



PRESS RELEASE

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Natural, sustainable, and safely packaged – with FlexPaper pure

Felix Schoeller Group expands packaging product portfolio: Environmentally friendly packaging solution made of 95% paper – suitable for disposal with waste paper

The Felix Schoeller Group of Osnabrück, Germany, has expanded its packaging product portfolio – with great success. An international audience of industry professionals got their first glimpse of the varied new range at the Fachpack trade fair in Nuremberg at the end of September. One of the highlights was the innovative FlexPaper pure, which is made using an extrusion lamination process and renewable, FSC-certified pulp from sustainable forestry. FlexPaper pure packaging is an eye-catcher at every point of sale thanks to the outstanding properties of the specialty paper, which lead to optimum flexographic and gravure printing results. But that's not the only reason it is already causing such a stir – thanks its high total paper content of 95 percent, Felix Schoeller's new packaging solution can be disposed of easily with the waste paper once it has been used. This has been confirmed in an independent packaging analysis using the "Made for Recycling" test method, which concluded that FlexPaper "recycles well".

"For us, sustainable packaging means gradually replacing the materials that have traditionally been used in the packaging industry with environmental alternatives," says Andrea Drieskes, Sales and Business Development Manager for the Felix Schoeller Group. FlexPaper pure will help us to package all kinds of products naturally, sustainably, and safely – thus bringing us one step closer to the recycling economy of the future. Alexandra Tovar, Marketing Manager for Packaging at the Felix Schoeller Group, has been thrilled with the response to the product so far. "The feedback we received both during and after Fachpack has been positive across the board," she reported. "That shows just how much interest there is in this segment, especially in sustainable products. We're very much on the right path."

FlexPaper pure has impressed thanks to its moderate seal strength, which makes it perfect for the cover films and tubular bags (vertical/horizontal) used for further processing on commonly used packaging machines. But its natural touch and feel are also a large part of what has made the Felix Schoeller Group's ecological packaging solution such a big hit for the global player. FlexPaper pure is incredibly versatile and can be used for packaging refillable products such as soap that do not require an oxygen barrier, dry goods such as pasta, non-foods such as nappies and sanitary towels, as a wrapping paper for cheese or sweets, or as outer packaging for pre-packed sweets, biscuits and frozen foods.

And like all specialty papers of the future that are designed for a variety of applications and digital printing technologies, Felix Schoeller's sustainable paper packaging solutions are covered by the family-owned company's promise to subject itself and its over 3,700 employees to regular certifications and audits.

For more information on the Felix Schoeller Group's innovative and sustainable packaging solutions, visit packaging.felix-schoeller.com

Picture 1:



Caption 1: Custom paper compound solutions
Picture credits: Felix Schoeller Group

Picture 2:



Caption 2: The FlexPaper pure sustainable packaging solution is suitable for disposal as waste paper
Picture credits: Felix Schoeller Group