

WPO World Packaging Organisation: Packaging, that Saves Food

WPO WORLD PACKAGING ORGANISATION



WPO Vision
Better Quality Of Life
Through Better Packaging
For More People



Actions of WPO @ Interpack 2017



Using the **appropriate packaging** (material) is regarded to be a **key element** of a set of technologies **to reduce food losses and food waste.**

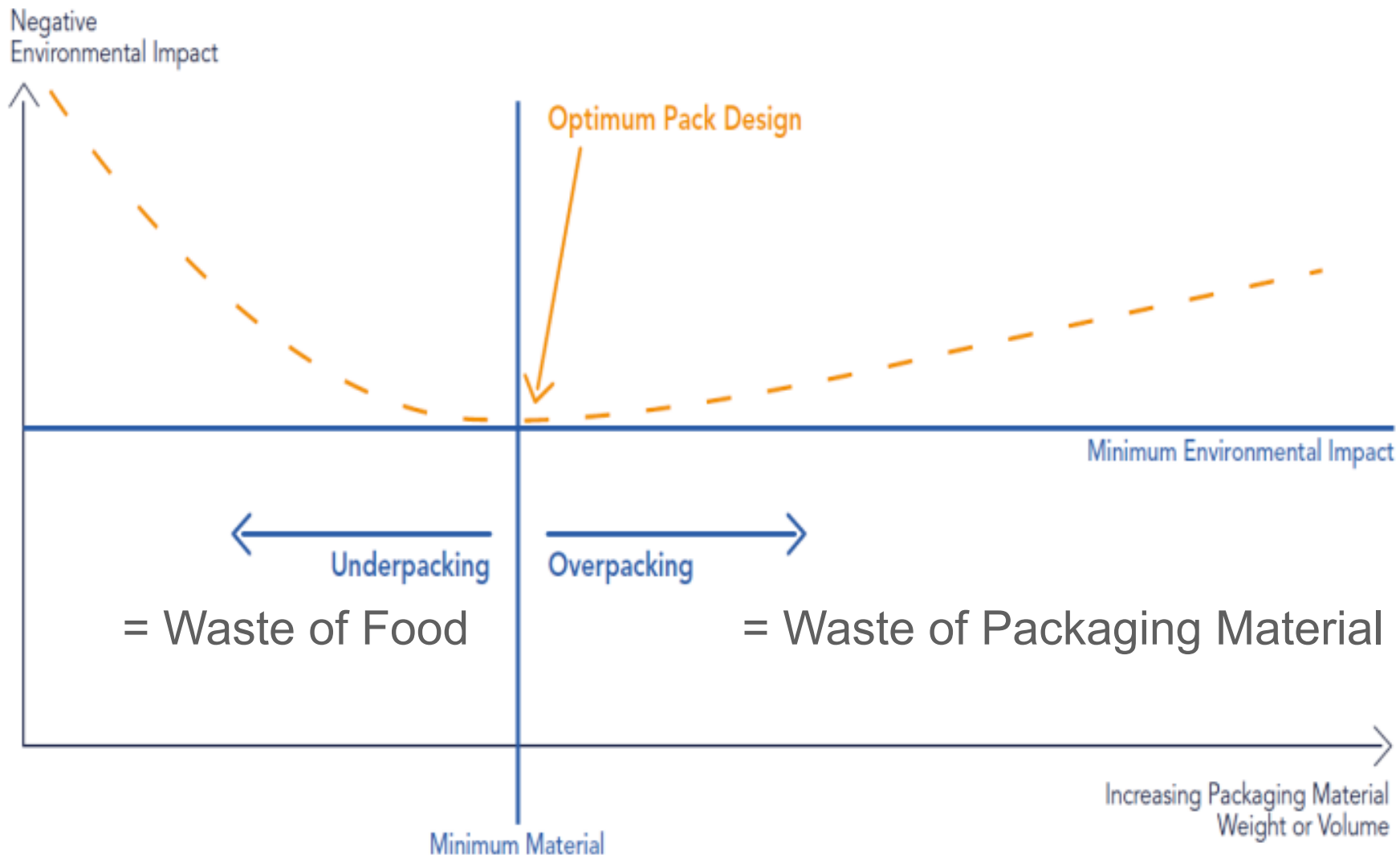
First worldwide exhibition of national award winners and WorldStar winners, packaging that Saves Food

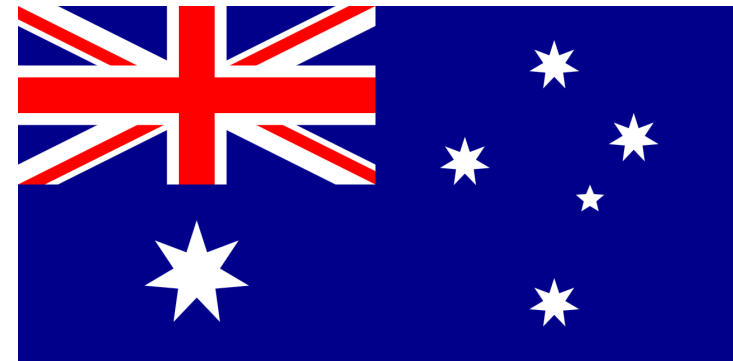


Solutions for a world
aware of its resources



Underpacking as a Danger







© 2016 CZECH PACKAGING INSTITUTE
SYBA

- Identify the package foil resistance to penetration of pest
- improve the protective function by application of natural compounds to the surface of primary or secondary package
- Develop the new package foil with higher protective function against pests



www.africapack.org





International



www.worldstar.org



Dampack International BV, Netherlands – The BeeMagic Trays creates benefits on every level in the chain. It extends shelflife, quality improvement of the packed products, saves foodwaste, 100% recyclable and less material waste, easy to install on existing production lines, Conforms to EU legislation.



Flexomed, Spain – This packaging reduces food losses between 3% and 9%. Absorbing ethylene delays ripening of fresh products. Less than 10% increase in price per bag. The ethylene absorber continues working at the final consumer's place. It is communicated to the consumer on the package



Grupo Sinekis, Mexico – Freshdy is a flexible micro perforated multilayer bag, which keeps hydrated fresh fruit and vegetables for longer. Freshdy bags can save up to 15% food weight loss over a 10 days. Freshdy utilises low cost materials such as PP and BOPP. www.freshdy.com

FRIYA

The Cool BAG

The only fully biodegradable Isothermic BAG

"Active Cooling" that actually works!

For Free in your local Market!

The Good Things

- Isothermal Bag for the conservation of perishable food.
- Keeps the cold chain **until the last stage**.
- Ideal for short distances (Between half and two hours).
- Low cost, can **be absorbed or subsidized** by retailers.
- All the materials are completely biodegradable.
- Can be used multiple times.
- After use, can be thrown away without problems, once in the trash or soil it will degrade in powder that can increase soil minerals and nutrients.

Smart Materials:

- Internal Bag: PLA Plastic, completely biodegradable and made from lactic acid from sustainable sources.
- Cooling Agent: Gelified Water (Sodium polyacrylate), not toxic and not polluting. Can help to retain water to increase soil humidity in gardens when the bag is no longer useful.
- Exterior Bag: Stone paper, made from limestone (Calcium Carbonate), doesn't use trees and less water than normal paper, can be degraded and its compostible without enviromental damage.
- Printed with ecological Soy Ink.

For Free!

Its made from Paper and Bio-plastic, is cheap enough to be included in your purchase of SeaFood, Frozen Food or any other.

Very Cool!

The low cost bags are just thin insulators, Friya actually keeps your food frozen with the active cooling cells.

You can see the cold

Friya contains 2 different layers. The cooling cells made from bio-plastic, and the exterior bag made of Stone Paper.



But, how it works?

1.- Your local market keeps friya in the freezer or refrigerator until the purchase.

2.- Use it to transport Seafood, Frozen Groceries or any kind of Food.

3.- When your come home, your food its still cold and healthy!



Contact Details

- PACK EXPERTS
- DI Dr. Johannes BERGMAIR
- WPO Vice President Sustainability & Food Safety
- johannes.bergmair@packexperts.at
- +43 676 5711388
- www.worldpackaging.org