation of EPR schemes will see multi-material / complex primary and secondary packaging penalized.

What's next...

- **The race to climate neutrality – degrowth is seen as a realistic / desirable outcome**
- **Almost all legislation related to the fibre-based industry is changing**
- **The European Green Deal is the #1 objective of the Ursula von der Leyen Commission – the political landscape is changing**
- **ECMA support the aspirations of the European Green Deal, the Circular Economy, the PPWD but urge legislators to consider the cost of underpackaging and that packaging “fit for purpose” should be introduced as a new measure**
- **ECMA are requesting that legislators consult effectively and in detail with industry and despite the political pressures, give due respect to scientific study which challenges their thinking...**
- **The fibre packaging value chain has joined to create the 4evergreen Alliance to increase the circularity of fibre packaging and increase the recycling rate to 90% by 2030**

Thank you