
Press release

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COMPANIES URGED TO REAP BENEFITS OF INTERNATIONAL PACKAGING TECHNOLOGY STUDY

Businesses in the UK and beyond can increase their competitive edge and reap other benefits by showcasing their approaches to sustainable packaging through an international study launched by WRAP (Waste & Resources Action Programme).

The project, which is being managed on WRAP's behalf by PEC Partnership Ltd, seeks to promote best practice in the grocery and home improvement sectors by demonstrating innovative technologies and cutting-edge systems aimed at reducing product, food and packaging waste at all stages throughout a product's lifecycle.

Examples are being sought from throughout the supply chain, encompassing primary, secondary and tertiary packaging, as well as technological solutions such as increased shelf life. Those which meet the selection criteria will be showcased on WRAP's website and at future events which are well attended by key decision makers, positioning participating companies as thought-leaders and innovators, as well as enhancing their reputation and awareness in today's competitive market.

As part of the project WRAP will work with businesses to evaluate barriers to the uptake of such technologies and explore how these can be overcome to drive further resource efficiency. UK companies which could benefit from the utilisation of these technologies will also be identified, increasing business opportunities for those taking part.

Charlotte Henderson, Retail Supply Chain Manager at WRAP, said: "The packaging industry has already shown impressive innovation when it comes to sustainability and resource efficiency. We would welcome suggestions from companies both large and small to help us identify new technologies and cutting-edge systems from around the world which are aimed at reducing product, food and packaging waste. This will enable further innovation by showcasing current and close-to-market technologies and encouraging faster uptake within the UK.

"The project is steered by a range of representatives from across the packaging sector, including The Packaging Federation, PAFA, MPMA, CPI, British Glass, BPF, Incpen, Marks & Spencer and Boots, ensuring that the industry as a whole can benefit from the work."

As well as existing and close-to-market technologies, there is potential for the project to encompass ideas which could be delivered within the next five years. Intellectual property rights will not be affected by participation in the study.

To take advantage of this chance to showcase your ideas and boost your competitive edge, visit www.wrap.org.uk/ipts or email ipts@wrap.org.uk. Submissions for the first stage of the project should be sent by 30th April 2009. Submissions received after this date will be reviewed at a later stage of the study.

Ends

Notes to editors:

Dick Searle of The Packaging Federation, commented: "This is a really important piece of work and it is an excellent opportunity for UK companies to demonstrate their undoubted success in packaging innovations and to showcase these in a database which will be accessed widely in the UK and around the world"

Peter Davis OBE Director-General of The British Plastics Federation, said: "We can learn much from overseas and this project should ensure that we are aware of innovative international plastics packaging developments which reduce wastage and weight, increase convenience and marketing advantage, in addition to recycling."

WRAP's Retail programme works in partnership with retailers, brands and manufacturers to drive packaging optimisation, food waste reduction and to increase the recycling of materials. This reduces waste to landfill and carbon emissions.

About WRAP:

- 1 WRAP helps individuals, businesses and local authorities to reduce waste and recycle more, making better use of resources and helping to tackle climate change.
- 2 Established as a not-for-profit company in 2000, WRAP is backed by government funding from England, Scotland, Wales and Northern Ireland.
- 3 Working in seven key areas (Construction, Retail, Manufacturing, Organics, Business Growth, Behavioural Change, and Local Authority Support), WRAP's work focuses on market development and support to drive forward recycling and materials resource efficiency within these sectors, as well as wider communications and awareness activities including the multi-media national Recycle Now campaign for England.
- 4 More information on all of WRAP's programmes can be found on www.wrap.org.uk

For further information please contact:

Abi Dare
Trimedia
T: 0117 929 2311
E: abi.date@trimediauk.com

Rebecca Lonsdale
Trimedia
T: 0117 929 2311
E: abi.dare@trimediauk.com