

LIC PACKAGING

FOUNDATION

- 60 years ago

SIZE

- Large (265 employees)

KEY PRODUCTS/ SERVICES

- Corrugated boxboards
- Display containers
- Food packaging (paper based trays)

KEY MATERIALS

- recycled/virgin paper
- type of coated paper.



PROFILE

The participating company is a large Italian packaging producer firm with an export share close to 20%. The company's ownership is domestic private. The main production concerns corrugated boxboards and display corrugated containers. However, currently the major investments for innovation are set for the new eco-food production line.

The growth of the company is supported by its financial figures. Average revenue growth in the last three years was between 10% and 25% and the number of employees have been increasing approximately by 10%. Innovation is seen very important for the company, and innovation investment in their budget was close to 50% in the last 3 years.

Innovation is realized predominantly internally with support of private consultants, strategic decisions are taken mainly by the top management that strongly support innovation. At present the company's resource of innovation knowledge are their customers, suppliers, web, conferences.

SUSTAINABILITY, USING OF BIOMATERIALS

Sustainability is considered very important for the company, however, it does not have any written sustainability goals, The latter are mostly qualitative (e.g. use of biobased materials) without a clear formalization of their long term objectives in this field. The company held FSC certification for paper source and BRC certification related to food contact applications.

Paper and combined paper/bioplastic materials are considered very important in their environmental sustainability strategy nevertheless they need to develop higher knowledge regarding biomaterials, products end of life (recycling, composting bio-content etc.) and how to evaluate and communicate the sustainability of their new packaging solutions.

The company has a mid-term plan for using biomaterials and they already use biomaterials in some of their applications. Key limitations of biomaterials are availability, price, machine runnability and food contact compliance.

PRODUCTION PORTFOLIO SPECIALITIES

The new eco-food production line based on HT-board support may be used for many fresh food packaging applications from frozen food to baked products.

SUMMARY AND SOLUTION

Environmental awareness has been increased massively and consequently also there is a growing demand for environmentally friendly products. The company taking into account the fast development of the Italian market is seeking for external support to better understand the compliance to legislation as well as to find the better way to communicate customers the environmental benefit of their packaging solutions

Following the physical meeting with our experts it was suggested to perform a preliminary screening LCA study on one of their paper/bioplastic products in order to quantify the environmental benefits and develop a suitable business communication plan for their long-term business strategy.

CASE STUDY: screening LCA comparison between a paper/bioplastic tray for fresh meat application with commercially available solutions based on PS or PET.

