

## SEALED AIR EVENT TAKES 'LESS IS MORE' APPROACH TO SUSTAINABLE PACKAGING

Sealed Air brought together a host of leading experts from across Europe at its recent online event to help food processors and retailers address the sustainable packaging challenge.  
<https://sealedair.co.uk/en-gb/packforum>

Hundreds of professionals logged-on to the 'Less is More' event to learn more about packaging solutions that use less resource, while delivering more sustainable performance and effectively meeting the changing demands of a circular economy.

Alessandra Secchi, *EMEA Packforum Customer Events Director* at Sealed Air explains: "New plastic taxes are due to come into force in the EU and UK, while shoppers increasingly want goods and services that are sustainable. This means food retail and supply chains are quickly moving towards a much more resourceful economy, presenting both a challenge and a huge opportunity for packaging. Putting this into perspective was central to the expert presentations and discussions during our 'Less is More' event."

Delegates were able to hear from a host of Sealed Air's food packaging experts as well as thought leaders from EUROPEN - The European Organization for Packaging and the Environment, the British Plastics Federation, Plastic Energy and McKinsey & Company.

Alessandra continued: "Together, the different specialists provided a comprehensive overview that considered a lifecycle approach to packaging. This really put effective packaging strategies and materials into the context of a circular economy. It analysed how high performance packaging solutions can improve sustainability through significantly extending shelf-life, reducing food waste, increasing efficiencies and minimising supply chain emissions."

The event saw Sealed Air's team share best practice case studies and insights about how its CRYOVAC® Brand Vacuum Skin packing systems are helping food companies to meet the sustainable packaging challenge. This included its CRYOVAC® Brand Shrink Bag, which is ideal for protecting smoked and processed meats and cheeses. The solution can reduce the weight of plastic material by 50%, compared to other vacuum thermoforming packaging, which saves three tons of plastic for every one million packs.

Alessandra concluded: "With the right expertise and experience, it's possible to imagine and develop packaging solutions that use less resource and energy to drive more sustainable performance. This vision is central to Sealed Air's innovative systems and a programme of events that support food processors and retailers evolve how they package and protect food to realise the opportunities of the circular economy."

'Less is More' took place on November 2020 and continued Sealed Air's series of European Packforum events, which support food companies and retailers in optimising packaging strategies to improve sustainability, reduce food waste, enhance food security and extend shelf-life.

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### **About Sealed Air**

*Sealed Air is in business to protect, to solve critical packaging challenges, and to leave our world better than we found it. Our solutions and systems include CRYOVAC® brand food packaging, SEALED AIR® brand protective packaging, AUTOBAG® brand automated systems and BUBBLE WRAP® brand packaging. These brands collectively enable a more efficient, secure and less wasteful global food supply chain and enhance commerce through fulfillment and packaging solutions to protect the worldwide movement of goods.*

*Sealed Air's industry-leading expertise in science, engineering, and innovation transforms businesses, industries, and consumers' lives. The company continues to expand its portfolio of next-generation sustainable solutions including packaging materials, automated systems, and smart services to deliver savings and create measurable long-term value.*

*Sealed Air generated \$4.9 billion in sales in 2020 and has approximately 16,500 employees who serve customers in 115 countries. To learn more, visit [www.sealedair.com](http://www.sealedair.com)*

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