

Scenarios of sustainability and innovation

• [ItaliaImballaggio May 2021](#)

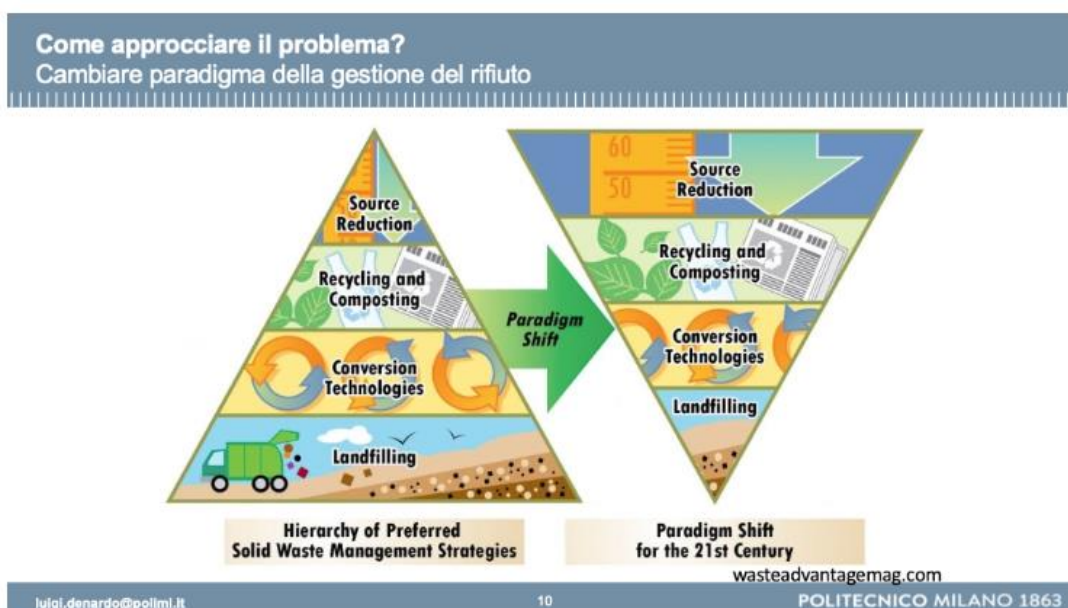


MEAT-TECH by Ipack Ima has started a journey towards the edition scheduled at Fieramilano from 22 through 26 October 2021, in conjunction with TuttoFood and Host. And it has done so by calling together experts and operators in the sector on a virtual platform on 24 March, to take stock of sustainable packaging for the meat and cured meats sector.

360 companies (manufacturers, suppliers of materials and technologies, retailers) were connected to the webinar on March 24 - organized by **MEAT-TECH** in collaboration with **Assica** - demonstrating the keen interest in the topic on the table, i.e. sustainable packaging for the meat and cured meat sector.

At the opening of the event, Nicola Levoni, **President of Assica**, emphasized that the world he represents has been committed to sustainability issues for over 20 years. **Stefano Mele, CEO of Gruppo Fabbri**, spoke of how sustainability and regulatory aspects can represent an opportunity to find new solutions, develop innovative products and orient the tastes and demands of consumers.

An example of this is the cooperation with the British sausage producer Westaway Sausages, for which Gruppo Fabbri has identified packaging solutions with compostable film: a market success supported by research, as well as by a consistent communication and promotion activity.



Simone Pedrazzini, Quantis Italia, spoke about a story telling oriented to eco-design, end-of-life management and plastic waste, highlighting the importance of combining scientific and business aspects when talking about sustainability.

Nella Bovis and Giovanna Sacconi, from SSICA - Stazione Sperimentale per le conserve di Parma (Experimental Station for Canned Products in Parma), addressed the topic of bioplastics, recyclable plastics, PET-based or cellulosic monomaterials.

Rossano Bozzi, CEO of IIPACK IMA, gave some anticipations on the contents of MEAT-TECH, which will have in green packaging and innovative formulations the main trend topics. Underlining the event's commitment in this area, the announcement that the second edition of the International Packaging Speaks Green Forum, organized by Ucima, will also be held during the show.

The infographic features the Westaways logo at the top left and the FABBRI GROUP logo at the top right. The main title reads "Westaways sceglie il sistema di confezionamento compostabile di Gruppo Fabbri". The central image shows a box of "Westaways 16 Honey Roast Pork Sausages" with arrows pointing to an open tray of sausages. Text annotations describe the packaging: "Vassoi e fascia 'tipo carta', in pasta di legno non rivestita" (pointing to the tray) and "Avvolgimento stretch con Nature Fresh + Automac Industrial" (pointing to the stretch wrap). A detailed note states: "Automac Industrial gestisce qualsiasi tipo di film, etichetta e vassoio, senza interruzioni nella produzione, né investimenti supplementari (Fabbri Hybrid).". A key achievement is highlighted: "Westaways è stata la prima azienda in UK a utilizzare Nature Fresh, e la prima al mondo a utilizzarlo per i prodotti a base di carne. Nell'arco di circa 1 anno, ha già prodotto +3mln di confezioni, alla velocità di circa 50 ppm." At the bottom right, an image of the Fabbri Hybrid stretch wrap machine is shown, with the FABBRI-HYBRID and NatureFresh logos below it.

Westaways sceglie il sistema di confezionamento compostabile di Gruppo Fabbri

Vassoi e fascia "tipo carta", in pasta di legno non rivestita

Avvolgimento stretch con Nature Fresh + Automac Industrial

Automac Industrial gestisce qualsiasi tipo di film, etichetta e vassoio, senza interruzioni nella produzione, né investimenti supplementari (Fabbri Hybrid).

Westaways è stata la prima azienda in UK a utilizzare Nature Fresh, e la prima al mondo a utilizzarlo per i prodotti a base di carne. Nell'arco di circa 1 anno, ha già prodotto +3mln di confezioni, alla velocità di circa 50 ppm.

FABBRI-HYBRID NatureFresh

With **Luigi De Nardo of the Milan Polytechnic**, the webinar got to the heart of research applied to green packaging. Plastic is defined as an absolutely useful product and this requires an approach based on objective data. The focus shifts in the direction of the circular economy as evidenced also by the targets defined at the European legislative level. The paradigm shift is based on the concepts of prevention, reduction, and recycling to minimize landfilling at the end of the packaging life cycle.

Quantis 4 4 ACTIONS TO DRIVE SUSTAINABLE PACKAGING <https://quantis-intl.com/report/dig-in-food-report/> 21

1
EMBED **ECO-DESIGN** INTO THE HEART OF PACKAGING STRATEGIES

2
GRASP **REGIONAL ISSUES** FOR OPTIMIZATION

3
HELP BUILD WASTE MANAGEMENT CAPACITY IN **LEAKAGE** REGIONS

4
EDUCATE AND ENGAGE CONSUMERS TO SHIFT **BEHAVIOR**

TELL YOUR STORY, DRIVE ENGAGEMENT

STORYTELLING

- + Ambitious sustainability strategies need strong communications strategies, and vice versa
- + The key to credible, authentic + meaningful communications = **ROBUST METRICS**



ENGAGEMENT

Internally

- + Generate buy-in
- + Secure budget
- + Motivate teams

Externally

- + Build trust w/ customers + consumers
- + Soothe investors
- + Inspire others
- + Create additional business value

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The management of the recycling chain is closely linked to packaging design, which is combined with economic criteria: for the industry this translates, for example, into the reduction in weight of the packages resulting from the optimization of the material used. De Nardo then called for the integration of research and industry, with the aim of accelerating the development of innovative materials and reducing food waste; topics on which the Politecnico di Milano is committed with experiments related to new solutions of materials and design.

In June IPACK-IMA talks about automation

At the invitation of Messe Frankfurt, **IPACK-IMA** will offer a qualified testimony in the processing & packaging field on the themes of sustainability and safety from the point of view of industrial automation.

On June 15, 2021, during the **“SPS Italia We Love Talking Packaging”** round table dedicated to enabling technologies for processing and packaging machines, IPACK-IMA will present two success stories of automation solutions applied to the world of food & non-food packaging. The initiative anticipates one of the key themes of the next edition of the show which, from May 3 to 6, 2022, will put manufacturers of automatic machines and users in direct contact with suppliers of automation and robotics technologies.