



PackTheFuture Award: Competition for sustainable packaging innovations made of plastic starts!

Bad Homburg, Paris 12th January 2023 - The IK Industrievereinigung Kunststoffverpackungen and its French partner ELIPSO call on their members to participate in the 5th PackTheFuture Award. The award honours innovative and sustainable packaging solutions made of plastic and aims to promote and publicise the contribution of plastic packaging to climate protection, circular economy and responsible consumption.

"Plastic packaging is a high-tech product and deserves appreciation for its many contributions to product and climate protection," says IK Managing Director Mara Hancker, explaining the aims of the award. "With the PackTheFuture Award, we are putting a spotlight on packaging innovations that are outstanding ambassadors of our industry: Plastic packaging protects sustainably."

"With the PacktheFuture award, we are raising public and industry awareness of even more innovative and sustainable plastic packaging solutions across Europe," says Gael Bouquet, General Secretary of ELIPSO. We are vigorously carrying the vision of a new circular economy for the European plastic packaging industry."

The two associations have used the pandemic hiatus to sharpen the profile of the award and realign the categories for submission to the cornerstones of EcoDesign. As sponsor, Interseroh+, part of the Interzero Group, supports the PackTheFuture Award. "The PackTheFuture Award offers an excellent platform to further expand our commitment to sustainable and recyclable plastic packaging," says Markus Müller-Drexel, CEO of Interseroh+ and member of the Grand Jury.

Members of the two associations can submit their innovations in the following categories until 28 February:

- Design for reuse
- Design for sustainable material sourcing and recycled content



- Design for recycling
- Design for environmentally compatible use and disposal
- Design for product protection
- Design for consumer benefit / convenience

A new website with an easy online application is available for submission at

www.packthefuture.de/en/home-english/

Attention-grabbing awards ceremony at Interpack

After the last Corona-compliant online award ceremony for the PackTheFuture Award 2020, the organisers, together with Messe Düsseldorf, are now looking forward to another attention-grabbing award at Interpack 2023. As usual, all submissions will be recognised in the Innovation Book.





The **recycling alliance Interseroh+** offers all relevant services for efficient recycling of plastic packaging: from advice on the recyclability of packaging with the "Made for Recycling" service to packaging licensing and high-tech sorting and the subsequent production of innovative recycled plastics.

The **IK Industrievereinigung Kunststoffverpackungen e. V.** represents the interests of manufacturers of plastic packaging and films in Germany and Europe. The medium-sized sector has over 90,000 employees and generates an annual turnover of 16 billion euros. Plastic packaging currently has a 45 per cent share of the German packaging market.

ELIPSO is the professional association representing plastic (rigid and bulk) packaging manufacturers in France. Our companies, present throughout French territory, employ 38,000 collaborators in 320 companies (mostly SMEs) for an annual turnover of 8.1 billion euros.