

# Pakmar

## FOUNDATION

- more than 20 years ago

## EMPLOYEES

- small size company

## KEY PRODUCTS/ SERVICES

- packaging for wet and dry food

## KEY MATERIALS

- virgin paper
- plastics (biodegradable plastics)

## PROFILE

The participating small sized private polish company proposes a full solution of technical needs, from choosing the optimal packaging concept to the implementation of specially formulated products. Cooperating with reputable suppliers from all over the world they constantly react to the rapidly changing market needs, in order to offer the customers innovative, high quality packaging materials.

With regards to it's position in the value chain, the SME is involved mainly in the field of distribution and sales, focusing primarily on food, pharmaceutical and packaging manufacturers. They have been active players of the market since more than 20 years. Based on the financial figures, the company has a stable market position. The growth of revenue is not significant but it has been permanently around 5-10%. The number of employees has been decreasing in the last three years at a moderate pace.

As far as innovation is concerned, the enterprise has a medium term strategy and concerns innovation as a moderately important factor in the corporate concept. The budget dedicated to this field has been below 10 percent in the last three years. Innovation is mainly originating from internal drivers and not from external expertise. Nevertheless, customers and professional conferences also influence the devotion to this field. The company does not have patented products, but 20 percent of the product portfolio is considered to be innovative due to the fact that they are less than 5 years of age.

## SUSTAINABILITY, USING OF BIOMATERIALS

Although the company would be interested in publishing a report on sustainability and has well defined quantitative goals in this field, they rate sustainability only moderately important and is mainly influenced by external "push". The budget dedicated to this field has been below 10 percent in the last years of operation.

Due to the fact that the customers of the company are rather price sensitive than sustainability oriented, the importance of using biodegradable materials or paying attention to end of life management of the products is rather low.

Our case study company finds neither the importance of paper (not important) or bioplastics (moderately important) in their environmental sustainability strategy too significant. Plastic and combined paper/bioplasic (biocomposites) on the other hand are at higher importance according to the audit tool completed with the representatives of the company. As far as biomaterials are concerned, the company is familiar with these and plans to use them as well in the future, but the biggest limitations to this is the price level.



## **PRODUCTION SPECIALITIES**

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Regarding the production specialties of the company, it mainly produces packaging for wet and dry food stored at room temperature. The base material used is mainly virgin paper and plastics (biodegradable plastics) and the end products are printed as well (off-set, rotogravure and flexographic technology is used) which are required to be mechanically resistant, serve as barrier to gas, to liquid, grease and contaminants as well.

Concerning the inks used, the company uses the following: off-set, rotogravure, water base Flexographic, solvent based exo, low migration inks for food contact and starch is used as adhesive based on the answers given to our questionnaire.

The company's operation is in line with the EU & National Food contact legislation and besides that customers require to comply with the International food contact legislations as well.

Biocomposite is not produced internally at the company therefore they buy commodity product. From the supplier the technical data sheet and declaration of conformity is ensured.

## **SUMMARY AND SOLUTION**

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Based on the findings of the pilot action carried out at the polish company, we learned that they are market players in the field of paper and plastic market, mainly concentrating on the food and pharmaceutical industry. As formerly stated, they are not producers, rather play a distributor and converter position in the value chain. As technological framework is concerned they are operating a pouch making machine, which based on our solution could be used to produce for example Doy pack pouch with paper coated Ecovio instead of the formerly used PE coated paper. The usage of Ecovio can drive the company to a proactive solution in the market, because this is a biodegradable combination of the raw materials and there are no other players on the market yet. As the trends are driving the customer to look for environment friendly packaging the company can be the first to supply such a great solution for the consumer who really care about the environment. On the other hand this type of material needs less heat at the sealing point on the machine to have a strong bonding. Therefore the company can save costs on the electricity as operational cost.