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Over 10 new show features revealed for Packaging Innovations & Empack 2026

Collaboration over chemistry: Why the future of sustainable packaging is human

When innovation vanishes: The science behind the VeriGreen® Plus Cup



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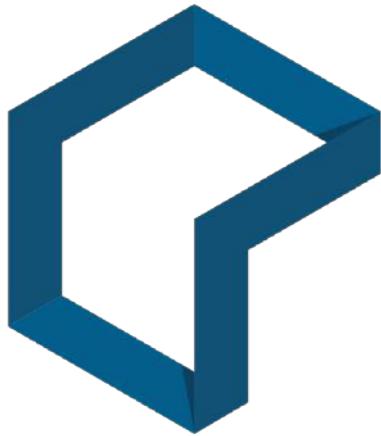
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Contents & features

Welcome to our first issue of the year, where the focus turns firmly to the upcoming Packaging Innovations & Empack 2026.

As brands and manufacturers prepare for the next wave of product launches, this issue highlights the technologies, materials and systems driving progress across the packaging value chain. It also examines why compliance can no longer be an afterthought, exploring the importance of reporting the right data, at the right time.

The future of sustainable packaging is considered through a human lens, shaped not just by materials or technology, but by the people who turn innovation into action. From a world-first bio-based, biotransformable cup to the latest developments in smart, sustainable packaging, this issue brings together insight and practical innovation from across the global packaging industry.

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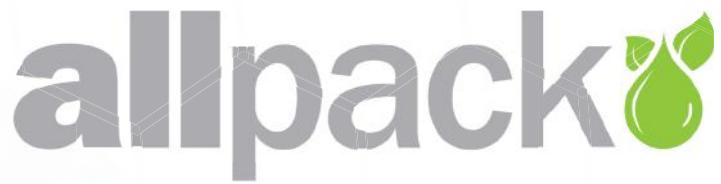
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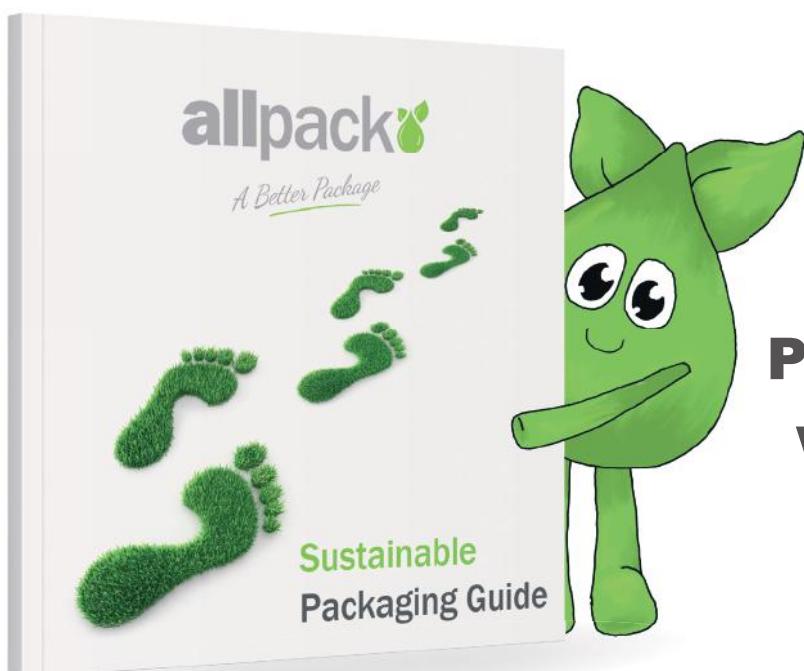
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Over 10 new show features revealed for Packaging Innovations & Empack 2026

Packaging Innovations & Empack 2026 brings the future of packaging to life with new zones, breakthrough technologies, and expert-led experiences designed to inspire, inform, and connect every stage of the supply chain.



What's next for the packaging industry? Every year, businesses from across the world gather under one roof at the Birmingham NEC to get answers to this question. As we tick over into the latter half of the 2020s, all eyes are firmly fixed on what the future will bring - particularly as suppliers and brands prepare for a number of key regulatory deadlines.

Renowned for keeping its finger on the pulse of this fast-paced industry, Packaging Innovations & Empack 2026 promises to be the most forward-thinking show yet. While it continues to represent every stage of the packaging journey, from design to fulfilment, the 2026 edition introduces several

new features and experiences designed to deliver even more value to attendees and exhibitors.

Discover tomorrow's materials: Material ConneXion

Material ConneXion's curated showcase highlights the materials transforming the products of tomorrow. From breakthrough textiles and sustainable composites to advanced polymers, its interactive display demonstrates how smart material choices drive innovation. Visitors can explore how performance, sustainability, and context combine to create smarter, more resilient packaging solutions. (Stand A15 - Hall 2)



Learn from failure: Museum of Failure (MoF)

Innovation often starts with mistakes - and the Museum of Failure turns missteps into lessons for the future. From Kodak's digital camera to modern AI errors, visitors explore decades of corporate misjudgements, uncovering recurring traps that can undermine even the best ideas. The workshop offers practical insight for designing next-generation materials, packaging solutions, automation, and sustainable innovations, showing how learning from failure can accelerate progress. (Stand A11 - Hall 2)

Machinery in action: Guided Empack Tours

Designed for those responsible for keeping production efficient, competitive, and moving, the Empack Machinery & Processing Tours cut through the noise of the show floor. Join a guided session that brings you directly to the machinery, automation, and processing solutions transforming packaging and production operations.

See live demonstrations, gain practical insights, and leave with a clear understanding of how today's technology can improve efficiency, reduce risk, and unlock capacity in your operation. Curated for speed and relevance, each tour is a focused, one-hour experience (1pm–1:30pm) with limited places available on a first-come, first-served basis. You'll be in good company with representatives from companies such as Prism eLogistics, BW Packaging, Sealed Air already booked to attend. (Meeting point is located at Hall 3a entrance)

Spotlight on emerging ideas: Discovery Theatre

Start-ups, SMEs, and suppliers take centre stage at the Discovery Theatre, presenting breakthrough technologies such as AI and smart packaging. This platform sparks new thinking and offers a rare glimpse of what's on the horizon, giving attendees inspiration for their own innovation strategies. (Stand Q160 - Hall 3a)

Innovation under pressure: Pitch the Co-Packers Competition

In partnership with the BCMPA, start-ups and challenger brands have the chance to pitch their ideas to industry experts in a fast-paced, Dragon's Den-style contest. With networking, funding, and visibility on offer, the competition reveals innovation under pressure and highlights the collaborative spirit driving the packaging sector forward. (12 Feb, 11:30–12:30, Supply Chain Stage W160 - Hall 3a)

Advance your skills: CPD-accredited sessions

Across two days, the CPD-accredited programme delivers practical insights on automation, robotics, AI, compliance, and sustainability. Operations, engineering, and supply chain professionals gain immediately actionable strategies to improve packaging lines, efficiency, and operational resilience. (Supply Chain Stage W160 - Hall 3a)





Start-Up Zone & 1-2-1 Expert Trail

The Start-Up Zone shines a spotlight on emerging businesses, while the 1-2-1 Expert Trail connects attendees with specialists across policy, sustainability, and supply chain strategy. From Smithers and BCMPA to PackUK and the UK Midlands Packaging Society, each stop provides authoritative guidance, helping businesses navigate regulation, reduce waste, and future-proof their packaging operations. (Hall 3a)

Sheard Packaging innovation showcase

Sheard Packaging's Mobile Innovation Centre (MiC) brings design, testing, and problem-solving straight to the show floor. With a high-spec design studio, live sampling, onboard lab, and collaboration tools, MiC enables real-time innovation, faster decision-making, and smarter packaging solutions. (Stand A80 - Hall 2)

Automation & Robotics Zone

Explore the latest robotics and automation innovations designed to streamline operations and boost efficiency. Visitors can see live demonstrations, experience the technologies in action, and gain insight into how these solutions are shaping the future of packaging. Discover practical applications and consider how robotics and automation could transform your business. (Hall 3a)

Celebrating talent and creativity

The Future Trailblazers Awards, in partnership with IOM3, recognises rising stars driving innovation across packaging. Alongside, the Exhibitor Innovation Gallery highlights ten standout breakthroughs in design, materials, and functionality, providing inspiration for every visitor looking to stay ahead of the curve.

Relax, connect, and celebrate

Networking is key to innovation. From the Beer Bar and Cocktail Bar to the VIP and Exhibitor Lounges, attendees can recharge, spark conversations, and celebrate creativity — proving that inspiration often comes as much from connections as from technology.

A platform for every professional

With over 450 suppliers, 7,500 visitors, and 100+ expert speakers, Packaging Innovations & Empack 2026 has something for everyone. Whether exploring materials, learning from failure, experiencing automation first-hand, or pitching the next big idea, this showcase delivers clarity, insight, and opportunity in an ever-evolving industry.

Don't miss out. Secure your free ticket now and be part of the conversations, technologies, and insights defining the future of packaging.

Claim your complimentary ticket



Tools that turn labels into revenue generators

Sovereign Labelling Machines is predicting big things for 2026.



We are expecting big things for labels and labelling next year, following on from a highly successful 2025. This will include developments driven by the ongoing evolution of the packaging supply chain and impact of sustainability, digitalisation, automation, and efficiency on how businesses must operate in the future.

One example is the unabated shift toward sustainability coinciding with increased costs and a heavier financial burden for packaging manufacturers. This has turned the spotlight on efficient and effective processes and practices.

Productivity and sustainability have historically been treated as competing priorities but today they are viewed as two sides of the same coin. From the development of recyclable mono-material plastics and greater use of fibre-based packaging solutions to highly automated manufacturing lines that maximise uptime and strip waste out of production, all have a part to play in helping the label and packaging industry improve its performance.

This underscores how robust, flexible, and future-ready labelling and sleeving technology is critical for brands, co-packers, and contract manufacturers across FMCG, beverages, personal care, cosmetics, pharmaceuticals, and more.

Take misapplied labels or sleeves as an example. They are no longer just an aesthetic issue, they are an avoidable source of material waste, machine stoppages, and even product withdrawals. In 2026, those pressures will only intensify.

Businesses that win will be those that treat labelling and sleeving as a strategic capability that touches productivity, compliance, brand value, and total cost of ownership (TCO).

All these trends and more require us to continue to invest in the people, technology, and partnerships that help brands and co-packers transform labelling and sleeving from a constraint into a competitive advantage.

The past 12 months have been inundated with landmark customer wins and system installations. These have strengthened and solidified our position as the go-to manufacturer of expertly engineered and precise labelling and sleeving solutions for brand and co-packers, who are operating in markets such as FMCG, beverages, dairy, cosmetics, pharmaceuticals, and more.

It is no exaggeration to say that our manufacturing facility in Essex in the UK has been operating non-stop for the last 12 months, to fulfil all the orders and projects coming to us

This includes engineering multi-process systems for labelling and sleeving challenges that customers in the UK, Europe, and further afield face. We are similarly seeing high demand for tailor-made systems that provide the same high level of performance and functionality but which are straightforward, versatile and agile, and easy to operate.

Regardless, all customers are seeking out solutions that allow them to efficiently and effectively apply artwork to containers using labelling and sleeving technologies that help maximise shelf appeal, secure sales, and achieve an impactful brand presentation.

Both need accurate, consistent presentation at speed. Both need to manage a growing number of SKUs, pack formats, and regulatory variations. Both need to futureproof investments in the face of uncertain volumes and evolving customer expectations. Both want to be strong in retail environments at the same time as capitalising on the growth in e-commerce and direct-to-consumer sales.

This will be our focus on stand R110 at Packaging Innovations & Empack 2026. On the stand, we focus on the capabilities of our labelling system as tailor-made and cost-effective solutions that help brands and co-packers take their labels and labelling to the next level. This includes ergonomically designed lines equipped with

advanced capabilities and the latest technologies, which simplify and demystify complex labelling processes. This turns labelling from a necessary process into a value-adding tool that secures success on the shelf and helps generate sales. At the same time, the revered entry-level desktop labeller serves as an effective tool for brands and



co-packers of all size, whether a start-up/disruptor seeking to enhance their labelling or a large manufacturer looking to add capacity and flexibility to their production.

With 2026 set to be another landmark year for our business. This will result in us investing heavily in our production capacity and capability, including the people to do the work and the space they need to do it. Systems are then destined for customers throughout the UK & Ireland as well as headed overseas.

Both markets offer strategic opportunities for growth and we are actively targeting brands and co-packers in the UK and abroad who will benefit from our expertise in high-quality labelling and sleeving solutions.

All of these developments have the same end goal: to deliver precise, consistent, reliable, and efficient labelling and sleeving that supports businesses today and is ready for the future.

— Thomas Glendinning, Managing Director, Sovereign Labelling Machines

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**WORLDSTAR
WINNER 2026**

Fresh Lid™ HB: award-winning resealable packaging for a new standard of freshness

As consumer expectations evolve and sustainability regulations tighten, packaging for fresh food products is under growing pressure to deliver more—with less. Brands are expected to extend shelf life, reduce food waste, improve convenience, and meet recyclability requirements, all while maintaining premium shelf appeal and operational efficiency.

In categories such as fresh meat, cold cuts, cheese, and fish, one of the most persistent challenges is resealability. While many flexible and semi-rigid lidding solutions are available, most lose their sealing performance after the first opening. This leads to dehydration, oxidation, compromised product quality, and ultimately, food waste—impacting consumers, retailers, and brand reputation alike.

Fresh Lid™ HB was developed to address exactly this challenge.

A new approach to resealable lidding

Fresh Lid™ HB is a **high-barrier, mono-material PET lidding film** designed to replace traditional rigid injection-molded lids or standard lidding solutions used in fresh protein packaging. Enabled by a proprietary technology developed by Tadbik, the solution allows the package to be **opened and resealed dozens of times**, while continuing to protect product freshness and safety.

Unlike conventional lidding films that typically lose sealing strength after the first peel, Fresh Lid™ HB maintains hermetic integrity throughout repeated use. This ensures ongoing protection of taste, aroma, texture, and appearance—supporting longer freshness at home and reducing unnecessary food waste.

Barrier performance that protects quality

Fresh Lid™ HB integrates a **transparent high-barrier (HB) ALOx layer**, providing effective protection against oxygen and moisture—two critical factors in preserving fresh and refrigerated food products. The barrier extends shelf life while maintaining full transparency, allowing consumers to clearly see the product inside.

Anti-fog additives ensure clear visibility under refrigeration conditions, enhancing shelf presentation and supporting confident purchasing decisions at the point of sale.

Designed for real consumer use

Fresh Lid™ HB was designed with everyday consumer behavior in mind. Innovative die-cutting creates **extra-wide sealing margins** that extend beyond the tray edges, improving reseal reliability and ease of handling. A built-in “**stopper mechanism**” prevents over-opening, helping preserve the sealing area and ensuring consistent performance over time.

Optional tamper-evident features can be incorporated to add an extra layer of safety and consumer confidence—particularly important in fresh food categories where trust and transparency are critical.

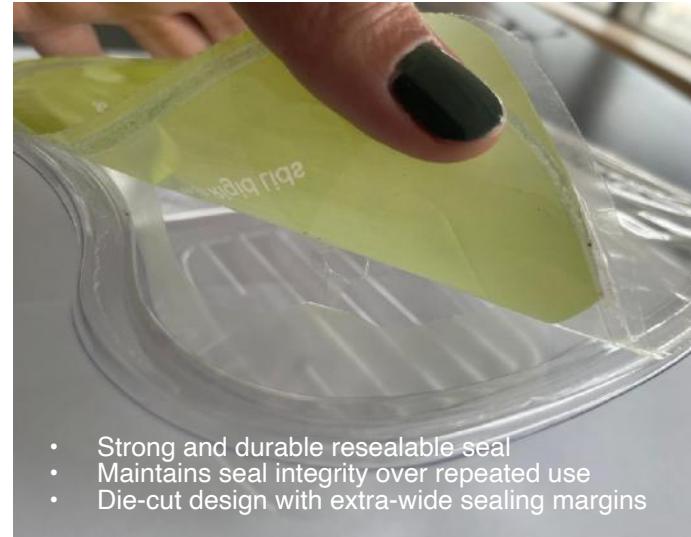
The result is a packaging solution that combines convenience, protection, and durability, enabling consumers to easily access portions while keeping the remaining product fresh.

Sustainability by design

From an environmental perspective, Fresh Lid™ HB delivers **clear sustainability benefits**. By replacing rigid lids, it reduces plastic usage by approximately **40%**, while also lowering transport and storage volumes. The solution eliminates the need for additional stickers or labels, simplifying packaging structures and reducing material waste.

As a **mono-material PET solution**, Fresh Lid™ HB is fully compatible with existing PET recycling streams and aligns with **European PPWR requirements** and circular economy principles. Sustainability is embedded into the design of the pack, without compromising performance or aesthetics.

These combined benefits recently earned Fresh Lid™ HB international recognition,



with the solution winning a World Packaging Organisation (WPO) award in the Food category—highlighting its contribution to innovation, sustainability, and functional excellence.

Premium shelf presence

Despite its functional and environmental advantages, Fresh Lid™ HB also supports strong brand differentiation. The lidding film enables **high-quality graphic printing**, either reverse-printed or surface-printed, while maintaining full recyclability. Brands can combine premium visual identity with a clear view of the product—enhancing shelf impact without sacrificing sustainability goals.

Part of an integrated packaging vision

Fresh Lid™ HB reflects a broader, end-to-end approach to packaging solutions. From flexible packaging and labels to automation and smart RFID-enabled technologies, Tadbik supports brands across the entire packaging value chain—helping them respond to regulatory change, consumer expectations, and operational demands.

SCAN ME



Discover Fresh Lid
HB at Packaging
Innovations & Empack

Tadbik – Stand G50

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or visit our website www.croxsons.com



Croxsons launches first ever British sparkling wine bottle

Croxsons I B Corp™ will exhibit at Packaging Innovations & Empack 2026, Stand B142, NEC Birmingham.



Croxsons, a 150-year-old family business that manufactures premium glass packaging for the food and drink sector, has developed the country's first British-made sparkling wine bottle.

The Sovereign bottle has been designed to elevate and support the burgeoning English and Welsh wine-making industry closing the provenance loop from vineyard to bottle. Winemakers have until now relied entirely on imported bottles transported across Europe.

The English and Welsh wine industry is one of the fastest growing agricultural sectors in the country with over 1000 vineyards (WineGB July 2024) and

is estimated to be worth £422m in 2025 growing at a CAGR of 3.5% over the last five years (IBISWorld November 2025).

Sales of sparkling wine have risen 187% since 2018, from 2.2m bottles to 6.2m in 2023 (WineGB), making this the perfect time to bring sparkling wine bottle production home.

The Sovereign bottle will be produced in England and rather than the traditional green colour of European sparkling wine bottles, the British bottle will be made using a distinctive amber glass. This will give the bottle a strong shelf standout and clear British provenance.



“ We are incredibly proud to launch Sovereign, the UK's first British-made sparkling wine bottle, delivering improved sustainability while ensuring British drinkers enjoy wine that is British through and through.

We have six generations involved in the wine trade, beginning as a bottle supplier to the London wine trade 150 years ago, so it feels particularly fitting that we are now helping the English and Welsh winemaking industry deliver a truly British sparkling wine bottle.

– Tim Croxson, CEO of Croxsons.

The Sovereign bottle uses 77% recycled content which improves its sustainability credentials and with a shorter journey from factory to vineyard, it will reduce road-miles for millions of bottles traditionally transported from France, Germany and Italy.

“ Seeing a UK-made sparkling wine bottle available to producers is a great milestone - it shows just how far the industry has come.

As we continue to build the reputation of English wine both at home and internationally, having domestically manufactured, high-quality packaging supports our identity, sustainability and ambitions.

It's a positive step forward and we're grateful to those who've worked hard to make it happen.

– Matt Gayler, Operations Director at Ridgeview Wine.

The Sovereign bottle will be produced in March and can be ordered direct from Croxsons.

e: hello@croxsons.com

w: croxsons.com

B Corp Certification: strengthening our sustainability commitment

We are delighted to have received B Corporation (B Corp) certification – a globally recognised standard that measures social and environmental performance, transparency and accountability.

Only a select group of innovative organisations meet the high verified standards of B Corp and we are proud to now be part of the movement. Our certification by B Lab, the non-profit organisation behind the B Corp initiative, proves we have legally embedded our commitment to purpose beyond profit into our operations. Our transparency goes far beyond our glass.

Evaluating our business across governance, workers, community, environment and customers, the requirements of B Corp certification match the socially responsible values we have always held at Croxsons.

Like all B Corp companies, we are committed to transforming the global economy to benefit people, communities and the planet.

Watch the video and scan the QR code for more information.



“ B Corp not only gives us the accountability and transparency to demonstrate we ‘walk the walk’ but also provides a framework for how we can be even better. As a business, we can’t do everything but we must do something.

– Tim Croxson, CEO of Croxsons.

IT'S THE RIGHT TIME FOR RIGHTWEIGHT®

We always work closely with customers and our supply chain to make a difference to your business. We love to explore new innovations, the concept of Rightweight® is one of our greatest successes.

Going beyond lightweighting, rightweighting focuses on finding the optimal balance between strength and the materials used in glass containers. Without compromising on functionality, safety or style, we design and manufacture bottles to use only the glass needed to do the job – no more and no less. Yes, the bottle becomes lighter than traditional products but nothing that matters is lost.

By using fewer raw materials than before to make our containers, we not only lower our manufacturing emissions but also the fuel requirements and environmental impact of transportation.

Watch this space for more news on how Rightweight® is coming to the beer industry.





**YOUR BRAND IS
ON THE BOX,
WHY NOT
ON THE TAPE?**

PRINTED PACKAGING TAPE - UK MANUFACTURER



Expanding UK manufacturing capacity for the future of packaging

Visit Steadfast Tapes at Packaging Innovations & Empack 2026, Stand V156, NEC Birmingham



In an industry where packaging performance, sustainability, and brand impact must work seamlessly together, Steadfast Tapes Ltd has established itself as a trusted UK manufacturer of high-quality printed and plain adhesive tape solutions for businesses across the UK and Europe.

Following a highly successful exhibition at Packaging Innovations & Empack at the National Exhibition Centre last year, Steadfast Tapes will once again be exhibiting in 2026, welcoming visitors to Stand V156. The company's return reflects both the strength of customer demand and its continued investment in manufacturing capability, innovation, and service excellence.

As part of its ongoing commitment to UK manufacturing, Steadfast Tapes will be installing three new production machines on site in February, representing a significant step forward in capacity, efficiency, and print capability.

This investment will enable increased output, improved consistency, and faster lead times, while also providing greater flexibility to support customers with growing volumes or more complex requirements. It reinforces Steadfast's long-term vision of delivering scalable, future-ready packaging solutions from a UK base.

With over two decades of industry experience, Steadfast Tapes combines technical expertise, in-house manufacturing, and a customer-focused approach to deliver adhesive tape solutions that protect products, enhance brand visibility, and perform reliably in demanding packaging environments.

UK manufacturing. Increased capacity. Proven performance.

Operating from its UK manufacturing facility, Steadfast Tapes produces custom-printed packaging tape, specialist adhesive solutions,

and complementary packaging products serving e-commerce, logistics, retail, industrial, and manufacturing sectors. By keeping production in-house and continually investing in equipment and people, the company maintains close control over quality, consistency, and delivery.

From artwork support and print specification through to production planning and despatch, Steadfast works collaboratively with customers to ensure the final product performs as expected on packing lines and in transit. This hands-on approach enables dependable supply even for repeat, high-volume, or technically demanding applications, while providing reassurance in a market where reliability is critical.

A comprehensive adhesive tape portfolio

Steadfast Tapes offers a broad and evolving range of printed and unprinted adhesive tape solutions, including:

- Custom printed packaging tape
- Low-noise tape solutions for warehouse and fulfilment operations
- Paper and recyclable tape options supporting sustainability targets
- High-performance adhesive tapes for demanding applications
- Plain tapes, machine tapes, and specialist formats

Each product is designed to deliver the optimal balance of adhesion strength, unwind control, print clarity, and durability, ensuring consistent performance across both automated and manual packing processes. Steadfast's technical knowledge allows customers to select the right solution for their operational environment, branding requirements, and end-use conditions.

Alongside product performance, increasing attention is given to sustainability considerations. Steadfast continues to expand its portfolio of environmentally focused alternatives, offering customers practical routes to progress sustainability objectives without compromising functionality or reliability.

Carry handles & added-value packaging components

Beyond adhesive tapes, Steadfast Tapes supplies a growing range of value-added packaging solutions, including carry handle systems manufactured within the wider LOGO Tape Group.

These carry handles are designed to create a comfortable and secure carrying experience for multipacks, promotional bundles, and retail-ready formats, integrating seamlessly into existing



packaging lines. In addition to improving ease of handling for consumers, they provide an excellent branding aid, offering high-visibility brand exposure at the point of carry and throughout the customer journey.

The group has also been actively developing carry handle options incorporating recycled content, and Steadfast Tapes is excited to discuss these advancements with visitors looking to enhance packaging functionality while aligning with evolving sustainability expectations.

Service built around reliability

Steadfast Tapes' reputation is built on more than products alone. Customers benefit from a service-led approach that includes:

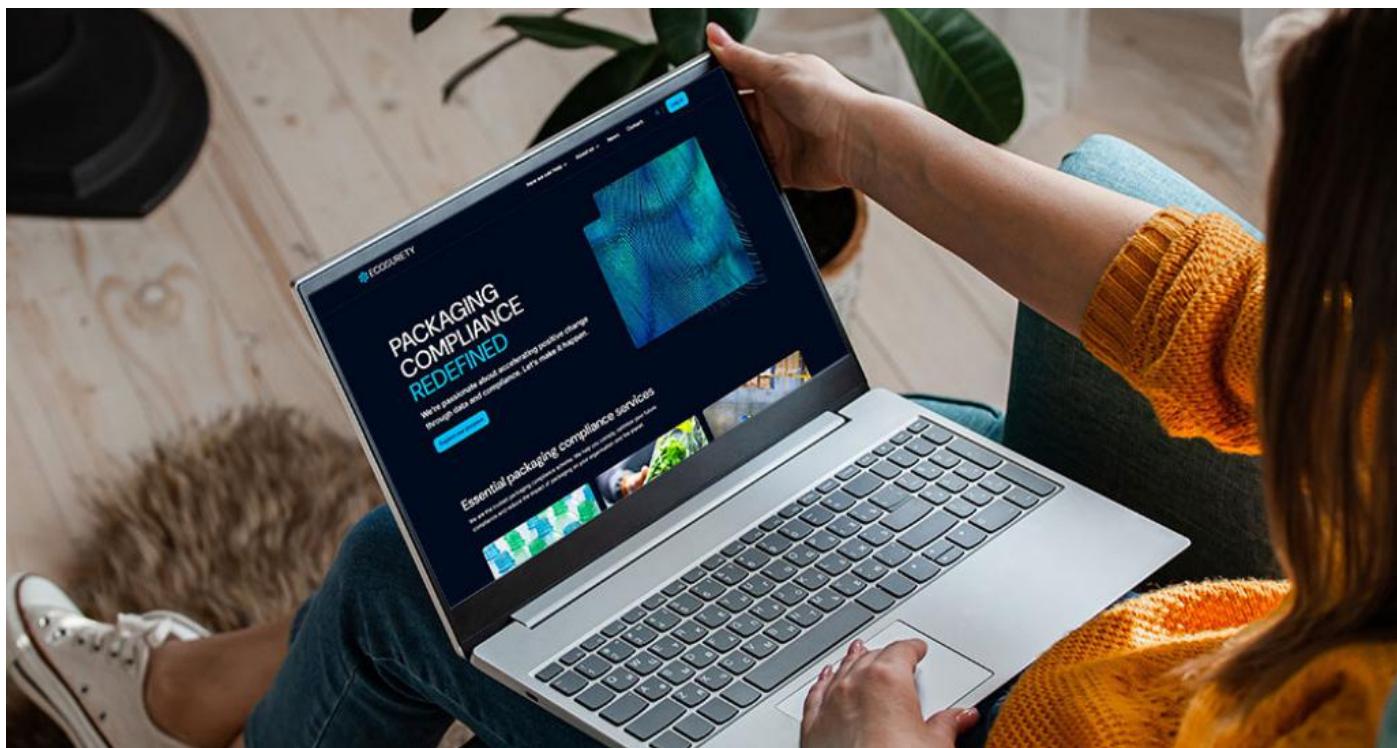
- Dedicated account management
- Technical guidance and product matching
- Print and specification support
- Stock holding and repeat-order consistency
- Clear communication and dependable delivery

This structured yet responsive service model enables Steadfast Tapes to operate as a long-term packaging partner, supporting customers as their volumes, branding strategies, and operational demands evolve over time. Whether working with growing brands or established manufacturers, the focus remains on consistency, trust, and performance.

To learn more about Steadfast Tapes' products, services, and manufacturing investment, visit www.steadfasttapes.co.uk.

Ignore compliance at your peril

At **Packaging Innovations & Empack 2026**, attendees at the event will have the opportunity to explore the systems and services available to help them ensure they are compliant and reporting the right data, in the right detail, at the right time.



As the packaging industry definitively moves from sustainability pledges and commitments to actions and implementations that positively impact the environment, data is imperative to businesses up and down the packaging value chain.

This will mean exhibitors showcasing the systems and tools to collect, collate, and comprehend environmental data and performance are set to be in high demand at Packaging Innovations & Empack 2026.

In a time when a robust sustainability story is an expectation not the exception, environmental performance and regulatory compliance are rapidly becoming defining forces that are shaping how the packaging industry operates, innovates, and competes.

Moreover, as legislation tightens and consumer scrutiny intensifies, packaging companies must navigate a complex landscape where transparency, circularity, and the responsible use of resources are essential.

It is in this setting that environmental and compliance services have become critical to transformation. While not new, they have become essential to the success of all packaging stakeholders, from material suppliers, press manufacturers, printers, and converters to the brands and retailers themselves.

Calculating the costs

Beyondly (H150) is a B Corp certified environmental compliance scheme and consultancy, empowering



businesses to meet their legal obligations and lead through sustainable innovation to go beyond Net Zero.

The business is committed to navigating the changing world of compliance and sustainability, with the aim of helping businesses become more confident about their environmental choices. Whether meeting compliance obligations, excelling in managing environmental data, and/or achieving the sustainability expectations of all stakeholders, Beyondly endeavours to be a partner and facilitator of action by allowing packaging businesses to navigate the changing environmental landscape.

Ecosurety (F70) is similarly committed to accelerating change towards an environmentally sustainable world. As evidence of this, the compliance scheme has been B Corp certified since 2020.

Through collaboration, Ecosurety ensures its members comply with the UK's packaging regulations and enables businesses to make sustainable product and packaging decisions.

Ecosurety also supports efficient and transparent investment in UK recycling projects through improved infrastructure, innovation, and consumer awareness campaigns.

Valpak (J156) is an environmental compliance scheme that already manages the recycling obligations of over 5000 UK businesses under producer responsibility laws.

Its services are focused on packaging, waste electrical and electronic equipment (WEEE) and batteries, both in the UK and internationally, as well as environmental consultancy, waste management, and supply chain transparency.

Services offered by Valpak include lifecycle assessments (LCAs), packaging analysis, packaging technology consultancy, and reporting.

Valpak's Insight Platform is designed to provide a clear view of product and supplier data, enabling businesses to report on and manage performance, make informed decisions, and demonstrate due diligence with regard to compliance and sustainability.

The Platform consists of three different suites (Product Data, Sustainable Development and Global View), which enable users to easily review and interrogate their data using different reporting functions. Depending on priorities, there is a choice of suites to enhance reporting.

Wastepack Group (J160) has over two decades of experience as an expert compliance partner for producers. Wastepack has extensive knowledge of packaging and WEEE compliance, alongside other related environmental issues and legislation such as WEEE collections, extended producer responsibility (EPR), and the Plastic Packaging Tax.

Alongside EPR guidance and PPT payments, Wastepack's recyclability assessment methodology (RAM) data service helps packaging businesses save time on manual assessments, avoid costly RED penalties, stay audit-ready with clear documentation, and make procurement decisions based on meaningful data.

Weighing up the opportunities

PackTotal (G162) has set out to turn packaging complexity into clarity by using data management and reporting software to calculate EPR and PPT liabilities. The company's software centralises all packaging component data, supports accurate and auditable reporting, and automates tax and regulatory calculations, all while respecting and assuring the security of commercially sensitive information.

Benchmark Consulting (E140) aims to become the world leader in CO2e and cost measurement. The company's Forensik suite of web-based tools provides calculation and analysis tools to achieve this.

Benchmark's commercial calculator, for example, is capable of calculating many thousands of scenarios in a matter of minutes. Coupled with fully customisable reporting, large complex tenders and on-going price management of complex commercial relationships can be handled seamlessly.

Estimates can be assessed for all manufacturing processes: extrusion, print, lamination, bag/pouching, slitting, corrugation, pre-print, post print, die-cutting, folding, and gluing. For corrugated and solid boards, a CAD plug-in automatically interlocks blanks on a sheet to optimise sheet size and machine width.

A CO2e calculator provides carbon footprint measurements at the SKU (design) level. This identifies all direct and indirect CO2e emissions related to the production of each packaging SKU and provides a breakdown of the CO2e value at every stage of the packaging production process.

Using these tools, Benchmark Consulting is on a mission to provide packaging cost and CO2e transparency that enables sustainable decisions for people, planet and profit, equally.

Measurlabs (W120) offers all the laboratory testing needed for packaging, from material characterisation to regulatory compliance. The range of services offered covers oxygen, water and carbon dioxide transmission (OTR, WVTR, CO2, respectively), bio-based content, biodegradation, recyclability testing, mechanical and thermal testing of packaging materials, and a full range of food contact suitability tests.

OPRL (E146) has introduced its Recyclability Assessment Tool (RAT) to support the association's members in evaluating and improving the recyclability of their packaging. OPRL's existing Labelling Tool allows information to be input about packaging that helps determine the appropriate OPRL label to use. RAT takes this a step further with a deeper analysis of the pack's recyclability and offering actionable advice on how to enhance it.

This is not only important for reducing environmental impact but also for saving costs, as

the recyclability of packaging affects modulated pEPR fees so using more recyclable packaging can lead to lower fees.

Aura (E142) combines packaging sustainability expertise, consultancy, technology, and insights to deliver pioneering, environmentally responsible packaging solutions. Their market-leading platform, e-halo, provides live, accurate data to manage compliance with global packaging legislation while helping brands reduce environmental impact.

Aura's consultancy services help brands set and implement ambitious packaging strategies, ensure compliance with legislation and Extended Producer Responsibility (EPR), measure and manage sustainability, maintain consistent colour management at scale, and optimise Deposit Return Schemes (DRS).

Their technology suite empowers data-driven decisions across the packaging lifecycle. Platforms including e-halo, e-flow, e-palette, and e-evaluate connect every stage from concept, design, and artwork through to recycling, enabling insight-led decisions that improve consistency, efficiency, sustainability, and compliance.

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WE ARE: HELPING BRANDS MAKE BETTER CHOICES

Spectra Packaging is the UK's leading independent manufacturer of plastic bottles and closures, serving cosmetics, toiletries and personal care brands.

For us, sustainability isn't merely an add-on; it's baked into our culture. From supply-chain partnerships and manufacturing processes to environmentally sound material decisions and the latest packaging compliance support, our responsible ethos reaches far beyond the products we make.

We help brands make better choices with thought leadership and proven environmental solutions.

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Spectra Packaging: your responsible packaging partner

Spectra Packaging will exhibit at Packaging Innovations in Birmingham on Wednesday, February 11th, and Thursday, February 12th, 2026, and can be found on stand N120.



In today's world, where environmental concerns are at the forefront of consumer consciousness, one company is leading the charge in sustainable packaging solutions. Spectra Packaging, a UK-based independent manufacturer, has set new standards for eco-friendly packaging in the toiletries, cosmetics, and personal care markets since 2008.

A green foundation

Spectra's commitment to sustainability is evident from the ground up. Their purpose-built facility, designed in 2010, is a fantastic example of green engineering. Solar and green energy utilisation, air source heating, and energy-efficient machinery are just the beginning. The site even features electric car charging points and a purpose-built cycle path, encouraging employees to reduce their carbon footprint on their daily commute.

Innovation comes as standard

But Spectra's eco-friendly approach doesn't stop at its facilities. The company has integrated sustainability into every aspect of its business, from product design to operational processes. Its green procurement policies, energy consumption reduction initiatives, and responsible waste management actions through inline grinding measures showcase a holistic approach to environmental stewardship.

Collaborative solutions

What sets Spectra apart is its collaborative approach with customers. By conducting comprehensive consultations and thorough needs assessments, Spectra ensures that each product meets client requirements and minimises environmental impact. This customer-centric

approach has been key to their success in creating sustainable packaging solutions that don't compromise on quality or aesthetics.

Pioneering recycled materials

At the heart of Spectra's sustainability efforts is a commitment to using environmentally responsible materials. The company has set an ambitious 35% recycled content initiative for both bottles and closures. However, their most impactful move is their Prevented Ocean Plastic commitment.

A proactive solution to ocean plastic waste

The Prevented Ocean Plastic program uses recycled materials from ocean-bound sources in regions lacking robust waste management



infrastructures. This initiative combats ocean plastic pollution and supports local communities by creating employment opportunities in recycling and waste management. To date, Spectra's efforts have helped divert nearly 60 million plastic bottles from entering oceans in at-risk regions.

Leading by example

Spectra believes in leading the charge for sustainability in the packaging industry. They promote a 'help brands make better choices' ethos through support and thought leadership. By advocating for informed, science-based decisions in packaging choices and encouraging brands to collaborate with environmentally responsible suppliers, Spectra is setting a new standard for the industry.

Navigating Compliance

With environmental regulations evolving rapidly, Spectra continues to empower brands through the launch of their RAM (Recyclability Assessment Methodology) ready guide. This proactive tool helps customers navigate the complexities of Extended Producer Responsibility (EPR) and Plastic Packaging Tax (PPT). By providing clear, data-driven insights into how material choices impact recyclability, Spectra ensures that brands can make informed decisions that are both compliant and commercially viable.





ESG recognition

Sustainability is at the core of Spectra's mission. The company has recently been awarded the prestigious EcoVadis Gold Medal, placing it among the top 5% of companies globally for sustainability performance. This independent assessment recognises Spectra's firm commitment to environmental, social, and governance (ESG) principles, showcasing its dedication to staying at the forefront of responsible and innovative packaging technology.

A vision for the future

Spectra Packaging's vision extends beyond its own operations. By establishing robust sustainability standards and leading by example,

it aims to inspire and influence other packaging manufacturers to prioritise environmental responsibility. Its holistic approach to environmental stewardship serves as a model for the industry, proving that it's possible to create high-quality, functional packaging while prioritising the health of our planet.

As we look to the future, Spectra Packaging stands as a beacon of innovation and responsibility in the packaging industry. Their commitment to sustainability, from green facilities to ocean-saving initiatives, sets them apart as true pioneers. In a world where every choice matters, Spectra is showing that we can have both beauty and sustainability when it comes to packaging.

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Designing packaging that works— for everyone, the first time



Whether the end user is a consumer opening a product at home, a patient relying on a sterile medical device, a physician in a clinical setting, or a chef expecting ingredients to arrive intact and fresh, packaging has one job. That package must perform flawlessly without compromising its contents or the end-user. When packaging works, no one notices. When the package does not function as intended, the consequences ripple through manufacturing lines, supply chains, regulatory pathways, and the people who rely on the product inside.

At The Packaging Cooperative (TPC), we believe the difference between packaging success and failure is determined long before it reaches commercial production. Cost, risk, resources, user-intent, and environmental impact should all be locked in during the design stage. Designing the package right the first time is not just good engineering; it is what separates a legacy success from a memorable failure.

Design is where manufacturing reality begins

Manufacturing alone rarely causes packaging failures. It is the result of early design decisions made without full visibility into how a system will

be produced, validated, distributed, handled, and used. A package that looks elegant on paper but disrupts a filling line, complicates sterilisation, wastes material, or increases freight cost ultimately fails its mission.

TPC approaches packaging as a system rather than a component. We design with manufacturing, logistics, compliance, and real-world use embedded from the outset. Organisations typically engage TPC when they face poor-functioning designs, line inefficiencies, repeated validation failures, rising freight costs, sustainability pressures, or when legacy packaging must scale into new markets or volumes. Our work is grounded in Systems Engineering, a data-driven methodology that replaces assumption-based decisions with traceable system models and quantitative data.

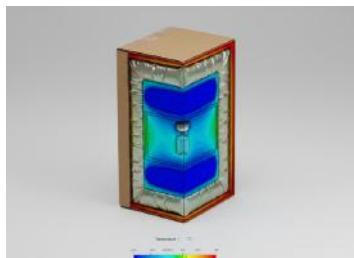
Using Model-Based Systems Engineering (MBSE), we define requirements and constraints across the entire packaging ecosystem: materials, equipment, suppliers, distribution environments, regulatory expectations, and user interaction. This ensures that the needs of the factory operator, the clinician, the consumer, and the business are aligned before physical commitments are made. For example, by digitally modeling palletisation, compression, and lane variability before tooling, teams avoid

discovering over-specification or instability only after validation testing—when correction is slow and expensive.

Simulation before cutting steel

Superior design must be proven, not assumed. TPC pairs MBSE with advanced simulation and analytical capabilities to validate performance before creating tooling or ordering materials.

We simulate compression, stacking, palletisation, and transportation stresses to right-size packaging without over-design. We model equipment throughput and line constraints to ensure designs scale efficiently. We evaluate thermal and distribution risk to protect temperature-sensitive products without unnecessary material or cost. We assess handling and usability to ensure packaging works intuitively for its intended user—whether that user is a patient, a nurse, a warehouse associate, or a chef under pressure.



By resolving these questions digitally, we eliminate trial-and-error development cycles and prevent late-stage redesigns that erode margin and delay launch.

Measurable results—designing for performance, experience, and value from day one

This disciplined approach has been successfully deployed across a wide range of packaging systems, delivering millions of dollars in verified savings for our customers. The common thread is not the industry, but the outcome: packaging that works as intended from day one—achieving measurable cost and sustainability gains without compromising performance or experience. The consumer still finds the product they trust on the shelf; the patient receives a sterile device or life-saving therapy; the clinician's administration is intuitive and efficient; and the chef's expectations for freshness are met the moment the package is opened. In every case, the packaging experience integrates seamlessly into daily life, quietly doing its job and making things easier.

Typical results include:

- Material optimisation without sacrificing protection or compliance
- Simplified packaging systems that reduce tooling, labour, and changeovers
- Improved cube utilisation that lowers freight and distribution costs
- Fewer validation failures, line interruptions, and downstream corrections

- Short ROI cycles—often measured in weeks, not years

When systems are engineered correctly from concept to fruition, benefits are realised immediately and sustainably. The only visible impact is on the bottom line.

Where engineering efficiency delivers sustainability

Sustainability is often treated as a standalone initiative—layered on after design decisions are already made.



TPC approaches it differently. When packaging systems are engineered holistically from the outset, sustainability becomes a natural outcome rather than an added requirement. This methodology enables organisations to meet sustainability targets without introducing new SKUs, retraining consumers, or disrupting operations.

By intentionally using less material, reducing transportation demand, and eliminating rework, environmental impact is lowered while financial performance improves. There are no tradeoffs and no added burden on the end user. Sustainability is built into the system itself—embedded by design, not promoted by labels.



Engineering for people, not just products

What differentiates TPC is a human-centred, systems-level mindset. We design packaging that works for the people

who interact with it—across manufacturing floors and global supply chains, in clinical and operating environments, and ultimately in our kitchens and homes.

In an era defined by compressed timelines, rising costs, and heightened scrutiny, designing packaging right the first time is no longer optional. It is the most effective way to reduce risk, protect brand integrity, and create durable, long-term value.

TPC partners with organizations at the earliest stages of development, or at critical inflection points when existing systems no longer scale efficiently. For teams navigating cost pressure, validation risk, or operational complexity, early engagement is where the greatest impact and value are realised.

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When innovation vanishes: The science behind the VeriGreen® Plus Cup

VeriGreen® Plus, a world-first bio-based biotransformable cup, redefines single-use plastics with recyclability, self-destruct technology, and practical design, is set to make its UK debut at Packaging Innovations & Empack 2026.



Every now and then, something comes into your life and leaves without a trace. A fleeting moment, a passing encounter, but in the world of single-use plastics, those traces often linger far longer than anyone intended, etched into landscapes, rivers, and oceans for decades. A coffee cup, a straw, a takeaway container: today, they serve their purpose perfectly; tomorrow, they might begin a journey that outlives their usefulness, becoming part of a growing tide of fugitive waste that escapes collection, overwhelms infrastructure, and disrupts ecosystems.

Yet in the midst of this challenge, a new approach is emerging, one that combines scientific rigour, innovative materials, and practical operational thinking to fundamentally rethink what happens at the end of a cup's life. Enter VeriGreen Plus, a world-first bio-based biotransformable cup, set to make its UK debut at [Packaging Innovations & Empack 2026](#). Engineered to be ideally recyclable

but if it escapes the recycling stream it will return to nature, it was developed through a collaboration between eGreen International, a family-owned company with a 75-year legacy in sustainable catering and packaging, and Polymateria, a cutting-edge polymer science and tech company based in London.

For Caroline Wiggins, Chief Executive of eGreen International, VeriGreen Plus represents more than just a product. *“It’s a single-use product but made from fossil-fuel-free material,”* she explains.

“If you follow COP28 and all the global conversations, you’ll know the world is moving towards fossil-fuel-free, carbon-free materials. At the moment, all plastics come from oil. This material doesn’t. It’s made from recycled cooking oil that’s turned into a polymer, and then a technology is included that if the product is left in the open air, it biotransforms and returns to nature.”

A problem that demands innovation

The scale of disposable cup usage is almost incomprehensible: approximately 500 billion cups are used globally every day, most of them ending up in landfill, incineration, or - alarmingly - the natural environment. These seemingly mundane objects are major contributors to what the Ellen MacArthur Foundation and other studies classify as fugitive plastic waste: materials that escape even the best-managed recycling systems.

Celine Moreira, Global Partnerships Director at Polymateria, explains the rationale behind the technology. *“The company was founded in 2015, around the time of the Paris Agreements,” she says. “At the time, there was a lot of talk around the end of life with plastics and what to do with plastic solutions. There was a gap in the market: no credible solution existed to tackle fugitive waste. There wasn’t a solution that was both circular and biodegradable. Especially in markets lacking infrastructure, that waste was only going to increase. That’s where we decided to start and design this technology.”*

The goal was audacious but clear: retain the functional benefits of plastic - strength, flexibility, durability - while removing the long-term environmental consequences. This required careful scientific design, testing, and rigorous validation. Steven Altmann-Richer, Corporate Affairs Officer at Polymateria, emphasises the importance of independent verification in achieving credibility. *“Standardisation is incredibly important because it provides that neutral benchmark,” he says. “It’s much better to have that independently tested and follow those independent goalposts. The creation of the BSI PAS 9017 standard by BSI was an important moment for us because it enabled us to clearly demonstrate that we can do what we say we can. The biodegradation space has been quite contested, so going above and beyond to demonstrate it was critical.”*

Science meets practicality: The self-destruct technology

What sets VeriGreen Plus apart is the combination of scientific innovation and practical operational design. At its core is a proprietary self-destruct technology. If a cup escapes collection or recycling, it doesn't remain as an enduring pollutant. Instead, it initiates a process Polymateria calls biotransformation, transforming the plastic into a harmless, earth-friendly wax that fully biodegrades.

Caroline Wiggins elaborates: *“The priority is always that cups are collected and recycled. But we know 80% of plastic that ends up in rivers and oceans comes from land. If a product escapes the recycling stream, the self-destruct technology means it will biotransform when exposed to heat, air, sunlight and moisture. It transforms into an earth-friendly wax.”*

If you touch it, it feels like a powder, or icing sugar, and eventually it returns to the earth, where bacteria consume completely. That’s particularly important in environments with large crowds and a low collection rate. It’s not an excuse for littering, but it provides a safety net. The QR code on the cup also links to information for consumers, supporting education and behaviour change.”

Celine Moreira adds further technical clarity: *“The VeriGreen Plus cup has a dormancy phase - a shelf life of three years. Within that time, the plastic behaves exactly like conventional plastic. The technology in the material is dormant during this phase, ensuring full strength, appearance, and usability. If it ends up in the environment, biotransformation is triggered, attacking both crystalline and amorphous regions of the polymer and transforming into a wax-like substance that microbes can safely metabolise. The timing of this transformation on the climate and location. In Southeast Asia or India, it can be as quick as three months; in the UK, slightly longer. Most importantly, it leaves no microplastics and no toxins, making the process safe and environmentally meaningful.”*

Steven expands on the rigour behind this process: *“Everything we do is backed by independent testing. There’s a specification, BSI PAS 9017, with stringent pass/fail criteria to guarantee no microplastics or toxins. This standard underpins rollout in multiple markets, from stadiums in the UK to coffee chains in Malaysia, providing confidence that the product does exactly what it claims.”*

From laboratory to stadiums: Scaling in real-world settings

Innovation is only meaningful when it can be applied at scale, and VeriGreen Plus has already been tested under some of the most demanding operational conditions imaginable. Wiggins explains: *“VeriGreen Plus is one of the two key products we’ll be showcasing at Packaging Innovations & Empack. We’ve only launched it at scale recently, with Twickenham Rugby among the first major adopters. They started using it in August at the Women’s World*



Cup. They were impressed by the credentials and keen to adopt a more sustainable approach. At a site like Twickenham, where 80,000 people are served drinks in a short window, reusables are difficult due to loss, cost, and logistics. So, a single-use cup that's recyclable and fossil-fuel-free is a much more viable option."

Liverpool Football Club has also recently received its first delivery of VeriGreen Plus cups, demonstrating rapid adoption by high-volume venues. The cups were even endorsed by King Charles, who commissioned them through his Terra Carta mandate. Wiggins notes, *"He has seen the technology in action close up when he visited the labs at Imperial College. His stance is clear: every step towards reducing waste, improving recycling, and developing new sustainable technologies is worthwhile."*

For Polymateria, these high-profile deployments are more than symbolic; they are proof points that the technology works in complex, real-world environments. Twickenham, for example, achieved a 98% cup collection rate on its first attempt, an extraordinary result in a venue that serves tens of thousands of drinks in a very short window.

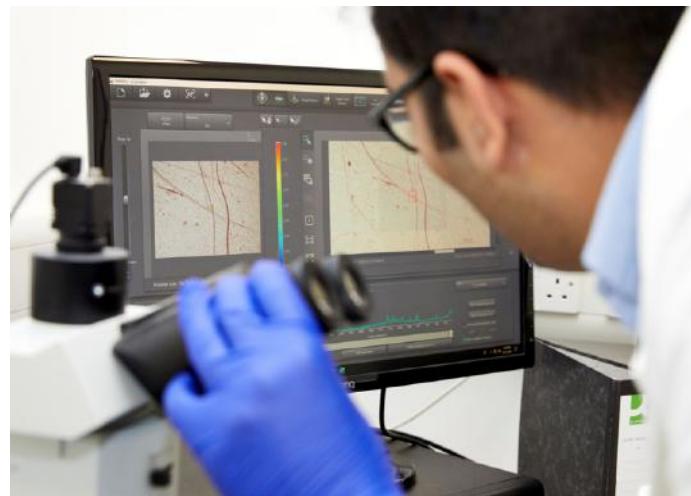
VeriGreen Plus is also backed by strong credentials: it is carbon neutral and made from 100% ISCC-certified material linked to used plant oil via Mass Balance, combining operational practicality with a clear environmental impact.

The collaborative path to market

The journey from laboratory to full-scale adoption has been deliberate and rigorous. Wiggins recalls, *"The initial contact was actually a random email inviting us to a focus group. At first, we weren't sure; it sounded like rocket science, but we went along. We didn't commit to anything until the technology received a BSI report, and that was the game-changer. From there, we did trials in the factory, which took around 18 months because the material is heat-sensitive. It took three to four years from first contact to launch. And now it's attracting attention from major users. Ideas come into the business in all sorts of ways: through scientists, inventors, partners, or end users approaching us with a need."*

Celine Moreira adds, *"Sleepless nights are part of it - it's still a startup. But at the beginning, there were really two brains behind the technology's development, both with extensive experience in polymer chemistry and biodegradation. We spent years balancing molecular structure, chemical formulation, and mechanical performance. Biodegradability sounds simple in theory, but you're literally destroying the plastic while maintaining its practical properties for end users. It took trial and error and years of testing to get it right."*

Steven emphasises the broader ecosystem: *"Innovation across this space is welcome. No single*



solution is a silver bullet. VeriGreen Plus works best when combined with proper collection, recycling infrastructure, and consumer education. That's why standardisation, independent testing, and credible verification are essential. They give manufacturers and end users confidence to adopt new materials and scale solutions globally."

Designing for operational diversity

Not every business operates in the same way, and eGreen reflects that reality. Wiggins highlights, *"Not every business is identical. Some can afford reusables, some can't. Some have dishwashers, some don't. Festivals, for example, would need a large number of dishwashers — the logistics are significant. You can't have a one-size-fits-all approach. We offer choice so customers can match the right material, the right format, and the right operational model to their needs."*

This philosophy ensures that whether the venue is a stadium, a school, a coffee chain, or a festival, the cup can function efficiently while supporting environmental goals. It also positions VeriGreen Plus within a twin-track approach: reuse where possible, recycle where feasible, and biodegrades safely when all else fails.

The global perspective

Polymateria's mission is inherently global. Celine Moreira elaborates, *"We want manufacturers to retain the benefits of plastic while tackling the bad part, the persistence in nature. Infrastructure varies worldwide. In Europe, recycling systems exist but are far from perfect. In countries like India, China, or Southeast Asia, the infrastructure is less developed, and fugitive waste can be 60–80% or higher. Our technology adapts to different climates and systems, with carefully calibrated dormancy and activation phases, providing both a shelf life and an end-of-life solution that fits local conditions."*

Steven adds, *"Standards such as PAS 9017 and associated ecolabels are critical to scale."*

In Malaysia, the largest coffee chain uses biodegradable technology for straws, and other major chains for straws, cups, bags - a whole host of items, all of which are underpinned by these standards. That gives governments, consumers, and businesses confidence to adopt new solutions without fear of failure."

A broader industry message

Finally, Wiggins reflects on the wider context for innovation in single-use plastics. *"The industry benefits from messages like this, even if they don't circulate as widely as they should. There are so many claims that it can be hard for operators to sort the wood from the trees. People often focus only on the product or the material. But what really matters is the end-to-end picture: how something is made, where it's made, how much energy it uses, how far it travels, how it's used, and what happens to it afterwards. Not everyone has the resources to investigate all of that, but it is increasingly important."*

She concludes with a reminder of the broader environmental imperative: *"Government policy is very clear: reduce, reuse, recycle. That is the mantra. Reduce where you can—reuse where possible. Recycle the rest. VeriGreen Plus is designed to operate within this framework,*

supporting businesses, consumers, and the planet simultaneously."

The future of single-use, without the burden

VeriGreen Plus demonstrates that single-use doesn't have to mean single-lifetime harm. Through scientific innovation, rigorous testing, and practical design, the collaboration between eGreen and Polymateria offers a scalable, credible, and operationally robust solution. From the stadiums of the UK to coffee chains in Asia, the cups are already making an impact, proving that environmental responsibility and practical usability can coexist.

Every now and then, a cup comes along that changes the way we think about sustainability, and VeriGreen Plus is one of them. Tested under some of the most demanding operational conditions, linked to used plant oil via Mass Balance, and carbon neutral*, it proves that single-use can be both practical and planet-friendly. Now, for the first time, you will have the chance to meet the minds behind the innovation and see it in action at Packaging Innovations & Empack 2026, taking place 11 & 12 February at the NEC, Birmingham. [Register now](#) for your free visitor pass and secure your spot to explore the latest in sustainable packaging innovations.



Collaboration over chemistry: Why the future of sustainable packaging is human

At Packaging Innovations & Empack 2026, the future of sustainable packaging is shaped not by materials or technology, but by the people, partnerships, and collaboration that turn innovation into action.



The real barriers to sustainable packaging aren't scientific or mechanical; they're human. Even in an era of robotics, AI, and digitised production lines, collaboration and coordination remain the factors that determine whether innovation succeeds or stalls. Collaboration, not chemistry, will define the next phase of progress.

We've reached an extraordinary moment in material science. Every month brings another innovation: fibre-based flexibles that challenge plastic, biopolymers with improved oxygen barrier performance, refill systems that actually work in retail environments. Technically speaking, we're closer than ever to circularity. And yet, the system still struggles to move as one.

Events like Packaging Innovations & Empack 2026 are vital. They bring together brands, converters, material developers, and recyclers under one roof, offering a rare chance to align perspectives, share breakthroughs, and turn isolated innovations into coordinated action. Real-world collaboration starts at moments like these, where dialogue and hands-on experience transform ideas into scalable solutions.

That's because materials don't exist in isolation; people do. Retailers, converters, brand owners, and contract manufacturers often operate in silos, even when they're all trying to solve the same problem. Each node of the value chain is optimising within its own constraints: procurement teams



seek cost stability, converters look for line efficiency, designers chase brand impact, and sustainability leads the push for recyclability. The result? Brilliant intent, fragmented execution.

True progress will come from

connection and collaboration, not competition. The most transformative projects aren't defined by a breakthrough substrate; they're defined by trust. Joe Muscat, Environmental Stewardship and Innovation Senior Director at Haleon, illustrates this vividly: *"We've seen enormous progress when you bring together technology, robotics, and packaging expertise. For example, vision-based systems can detect recyclable materials on a line, but it takes collaboration with robotics providers, waste facilities, and other stakeholders to actually make it work at scale."* Technology can exist, but without alignment between people and processes, it cannot scale.

Muscat expands the point beyond the shop floor: *"In Europe, brands are working together on trialling digital watermarks on packaging. However, by working across the industry, we can run large-scale trials and generate data that benefit everyone, from producers to consumers. Collaboration adds value in unexpected ways."* The lesson is clear: the more a system enables participants to share knowledge, the more everyone benefits. Fragmented effort may create isolated gains, but collaborative ecosystems produce systemic change.

Mike Wilson, Chief Automation Officer at MTC, reinforces the cross-industry perspective: *"We bring together parties from different industries and share learnings so we don't reinvent the wheel. Collaboration enables knowledge transfer across sectors, making supply chains more effective and resilient. The key is working together to achieve collective success for UK industry."* Wilson's observation underscores a critical truth: innovation doesn't exist in a vacuum, and knowledge is a renewable resource. If you multiply it through partnership, the impact compounds.

Emmanuel Ewa of Innovate UK echoes the theme, highlighting the importance of integrating those who will actually use a solution from the start: *"We encourage collaboration between those adopting technologies and those developing them. People who benefit from the solution need to be involved from the start and bringing in academic institutions and cross-sector partners ensures the solution works effectively. Collaboration is essential to make a good solution in the end."* Too often, sustainability initiatives falter not because of bad ideas but because they fail to account for the real-world contexts in which they must operate.

Collaboration isn't just a conceptual ideal; it's operationally transformative. Wilson explains: *"Don't be afraid of engaging with the supply chain. There are challenges around labour and efficiency, but collaboration enables you to use your people effectively and apply automation where it adds real value. Working with independent partners like MTC helps you build the business case and specifications so that, when you engage with suppliers and technology providers, you're making informed, collaborative decisions that reduce risk."* The point is subtle but crucial - alignment reduces friction, limits rework and maximises return on investment.

Shared knowledge, shared progress

Transparency is emerging as one of the most powerful enablers of sustainable packaging development. For all the progress in material innovation and recycling infrastructure, it is the ability to truly understand and share what sits inside the system that unlocks its full potential.

As Arno Melchior, former Global Packaging Director at Reckitt, explains: *"It's not enough anymore to know a bottle is made of PET or HDPE. We need to know what makes up the HDPE or PET, what's in the master batch and what substances it contains. Soon, we'll need a substance breakdown of our packaging, and that's where suppliers and their suppliers come in. The whole value chain needs to work together, otherwise we don't get the data."*

His words underline a growing truth; sustainability no longer resides solely in the physicality of materials, but in the transparency of information. Every stage of the chain, from resin formulation to the filling line, contributes to a data point that determines whether packaging can truly be classed as circular. Without collaboration, those data points remain siloed and progress stalls.

That spirit of shared responsibility is precisely what William Connolly, Senior Principal Scientist at Diageo, sees as defining the next phase of progress. *"We have the opportunity to lead this change at scale, but it's not just about being first,"* he says. *"We want others to follow quickly. Unlike traditional corporate strategies focused on IP protection, we prioritise industry-wide progress. We share insights with competitors because real change requires collective momentum, not just a competitive edge."*

It is a mindset that runs counter to decades of business orthodoxy, one in which proprietary knowledge was guarded rather than shared. Miguel Arevalo, Head of Packaging Sustainability and Innovation at Google, reinforces this approach: *"Google's approach to packaging is rooted in partnerships - with suppliers, competitors, and industry leaders - to develop holistic solutions that benefit the environment and society. At Google, we believe innovation in sustainability should be a collaborative effort, not a competitive one."*

We openly share our learnings and insights, empowering companies to develop solutions. It's not enough to claim something can be done; we believe in demonstrating how solutions are achieved."

That philosophy of continuous improvement also runs through Greg Bentley's reflections on craft and culture. *"We have a Japanese word we use [at Suntory] 'Monozukuri', which describes the craft and mindset of manufacturing,"* he says. *"To achieve that, you need a passion for it. The theory is important, but you only really internalise it when you get into the nuts and bolts of it and do it yourself. It's at that point that you can develop new ideas. I keep finding myself saying, 'right, that's it, we can't go any further with this.' But I think back to 15 years ago, when I thought we couldn't go any further with lightweighting packaging, but look where we are now. And yet, every time you think 'that's it, we can't do anymore,' someone else will come along and prove you wrong."*

Bentley's insight is a fitting close to this thread; progress isn't a straight line of invention, but an iterative process of learning, sharing, and refining

- together. The industry's next great leaps will come not just from the materials themselves, but from the people who make them possible. Those willing to collaborate across boundaries, share data, align incentives, and view every small gain as part of a collective whole.



How human networks drive packaging innovation

Collaboration isn't just a nice-to-have; it's the engine of innovation. In industries as complex and fast-moving as packaging, breakthroughs in materials or processes only pay off if teams are structured to act on them. Technical solutions, no matter how sophisticated, falter without alignment, trust, and shared accountability across the chain. Few organisations illustrate this better than Amazon, where building the right teams is considered as important as creating the right products.

Johan Hannekom, speaking from experience at Amazon, places collaboration at the centre of innovation: *"Within Amazon, the notion is very much that if you have a business opportunity, you should build your dream team to deliver that outcome. These are small, agile teams where each person has autonomy but also takes full ownership of the results. Collaboration isn't just about working together; it's about trusting one another to deliver and making sure that everyone's skills are aligned toward the same goal."*

Hannekom's insight reframes the conversation. Innovation is not a solo endeavour, nor is it merely technical. It's about creating the conditions for teams to flourish together.

He continues, *"True collaboration means empowering teams with the skills, knowledge, and frameworks they need to succeed. It's not enough to tell people to innovate; they must have the tools, mentorship, and shared understanding to turn vision into results. That's where co-creation and effective teamwork really come to life."* Sustainability projects succeed not because of directives or decrees but because people can act with confidence, clarity, and accountability.

Tanguy Pellen, Managing Partner at Starbek, reinforces this with a cross-industry perspective:

"Innovation thrives when we work together, whether it's through open innovation or partnerships across industries. Many concepts wouldn't come to life without cross-industry collaboration. Companies like Diageo are working with partners across sectors to tackle the big societal problems, and with that collaboration, scale can be achieved. It's about learning from the best, partnering with suppliers, academics, and even competitors. It's a shift from the old 'not invented here' mentality, which is what can stifle innovation and hold companies and even whole sectors back."



Pellen adds a crucial caveat: innovation without practical end-of-life solutions is hollow. *"You don't want to claim you've found a great solution if it's not recyclable in practice. Ultimately, we need to have a range of solutions that address both the innovation and the end-of-life stage."* This returns us full circle: human coordination is what turns technical possibility into circular reality.

The next era of sustainable packaging will be defined by connectors, those who can bridge the commercial, creative, and operational worlds, ensuring that everyone along the chain can use, process, and profit from the innovation at hand. The materials are ready, the systems exist, and the technology can support them. What remains is the alignment of incentives, the trust between people, and the courage to collaborate.

Because in the end, sustainability is a human network. Like any relationship, it grows stronger when we stop working in parallel and start moving forward together. And as these voices across industry consistently remind us, it's that human connection, more than any chemistry or engineering feat, that will define the next phase of progress.

Packaging solutions that work for you



With over 30 years of experience, KRONUS is one of the world's leading manufacturers of wooden packaging solutions trusted across global supply chains. From pallet collars and pallets to wooden boxes, lids, and smart accessories, our solutions are designed to protect cargo, optimise warehouse space, and keep operations moving.

More than products, we deliver complete packaging solutions. From expert product selection and customisation to efficient logistics support, KRONUS stands by your side at every stage of the supply chain — reliably, sustainably, and at scale.

The advantages of wooden packaging

With an annual production of over 9 million [pallet collars](#), KRONUS delivers wooden packaging solutions designed to meet the real challenges of storage, manufacturing processes, and transportation. While the benefits are many, here are the key reasons why wooden packaging remains a smart and reliable choice.

- Space-saving** - KRONUS pallet collars are foldable and highly compact — when folded, they reduce storage volume by up to 87%. We offer to deliver our wooden boxes disassembled if needed.
- Built for reuse** - Wooden packaging offers a long service life of up to 10 years. Individual components can be replaced, making it a durable and sustainable solution.

- Reliable protection** - Combined with pallets and other accessories, wooden packaging provides excellent stability and load resistance, withstanding both lateral and vertical pressure.
- Multi-level storage solutions** - With the right accessories, wooden packaging enables efficient multi-level storage systems, maximising warehouse capacity.
- Cost efficiency over time** - Thanks to durability, reusability, and space optimisation, wooden packaging delivers long-term cost savings compared to alternative packaging materials.

Sustainability matters

Global supply chains continue to face significant challenges, making the role of sustainable packaging more important than ever. At KRONUS, we believe that wooden packaging offers a practical and effective way to address these challenges — helping businesses save both time and costs while reducing environmental impact.

Our approach is built around a simple principle: **Reduce. Reuse. Recycle.**

KRONUS wooden packaging



is designed for long-term use, durability, and reliability across every stage of the supply chain. Reusability is a key advantage, but sustainability goes even further — wooden packaging can be recycled and naturally decomposed, allowing the material to be reused in other valuable applications without harming the environment.

By choosing reusable wooden packaging, companies can significantly reduce waste, resource consumption, and overall environmental footprint. At the same time, long service life and reusability help lower total packaging costs and eliminate the need for disposable alternatives.

The challenges of unsustainable packaging are clear, and reusable solutions offer real potential for change. At KRONUS, we support businesses in selecting efficient, industry-specific sustainable packaging solutions, helping them move toward more responsible and future-ready production practices.

Services that make daily tasks easier

BUY-AND-SELL-BACK solution is designed for customers who do not require repeated reuse of wooden packaging and operate with one-time delivery flows. It offers a practical and cost-efficient alternative while still supporting sustainable packaging principles.

CLOSED-LOOP enables the circulation of wooden packaging without creating additional complexity or operational burden for the customer. Designed as a reusable wooden packaging turnover system, it offers a reliable and long-term approach to cost savings and sustainability — all while allowing clients to focus on their core business.

WORLDWIDE DELIVERY with smart packaging and logistics solutions tailored to client needs. We help select the most efficient packaging for



each product, manage transportation, and organise packaging turnover systems — ensuring smooth and cost-effective operations. From planning to delivery, every detail of the packaging logistics is carefully considered, so our customers can rely on solutions that work seamlessly across global supply chains.

Certified to global quality standards

KRONUS operates according to **internationally recognised quality**, environmental, energy, and supply chain standards. Our certifications include ISO 9001, ISO 14001, ISO 50001, and ISO 28000, ensuring consistent quality, responsible operations, energy efficiency, and secure logistics.

We are also certified under FSC® and PEFC™, confirming responsible wood sourcing with full traceability, and hold an EPAL license to produce Euro pallets compliant with strict European standards. Additional certifications such as ISPM 15, TÜV Rheinland conformity, and an EcoVadis Bronze Medal further demonstrate our commitment to safety, sustainability, and transparent business practices.



KRONUS
CARRYING YOUR BUSINESS

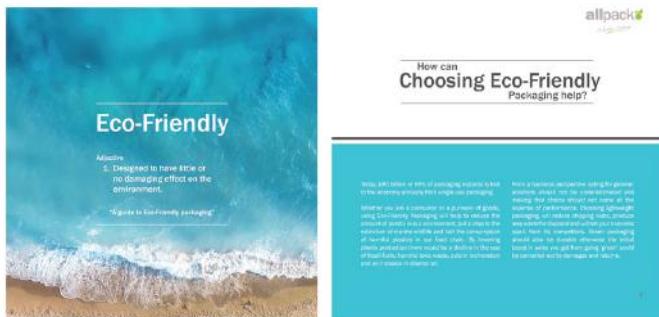
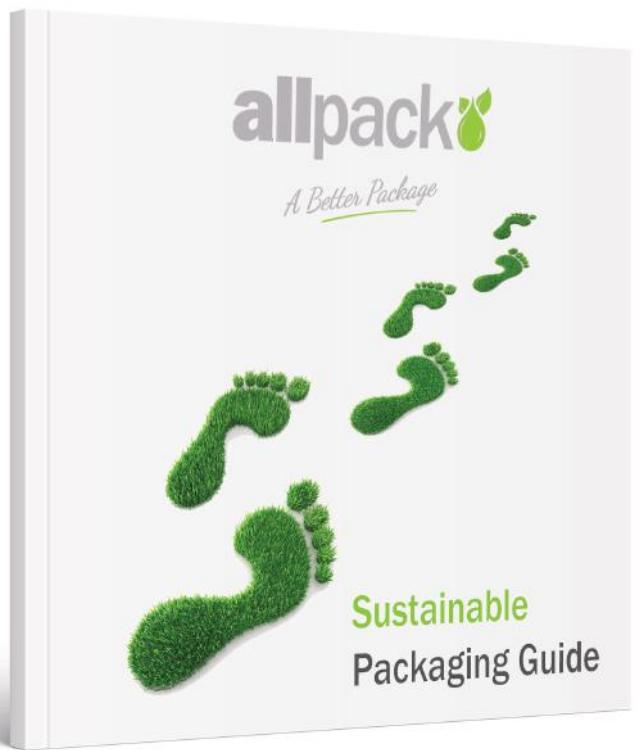
Why KRONUS?

KRONUS delivers smart wooden packaging solutions designed for efficiency, reliability, and sustainability across global supply chains. Combining decades of industry expertise with large-scale production and flexible service models, KRONUS supports customers with packaging that protects goods, optimises space, and reduces long-term costs.

Wooden packaging offers clear advantages — durability, reusability, strong load protection, and adaptability to modern warehouse and transport systems — while also supporting sustainable business practices. Through circular solutions, global logistics support, and tailored service models, KRONUS helps companies simplify operations, lower environmental impact, and focus on their core business with confidence.

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How Allpack's Sustainability Packaging Guide helps businesses switch to eco-friendly packaging



Sustainability is no longer optional, it's a commercial, environmental, and regulatory necessity for modern businesses. As organisations look to reduce their carbon footprint and respond to growing consumer expectations, packaging is often one of the fastest and most impactful areas to improve. Allpack's Sustainability Packaging Guide was developed precisely for this purpose: to help companies understand, adopt, and optimise environmentally friendly packaging solutions with confidence.

A comprehensive resource for sustainable packaging

Allpack's Sustainability Packaging Guide serves as a detailed resource covering all aspects of eco-friendly packaging, explaining what makes packaging environmentally friendly, including biodegradability, recyclability, compostability, recycled content and vegan packaging options, while also outlining how greener materials help reduce environmental harm across their lifecycle.

The revised guide provides clear definitions, industry standards, and practical advice for businesses wanting to understand sustainable options and evaluate their environmental impact.

Expertly curated eco-friendly packaging alternatives

The updated guide includes a diverse, expertly curated selection of sustainable packaging materials and products suitable for multiple industries. Allpack's team highlights solutions

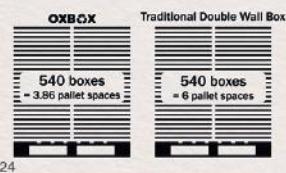
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Save space, save the environment!



24

made from recycled, recyclable, biodegradable, and compostable materials, giving companies a wide range of options aligned with their operational needs and sustainability goals.

Why switching to sustainable packaging matters

Choosing eco-friendly packaging has substantial benefits:

- Reduced environmental impact through lower carbon emissions, less waste, and reduced reliance on virgin materials.
- Lower longterm costs driven by waste reduction, lightweight materials, and improved resource efficiency.
- Enhanced brand reputation as consumers increasingly favour companies demonstrating genuine sustainability efforts.
- Improved regulatory compliance, reducing risk in a more environmentally strict commercial landscape.

Allpack's Sustainability Packaging Guide helps organisations gain these benefits by making sustainable packaging easier to understand and adopt.

View the Allpack Sustainability Guide digital version only at www.allpack.uk.com/guides or pick up a hard copy version on Allpack's exhibition stand, **S110**, at the forthcoming **Packaging Innovations & Empack Exhibition**, 11-12 February 2026, NEC, Birmingham.



Parcel Tape

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Polypropylene Tapes, also known as the premium packaging tape, are designed to tackle every application from the simple to the most challenging, saving space, time and reducing waste.



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Our polypropylene tapes are constructed with a high tack adhesive, providing versatility and reliability to your packing operations. With roll lengths from 100-150m, a single roll of our polypropylene tape can hold the equivalent of up to 2.26 rolls of standard packaging tape - in return reducing waste by up to 56%, reducing storage space requirements and saves users time, as less roll changes are needed.

We are continuously working towards increasing our range of sustainable products, which is why our HawkTape Plus range includes 30% recycled content and is Plastic Tax Compliant.

“ If your company is looking to adopt eco-friendly packaging solutions, Allpack's Sustainability Packaging Guide provides everything you need to begin that journey effectively, while improving environmental performance, enhancing brand trust, and supporting future-ready operations. Allpack's Sustainability Packaging Guide empowers companies to switch confidently to greener packaging, which is backed by a team of Packaging Consultants who can assist with the eco-packaging transition.

– Andrew Almond, Marketing Manager.

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S-LINER PEEL – the environmentally friendly and clean bucket solution

Perfectly suited for removing filling material residues such as paint and varnish easily and in a resource-saving manner.



SAIER Verpackungstechnik is continuously working on improving the sustainability of plastic packaging. In addition to the reduction of packaging weights and the recyclability of packaging, its reuse potential is an important parameter influencing sustainability. In ecological terms, reuse is often particularly favorable when virtually no cleaning resources (water or cleaning aids) and no cleaning logistics are required.

The S-LINER PEEL, an interior peel film which can be manually removed from the interior surface of buckets, allows product residues to be removed quickly and easily together with the peel film without any additional aids and disposed of properly.

The expert jury for the German Sustainability Award firstly rated as extremely positive the possibility of clean reuse of buckets and the considerable savings in drinking water consumption when cleaning containers together with the avoidance of waste water contamination through washed-out building materials. Secondly, the recyclability of buckets in a clean condition must be highlighted because the quality and purity of recyclates is extremely important for the eco-cycle. For example, product residues may interrupt the recycling process and reduce the quality of the secondary raw materials. The subsequently leads to so-called downcycling in which recyclates can only still be used for limited and more inferior application areas

in terms of raw material quality. The objective is therefore to attain the cleanest possible packaging material, which contains no product residues, in accordance with genuine recycling management. SAIER Verpackungstechnik developed the S-LINER PEEL as a product which satisfies these requirements.

Since the S-LINER PEEL already won the 2021 German Packaging Award in the "Sustainability" category and the international 2022 WorldStar Global Packaging Award in the "Packaging Materials and Components" category, the German Sustainability Award 2023 in the "Packaging" category impressively re-emphasises the sustainability potential of the product development.

You can find further information about the S-LINER PEEL and the company at: saier-verpackungstechnik.de.



The SAIER Group is an innovative and value-oriented family business group in the packaging industry.

Our companies SAIER Verpackungstechnik, GFV Verschlusstechnik, E+E Verpackungstechnik, and SAIER Management has more than 450 employees working at the Alpirsbach and Jettingen sites. The individual companies each specialize in the manufacture of different plastic packaging materials with the associated production, decoration, logistics and service processes.

The SAIER Group is one of the important suppliers of plastic packaging in Germany and Europe. Our customers from the food, cleaning, construction and construction supply, chemical, pharmaceutical, cosmetics, medical and automotive industries benefit from the comprehensive specialist knowledge of the individual companies, as well as from the possibility of having us develop packaging solutions that span several companies and processes.

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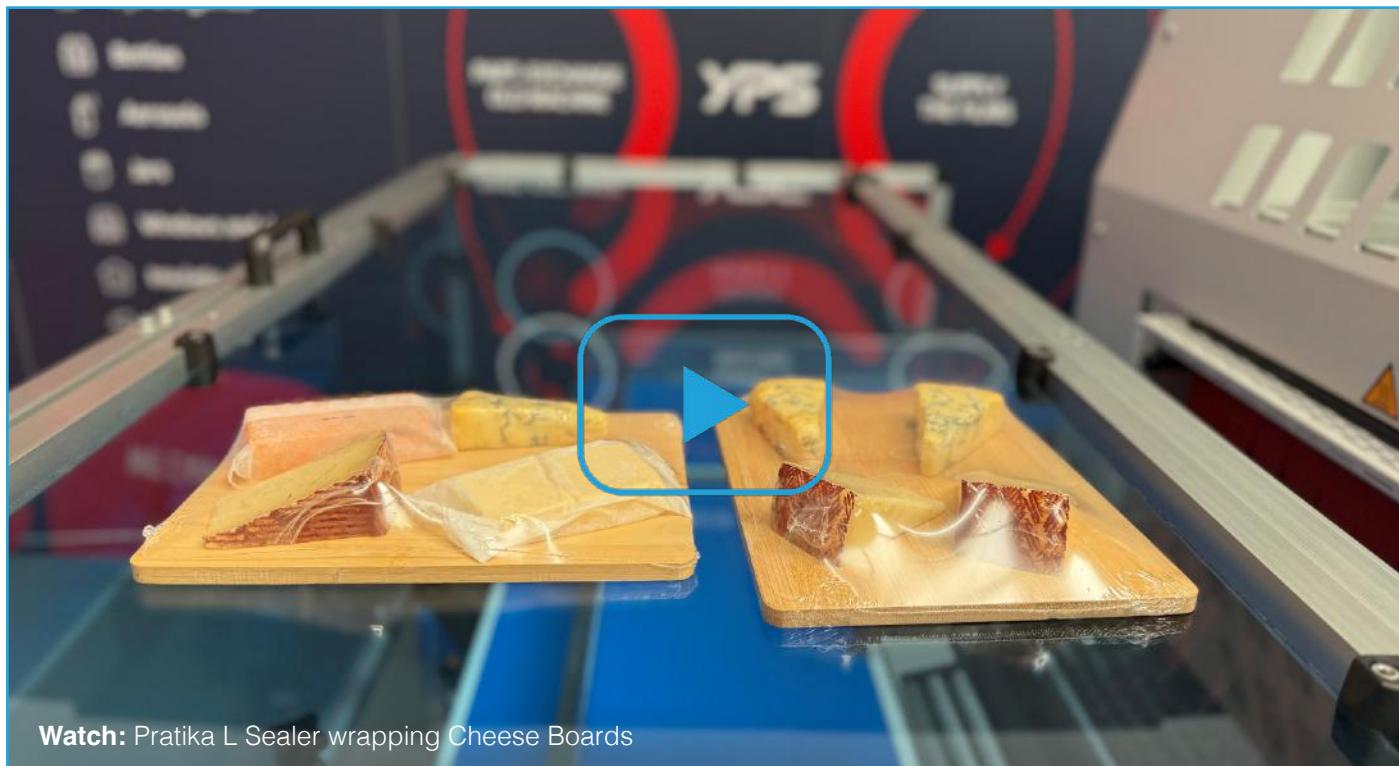
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Automated packaging that delivers business benefits to manufacturers



Automating your packaging system, or upgrading your current operation, can realise extensive benefits for manufacturers. Below, Glyn Johnson, MD of Yorkshire Packaging Systems (YPS), talks through some of the benefits that YPS customers have gained from their packaging projects during 2025.

Increased packaging speed and capacity

One of the key benefits manufacturers look for when automating is increased line speed, leading to greater throughput, usually linked to growth and expansion in their businesses.

There were many examples of this requirement from our customers throughout last year. All types

of automated system can deliver this benefit and the results can be seen in operations where we supplied automated bagging equipment as well as those where we supplied shrink wrappers.

One contract packing business, packing medical testing kits, achieved an impressive throughput of 2,000 units per hour with their new **automatic l-sealer shrink wrapper**. Previously, the company had used a semi-automatic packing system that was now too slow for the required workload as they had experienced recent significant growth.

Similar projects were undertaken with a dairy farm, pharmaceutical manufacturer and **major cheese producer**, the latter of which needed to significantly boost their production capabilities for their peak production period prior to Christmas.

Customers requiring automated bagging systems for their ecommerce operations are also looking for increased throughput. For example, we've worked with a couple of bedding and homewares providers in this respect. In addition, one apparel supplier achieved a 50% increase in throughput whilst reducing costs, in moving from a manual to a semi-automated system.

Improved packaging performance

Our work with Churchill China initially focussed on improving product protection during transit. Supplying a sleeve sealer, which tightly wrapped the products into bundles, was key to achieving this all-important benefit. Ultimately, the new system went much further than this one key challenge to deliver a range of benefits.

“ Our new packing system has proved to be a win-win for us with reduced material use, lower costs, increased line speeds and the all-important improvement in product protection.

– James Fowler, Churchill China's Project Engineer.

Improved consistency of finish was reported from one pharmaceutical manufacturing customer. Whilst they were initially looking for line speed improvements, the automatic I-sealer we supplied proved invaluable in this respect.

This type of system features pre-programmable settings which include product images, ensuring that the correct settings are consistently activated at the start of a production run, even though the machines are set up by a variety of employees, including short-term agency workers.

Another example of packaging improvements was the enhanced stability achieved for a dairy farm customer's pallets of milk. We supplied a rotating arm pallet wrapper to them, which keeps the pallet stationary while it's wrapped. The result is an improvement in pallet containment during transit that suits these heavy, loose items.

Reduced labour and costs

The move to automated packing from manual processes naturally reduces reliance on labour. The resulting cost reduction can also deliver a short payback on the machinery investment.

One ecommerce customer of ours has redeployed all staff from their four manual packing stations to



Watch: Inline Sleeve Sealer wrapping china

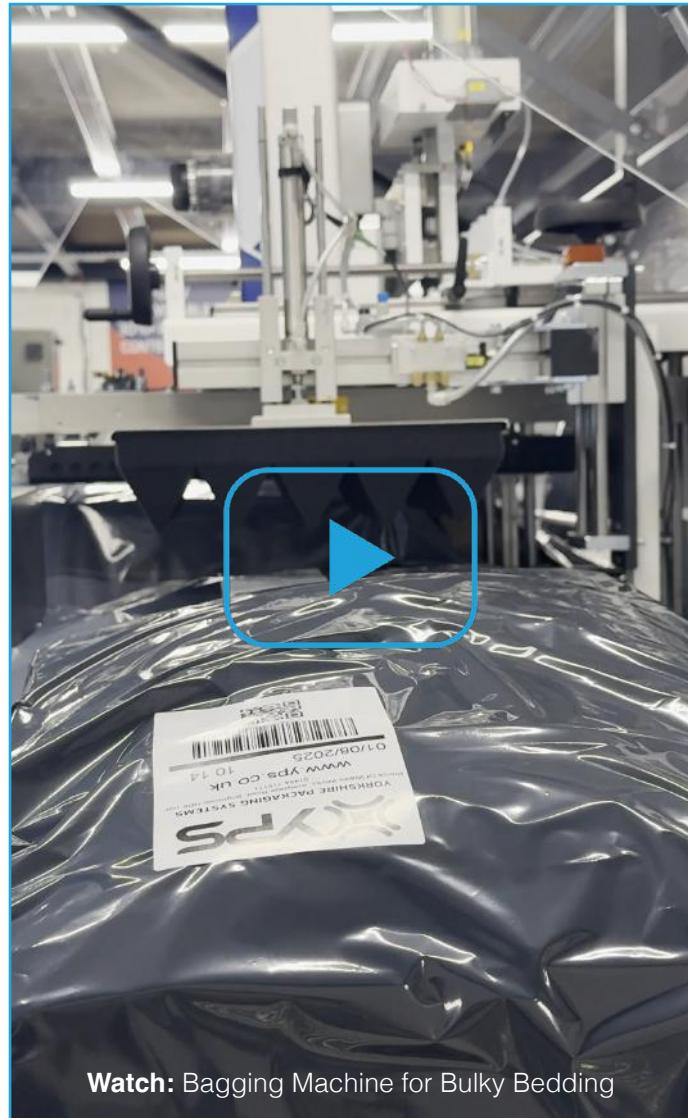
other departments in their business, while achieving a 50% increase in packing capacity.

Similarly, another online retailer has reduced their pack bench count from 15 to 6, again while improving throughput. This customer's savings result in an investment payback period of less than 12 months.

Lowered material consumption and EPR obligations

With the introduction of the pEPR regulations and a general growing focus on sustainability, we're finding an increased number of companies are looking to reduce their materials use. As a supplier of both machinery and materials, YPS considers the whole packaging system when we discuss new packaging requirements with our customers.

The Churchill China project was a case in point, where overall packaging materials could be



Watch: Bagging Machine for Bulky Bedding

reduced while still achieving their key goal of improving product protection in transit.

One of our latest projects has included the supply of value-engineered, downgauged film achieving a significant saving in overall materials use. This type of solution is possible as we work with suppliers who produce high-strength, **technically advanced films** so that current films can be substituted for thinner alternatives.

Solutions tailored to customer goals

The YPS team always seek to understand the ultimate goals of our customers and to provide the best solutions available, whether that's proposing a standard packaging line that's ideal for the application, or tailoring a system for an application that's more unique.

We were able to supply a **compact I-sealer** to one food manufacturer that delivered all of the benefits

they needed within a smaller footprint, due to the limited space available in their factory, for example.

Working with the customer and the machine manufacturer, we also supplied a **unique bagging system** to a bedding supplier. This system used a standard horizontal bagging machine as its base, but modifications such as an extended sealing jaw and additional pack presser ensured it could handle the bulky products for which it was intended.

The YPS Team will be at **Stand S100 at Packaging Innovations** to talk through the latest developments in automated packaging and how it can help your business. For ecommerce businesses, we'll also be exhibiting our bagging equipment at Intralogistex at the NEC during March.



Contact

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Rowlinson Packaging at Packaging Innovations & Empack 2026

Rowlinson Packaging have been the UK's top choice for sustainable timber packaging since 1966, and continue to manufacture and supply bespoke packaging to transport crucial equipment for growing British industries. We are pleased to again be exhibiting at Packaging Innovations and Empack 2026, and can be found on the 11th and 12th of February at Stand R116 where we will be showcasing some of our new packaging solutions.

2026 also sees the centenary celebration of our parent company, marking 100 years since the Rowlinson name first began its association with quality timber products. The business has expanded significantly over the years, and now operates across four sites including one in Estonia supplying timber products to the European market.

The future of innovative packaging is expanding and evolving more than ever. Industries from aerospace to defence and medicine are now requiring more protective, functional and cost effective ways to transport their technologies.

Sustainability, protection and durability are what our timber packaging provides for you. After 60 years in business and supplying high-quality packaging such as: crates, containers, cases and pallets, we have designed and developed several new packaging solutions for you to successfully deliver your goods.

Bespoke budget pallets

Our new for 2026 range of lightweight budget pallets are designed to reduce costs at every stage of the supply chain. Precisely engineered for specific load-bearing requirements, and constructed to facilitate interlocking and hence reduce transport costs they are ideal for products that are volumetrically large but lightweight.



To see the concept for yourself please visit our stand where we will have an example on display.

Key features of our budget pallets:

- Custom sizes
- Single sheet construction
- Reusable and Sustainable
- Excellent value

Server crates

At Rowlinson Packaging, we understand the importance of protecting your IT equipment for transport. Our bespoke transport crates are expertly engineered to provide maximum protection against shock, vibrations and other risks associated with transit. With decades of experience in the industry, we have carefully designed tailored solutions to suit your needs when investing in secure packaging alternatives.

Modern server racks can weigh over 1700 kg and cost hundreds of thousands of pounds. Shipping



fully configured racks safely is essential to avoid damage, downtime, and costly repairs. Our Server Crates offer a robust, reusable solution designed for the rigours of multimodal supply chains, ensuring your investment is safeguarded.

Some key features of our robust server crates are:

- Precision Engineering
- Customised Design
- Durable Construction
- Shock absorption and vibration dampening
- Ease of Use
- Reusable and Sustainable
- Custom Branding

Shock pallets

At Rowlinson Packaging Ltd, based in Nantwich, we specialise in innovative, durable,

and environmentally friendly packaging solutions. Our Shock Pallets are a prime example of this commitment, offering a reliable way to transport sensitive items like server racks and cabinets safely across the UK and beyond.

What are shock pallets?

Shock Pallets are custom wooden pallets designed with high-density, shock-absorbing foam strategically placed between the deck and bottom runners. This foam dissipates vibrations and bumps during transportation, ensuring your delicate items arrive undamaged. Unlike traditional wooden pallets, the foam provides an extra layer of protection, making them ideal for safeguarding valuable and sensitive goods.

Key features of our shock pallets:

- Custom Design
- High Density Foam
- Reusable and Sustainable
- ISO9001 & ISO14001 Accredited

Flight cases

At Rowlinson Packaging Ltd, based in Nantwich, we pride ourselves on delivering high-quality, durable, and bespoke packaging solutions. Our Flight Cases are expertly designed to protect valuable and delicate equipment during transport, ensuring it arrives safely and in perfect working condition.

What are flight cases?

Flight Cases are robust, protective containers made to safeguard fragile or high-value items against the challenges of frequent handling and transportation. From musical instruments to aerospace components, they offer unmatched durability and adaptability, making them indispensable across a wide range of industries.

Key features of our flight cases:

- Durable Construction
- Customisable Interiors
- Portability
- Secure Closure



Corrugated packaging

At Rowlinson Packaging Ltd, we are experts in creating corrugated packaging solutions tailored to your business needs. Whether you're shipping products, storing goods, or enhancing retail displays, our corrugated packaging is designed to offer exceptional protection, durability, and environmental benefits.

What is corrugated packaging?

Corrugated packaging is crafted from corrugated fibreboard, consisting of three key layers:

- Outer Liners: Flat sheets of paperboard on the top and bottom, providing a smooth surface.
- Fluted Medium: A wavy layer sandwiched between the liners, offering strength, cushioning, and impact resistance.
- This design makes corrugated packaging lightweight yet incredibly durable, making it ideal for a wide range of applications.

Key features of corrugated packaging:

- Lightweight and Strong
- Versatile
- Protective
- Eco-Friendly

Please contact us for more information:-

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e: packaging@rowlinson.co.uk

t: +44 (0)1829 260 571 (North)

t: +44 (0)1842 753 262 (South)



We are exhibiting at Packaging Innovations & Empack, 11 & 12 February 2026, NEC Birmingham, Stand R116.



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Future Trailblazers 2026: 26 finalists set to shine at Packaging Innovations & Empack



The Future Trailblazer initiative, in partnership with IOM3, celebrates the next generation of packaging talent. From a longlist of 78 entrants, 26 finalists across seven categories will go head-to-head at Packaging Innovations & Empack 2026, with the winners set to be revealed during the event.

Packaging Innovations & Empack is proud to announce the finalists of the [2026 Future Trailblazer initiative](#), in partnership with IOM3, celebrating the brightest young talent shaping the future of the packaging industry. From innovative design and brand vision to operational excellence and sustainability, this year's finalists represent the next generation of leaders pushing boundaries and redefining what's possible.

The Future Trailblazer initiative exists to spotlight and celebrate the next generation of packaging professionals, providing a platform for those within the first ten years of their careers to showcase their

creativity, innovation, and impact. The awards recognise individuals who are pushing boundaries, challenging conventions, and introducing fresh perspectives across all aspects of the packaging industry—from sustainability and design to operational efficiency and brand storytelling.

By highlighting these rising stars, the programme not only rewards exceptional talent but also inspires others to pursue careers in packaging and supports the ongoing growth and innovation of the sector.

This year, the initiative attracted a longlist of 78 young professionals, which has now been whittled down to 26 finalists across seven distinct categories. The selection reflects the breadth and diversity of talent across the industry, showcasing those driving innovation, sustainable thinking, operational improvements, creative design, and brand vision.

The finalists are:

Production Delivery

- Isobel Duignan, Nestlé
- William Majoram, Nestlé
- Behnoz Razzaq, Packaging Mart Ltd

Packaging MVP

- Yaseed Chaumoo, GreyParrot AI
- George Fowles of Unilever
- Lucy Langley from Nestlé

Operational Excellence

- Alice Kirkham, Nestlé
- Dhruvi Thakkar, Sleeve Office Ltd
- Genevieve Scullion, James Cropper

Sustainable First Thinking

- Rob Allen, Opopote,
- Jayne Cunningham, McCain,
- David Oriaowon, Convatec
- Jamie Riley, Robinson Packaging

Design for the Future

- Richard Harlow, Elldir
- Lucy Hughes, MarinaTex
- Jess Morgan-Butler, Carlton Packaging
- Angus Milne, Carlton Packaging
- Inna Lucas, Sheffield Hallam University
- Meg Styles, Halfords

Brand Visionary

- Claire Summersby, Alexir
- Jordan Scott, James Cropper
- Joshua Webster, Croxsons
- Ceyda Yilmaz, Studio Wino

Circularity Champion

- Nicola Bartlett, Samworth Brothers
- Huseyin Demir, PackNiche
- Olivia Tomlinson, Nestlé

The Class of 2026 will be revealed at [Packaging Innovations & Empack 2026](#) on the Circular Economy Stage at 1:00 PM on Wednesday, 11 February 2026. It has been chosen by leading industry voices, including Jude Allan, Managing Director at OPRL and Chair of IOM3; Greg Bentley, EU Packaging Director at Suntory; Martin Kersh, Co-CEO at The Packaging Federation; Peter Macqueen, Associate Head at Sheffield Hallam University; Jo Stephenson, Managing Director of Think B2B Marketing; and Emma Verkaik, CEO at BCMPA.

“ The calibre of talent this year is phenomenal. Each finalist demonstrates creativity, innovation, and a drive to make a difference. Future Trailblazers are the professionals shaping the future of packaging, and this list gives us a window into tomorrow's trends and ideas.

– **Casey McHugh, Conference & Community Manager – UK & Global at Easyfairs.**

Gregory Bentley, EU Packaging Director, Suntory, said: *“I was impressed by the number of entries and the quality of talent coming through the ranks within the industry. Reading the stories and hearing the true passion from this group of people was inspiring and motivating. There were entries from across the supply chain, from academia to brand owners, and everything between, all contributing towards this incredible, exciting and diverse industry.”*

Jude Allan, Managing Director at OPRL & Chair of IOM3, added: *“I was absolutely delighted to have the challenging job of reviewing this year's entries, the quality was incredibly high, and the entries were inspiring and create a reassurance that the future will be in great hands.”*

Emma Verkaik, CEO, BCMPA, said: *“The depth of passion and talent that shines out from all the Trailblazers entries, and the star quality of the finalists, makes me think that our industry is in good hands going forward – there were so many excellent submissions that it made our job very difficult.”*

Jo Stephenson, Managing Director at Think B2B Marketing, said: *“It was fascinating to see the breadth and depth of skills the candidates were demonstrating. It makes me excited for the future of the packaging industry with so much talent and innovation coming through.”*

Many of the Future Trailblazer alumni will also be in attendance, including Josephine Cooper, Packaging Technologist at The No7 Beauty Company; Hope Fletcher, Packaging R&D Degree Apprentice at Unilever; Emily Murphy, Packaging Designer at Mars; and Abigail Sawyer-Parker, Senior Product Development Engineer, Sustainable Paper Packaging at ProAmpac. Together, speakers and alumni will celebrate the achievements of the finalists, discuss innovation, circular economy principles, and sustainability in action, and inspire the next generation of packaging professionals.

Nominations for the Future Trailblazer initiative are free and open to anyone within the first ten years of their packaging career. To register your interest for 2027, visit www.packagingbirmingham.com/future-trailblazer.

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Group*

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We then share these innovations with the food, packaging, medical, industrial, print and retail markets in the UK and Worldwide.

For over 50 years the Jenton name has signalled innovative automation equipment for food, medical, print and packaging industries. Acquisitions in 2004 (Ariana Technology Limited), 2016 (Dimaco UK Limited) and 2022 (Soken Engineering Limited) have allowed the Group to design and manufacture +50% of the machines we sell from sites in Whitchurch (Hampshire) and Bedford. Jenton started trading in 1973 as a distributor for German, Dutch and American packaging and converting equipment in the UK. Since then, our business has both expanded and diversified...

At Jenton we maintain a consultative selling approach - we get to the bottom of why customers are considering equipment, apply our experience, engineering and design skills, then we recommend a suitable solution.

Packaging and Banding

Jenton's expertise is based on many years of bag and pouch making and sealing, film and paper banding, and tray and package heat sealing. Jenton distributes some of the best heat seal packaging machines available from around the world – and we also design and make our own here in the UK!

We are increasingly involved in new plastic-free packaging materials. As one of the original founding members of the PPMA (The Processing and Packaging Machinery Association) Jenton actively partner with other member companies to provide complete lines and solutions.

Packaging & Processing Automation

Jenton Ariana specialises in the design and manufacture of 'clever conveyors' or sophisticated control-led pieces of automation equipment for high speed food and assembly lines. Ariana products include convergers, a wide range of product stackers (sometimes combined with labellers), pad placing machines, divergers, seal testers and increasingly whole conveyor line control systems.

Ariana OEM convergers can be found all around the world with other companies' names on and we love working on developing OEM solutions for companies whose main 'hero' products take priority within their own design facilities.

UVA (UV Curing)

Jenton's UV Curing experience is centred around UV industrial curing applications. UV light can be used to 'instantly' turn liquid plastics into solid ones, examples being adhesives, inks and coatings. The applications for these are as diverse as medical device assembly, the manufacture of optical fibres, the 'drying' of UV inks for cable marking, container decoration and curing scratch resistant coatings on external automotive applications.

The skill in UV curing is matching the right UV source to the right UV adhesive or material using the best and appropriate UV transmissive or reflective optics. Jenton UV knows an awful lot about getting this right. We have many sources to choose from, some we distribute and some we make. We design and make custom optics, ovens and conveyors and we offer UV measurement for process control.

Label and Data Verification

Jenton Dimaco products detect and check print and data on-line and prevent mis-labelling or the use of the wrong packaging materials. Jenton Dimaco are world leaders in label verification systems. Specialising in the food processing industry, Jenton Dimaco incorporate proprietary in-house OCR and verification software and design and manufacture Veri-PACK systems for verifying artwork, fixed data and variable data at high speed and in difficult environments.

Viscosity Control

Jenton are proud to have been distributors for opti-color™ viscosity control systems since the 1970s. Viscosity control of inks, coatings and other liquids will optimise the use of expensive pigments relative to diluents but, most importantly, will ensure consistency of product appearance and performance.

Upcoming Events

We regularly exhibit at various trade shows and events around the world.



R124
R149

11th - 12th February
NEC, Birmingham



13th - 15th April 2026
NEC, Birmingham



A5

7th - 13th May
Düsseldorf



A60

22nd - 24th September
NEC, Birmingham



L90

23rd - 24th September
Galway

Contact

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UVC (UV Disinfection)

Jenton subsidiary JenAct has numerous granted UV patents and proven solutions for disinfection of surfaces, e.g. contact lenses, bottle interiors and packaging as well as many bespoke products for air disinfection including products for HVAC coils, food production facilities, schools, surgeries and offices.

JenAct have developed our own modelling software to predict UVC performance (which is used around the world) and have a number of predesigned duct units, ovens and UV disinfection conveyor systems for many applications.

Tray and Sandwich Pack Sealers

The growing ready-to-go, lunch centric and smaller retail markets generated the need for Soken Engineering's machines, which range from single pack bench top units – ideal for restaurants sending meals out to mid range drawer units packing between two and six packs at a time, ideal for caterers to the more volume orientated conveyor based machines. All sizes can be manufactured to accept film for lids or to heat and press pre-coated card packs for sandwiches and wraps.

Autopack highlights best in class solutions at Packaging Innovations and Empack 2026



Leading independent integrator of packaging lines Autopack will showcase a range of its automated and semi-automated equipment at Packaging Innovations and Empack 2026, which takes place at Birmingham's NEC from 11-12 February. The Autopack HQ in Hereford will welcome visitors to come to stand V132 to find the right solution for their packaging formats and materials.

There will be a wide variety of products on the stand: An SV30-USD Sealer; A100 with a four-head Mini Weigher; A DV1100 depositor operating with a gated conveyor; a semi-automatic bucket machine; and a Mini Auger.

The SV30USD is a semi-automatic vertical continuous band sealer. An operator feeds bags or pouches into the band mechanism which draws the pack through sealing jaws, hermetically sealing the pack using heat and pressure. The semi-automatic machine can operate at speeds of 15metres per minute and will operate in a twin head configuration at the show.

Also on stand will be the A100 Vertical Form Fill Seal (VFFS), the simplest and most compact of Autopack's VFFS range and is designed for small-medium pillow packs. Compatible with all product types it is used in every sector but is

“ Our expertise makes us well-placed to assist across a wide range of sectors. Whether it's powders, liquids, solids, or something in between, we have the knowhow to provide bespoke solutions. Our aim at Packaging Innovations and Empack is to engage with the market and help them understand how Autopack can automate their packaging process to be smarter, faster and more efficient.

– Autopack UK Sales Director Jonathon Stewart.



“ Packaging Innovations and Empack 2026 is the perfect platform to highlight our innovations in the sector. We can interact with key decision makers from big name retailers and brand owners, as well as start-ups looking for advice on what packaging automation technology best suits their product.

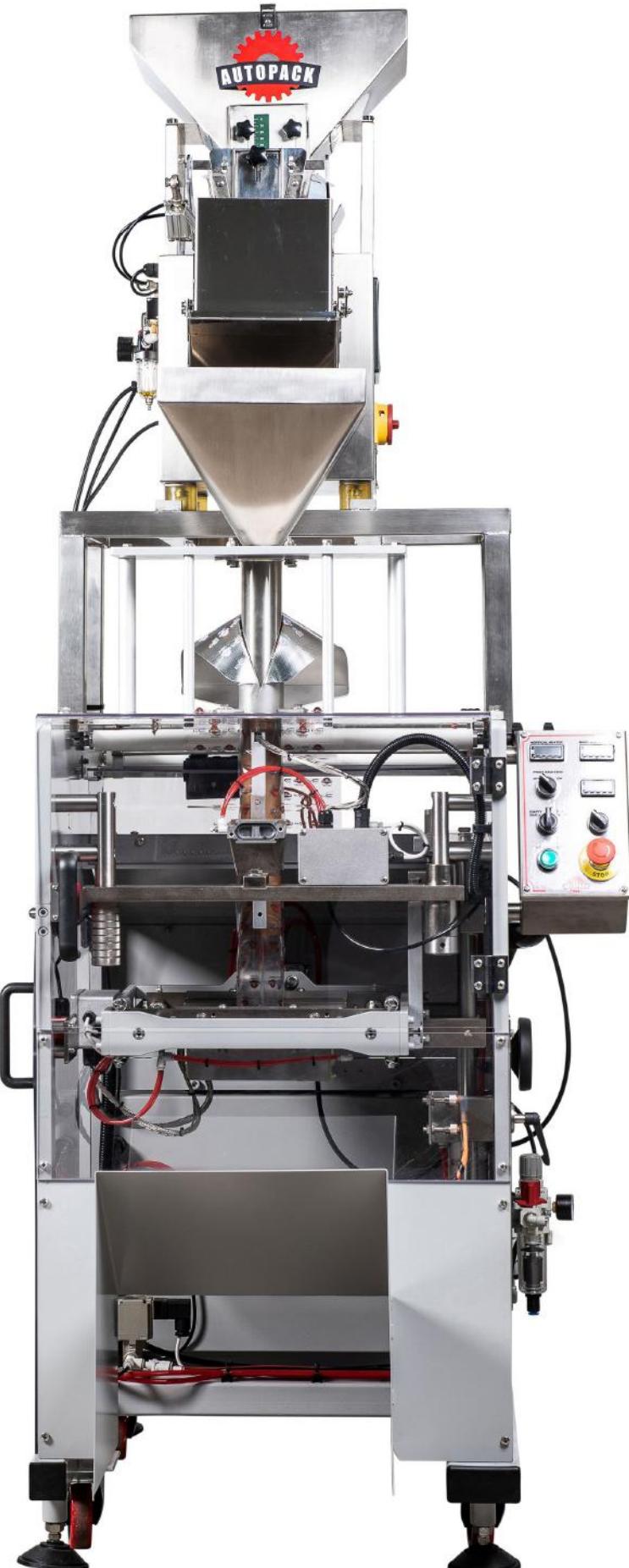
most commonly used in the food industry to pack coffee, flour, chocolates, cereals and grains. At Packaging Innovations and Empack, the A100 will operate with a four head Mini Weigher.

A DV1100 will also be running, which is a depositor incorporating a volumetric piston filler with a range of 70ml to 1100ml. With food grade seals, and stainless-steel construction, this depositor is perfect for filling liquids for all industries including the food and beverage sector. It will run with a gated conveyor for glass jars at the show.

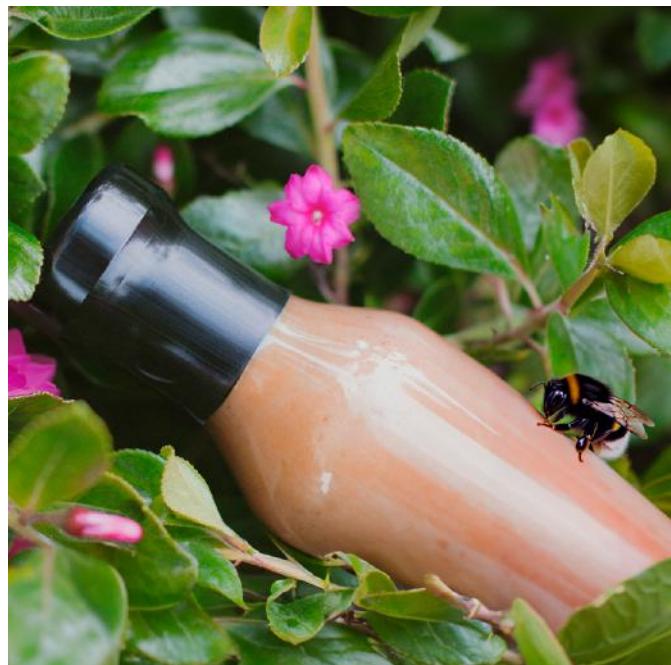
The semi-automatic bucket machine drives efficiency for customers in food, household, pet food, chemical, pharmaceutical and personal care. It also lowers the initial cost compared to a fully automatic system.

Rounding off the machinery, is a Mini Auger machine designed for the accurate and efficient packing of powders and granular materials.

More information can be found [here](#).



Tamper-evident packaging company Viscose Closures forms new distribution partnership in Australia



Viscose Closures, a prominent Welsh manufacturer and leading UK-based provider of tamper-evident and sustainable packaging solutions, has established a new distribution partnership in Australia with Tamper Evident Pty Ltd. Through this agreement, Tamper Evident has been appointed as the exclusive Australian distributor of Viscose Closures' innovative plastic-free shrink sleeves in Australia, significantly expanding access to eco-friendly packaging solutions for businesses across the Australian market.

The new partnership represents a significant advancement in Viscose Closures' international growth strategy. Through collaboration with an established local distributor, the company aims

to provide improved access to plastic alternative shrink sleeves for Australian businesses, supported by comprehensive local expertise and the dedicated customer support that only an Australian-based company can provide.

Tamper Evident Pty Ltd is a well-established Australian distributor specialising in secure, compliant, and innovative packaging solutions for a wide range of industries, including healthcare, aviation, and logistics. The company has built a strong reputation for delivering high-quality tamper-evident products such as security labels, seals, tapes, and compliance solutions that ensure product integrity and meet regulatory requirements throughout the supply chain. This focus on product integrity and regulatory compliance makes Tamper Evident a natural partner for Viscose Closures.

At the centre of the partnership are Viscose Closures' innovative product - plastic-free shrink sleeves, which offer a sustainable alternative to traditional plastic shrink sleeves. Manufactured from sustainable wood pulp, the sleeves are biodegradable, home-compostable, and plastic-free, thereby reducing plastic waste and its environmental impacts. Alongside their eco-friendly credentials, the sleeves offer high durability, clarity, and tamper evidence, so meeting the performance expectations of modern packaging applications.

In addition to their environmental benefits, the shrink sleeves use a heat-free application process. Unlike conventional shrink sleeves, which require a heat source such as heat tunnels to shrink onto the container, Viscose Closures' plastic-free shrink sleeves self-shrink at room temperature within approximately one hour. This makes them particularly suitable for heat-sensitive products, such as pharmaceuticals, gas cannisters,



cosmetics, food, and beverages, while also reducing energy consumption associated with machinery. For businesses seeking to improve sustainability without compromising product protection or appearance, the sleeves provide an ideal and practical solution.

“ Partnering with Tamper Evident allows us to bring our innovative, plastic-free packaging solutions to Australian businesses more efficiently. Their commitment to quality, customer service, and expertise in secure packaging aligns perfectly with our values of sustainability and innovation. We are excited to work together to support organisations looking to reduce their environmental impact while maintaining robust tamper evidence.

— Emma Blackmore, Managing Director of Viscose Closures.

The partnership between Viscose Closures, known for its technical expertise, and Tamper Evident, with its strong local presence, aims to support Australian businesses across multiple sectors and industries in their transition to more sustainable packaging solutions.

“ Tamper Evident is excited to introduce biodegradable, non-plastic tamper-evident shrink sleeves to the Australian market, helping businesses reduce their environmental footprint.

— Tony Renkin, Owner and Manager of Tamper Evident Pty Ltd.

For enquiries or further information about plastic-free shrink sleeves in the UK:

e: sales@viscose.co.uk
w: viscoseclosures.com

For enquiries or further information about plastic-free shrink sleeves in Australia:

e: sales@tampercident.co.au
w: tampercident.com.au

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Material ConneXion comes to the UK for the first time with a curated exhibition of 45 innovative materials

Global materials expert Andrew Dent brings a curated selection of sustainable plastics, pulped fibres, and cutting-edge designs to Packaging Innovations & Empack 2026 in Birmingham, showing how smarter material choices can reduce waste, improve performance, and transform the products we use every day.



For the first time in the UK, Material ConneXion, trusted by Fortune 500 companies for over 25 years as the go-to advisor on material innovation, is set to bring a curated collection of 45 physical materials to Packaging Innovations & Empack 2026 in Birmingham (A15 Hall 2), highlighting the latest breakthroughs in packaging design and sustainability.

From evolved plastics to advanced pulped fibres, lightweight protective structures, and ingenious closures, drawing on a database of over 10,000 materials from 7,000 global manufacturers, the collection offers a practical, global snapshot of materials and processes ready to transform the way brands design and deliver packaging.

Every item is accompanied by technical data, performance metrics, and supplier information, allowing designers and brand owners to move from inspiration to implementation.

“For us, discovery is meaningless without physical validation,” says Dr Andrew Dent, EVP of Materials Research at Material ConneXion. *“Samples are key. Touch and feel are so important. You can love the idea of a material, but unless you know it’s going to perform in your application, there’s not much point. That’s why we bring both the materials and the*



information that allows designers to make smarter, more resilient choices."

Dent will also explore how innovation in packaging need not entail the pursuit of entirely new materials. *"Often it's about taking an existing chemistry or fibre and pushing it further - changing how it's formed, coated, printed, or combined - to get better performance with lower environmental impact,"* he explains.

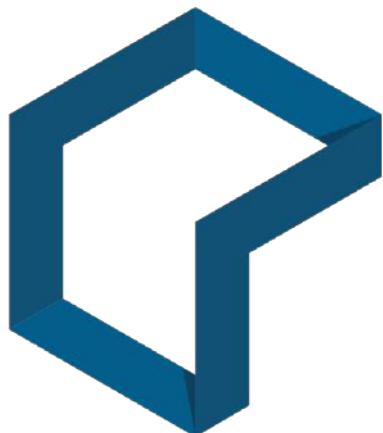
Material ConneXion's presence at Packaging Innovations & Empack reflects the consultancy's philosophy of early-stage engagement and cross-industry insight. With offices and researchers spanning Europe, the US, and Asia, the team continuously monitors global trends and emerging technologies, bringing inspiration from sectors such as fashion, automotive, consumer electronics, and furniture to solve real-world packaging challenges.

Attendees will also have the opportunity to hear Dent in person during his session, *The Future of Sustainable Packaging*, presented by Material ConneXion. Scheduled for Thursday, 12 February, 10:30–11:00 AM, the talk will explore how innovation is unlocking solutions to packaging's toughest challenges. Dent will share global insights into new material and process ideas, alongside success stories that show how sustainability, shelf impact, and performance can be achieved together.

These insights highlight the practical, hands-on focus of Material ConneXion's exhibition and session, giving designers, engineers, and brand owners a clear roadmap to innovate responsibly while boosting product impact. Every idea has a material solution - discover yours at Packaging Innovations & Empack 2026. [Register now](#) to experience it firsthand.

“ *I love innovation, I love esoteric materials, but for something as critical as packaging, we need to stick to a reduced number of materials, ensure they have a full cradle-to-cradle cycle, and design around those materials. There isn't going to be a single wonder material that solves all problems. Optimising what we have - commodity plastics like PET and PP, and industrialised paper and pulp - allows us to maintain sustainability while still creating new applications. That's the way forward: bio-based sourcing, effective end-of-life solutions, and smarter design.*

– Dr Andrew Dent, EVP of Materials Research at Material ConneXion.



Events & exhibitions



Here you'll find a selection of upcoming packaging events and exhibitions from around the world, colour-coded by location.

Have an event to share? [Get in touch](#) to add it to our calendar.

 Europe

 United Kingdom

 Asia

 Americas

February
05-06

**Paris
Packaging
Week 2026**

Paris, France

February
18-19

**Food
Packaging
Summit**

California, USA

February
10-11

**Clinical
Trial Supply
Forum**

Nice, France

March
04-05

**Pharma
Packaging
& Labelling
Forum**

California, USA

February
11-12

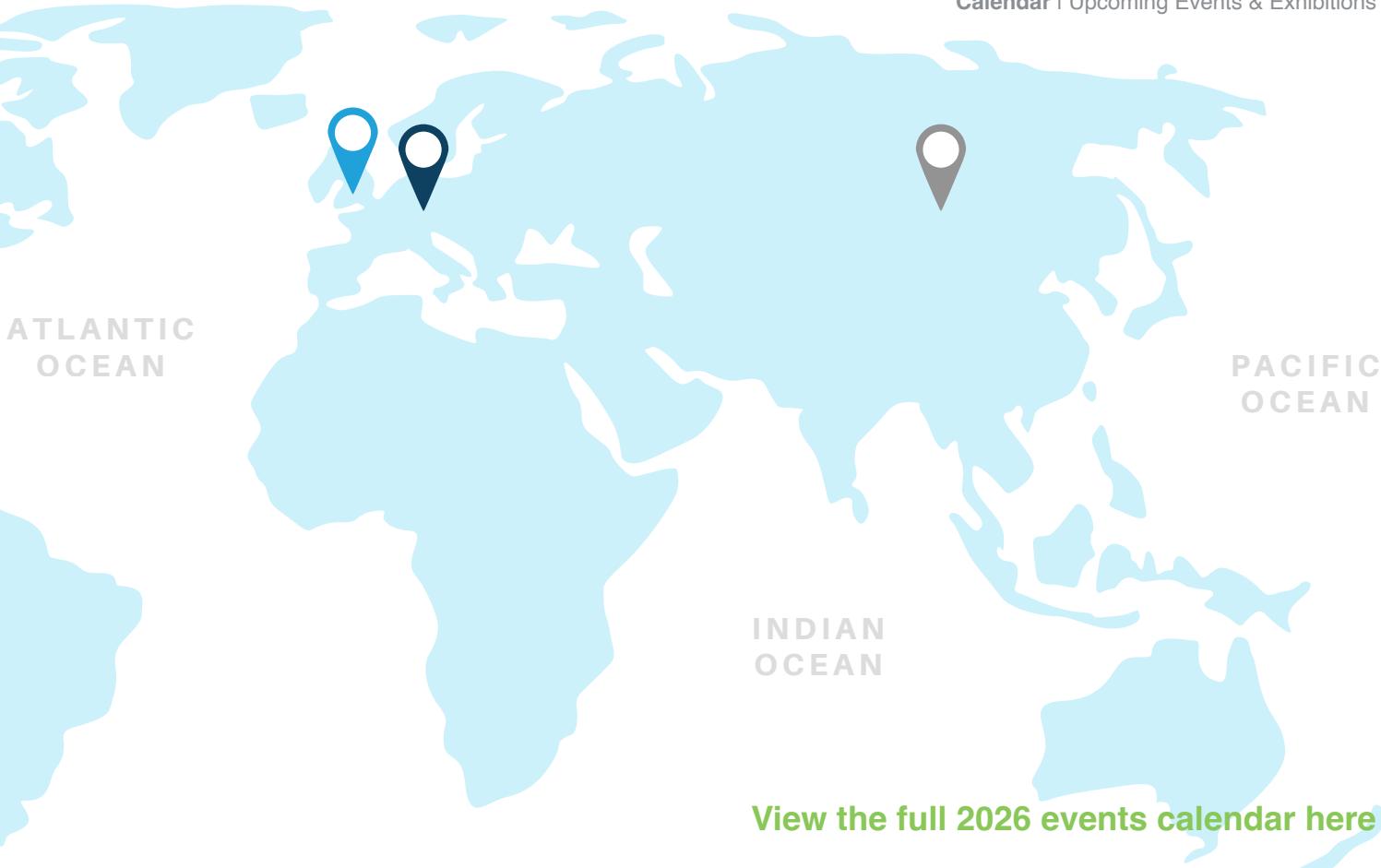
**Packaging
Innovations
& Empack**

Birmingham, UK

March
04-05

**LUXE
PACK Los
Angeles**

Los Angeles, USA



[View the full 2026 events calendar here](#)

**March
09-11**

**Fastmarkets
Forest
Products
Europe**

Barcelona, Spain

**April
13-15**

**Food &
Drink Expo
2026**

Birmingham, UK

**March
26-28**

**Cosmopack
(Cosmoprof
Worldwide)**

Bologna, Italy

**April
14-15**

**LUXE PACK
Shanghai
2026**

Shanghai, China

**Mar/Apr
30-01**

**IFE Manu-
facturing
2026**

London, UK

**April
20-21**

**PHARMAP
2026**

The Netherlands



THANK YOU

We hope you enjoyed this issue. Stay connected for the latest packaging news and innovations.

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