**Sappi Europe**

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Press release

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**Switching to sustainable packaging material**

**Rethinking packaging, promoting recycling**

**The demand for environmentally friendly packaging continues to grow. This development is posing real challenges for brand owners. How do they make the switch to flexible packaging that is recyclable? What needs to be considered? How can the issue of recycling be advanced? And why does Europe still need to catch up on topics such as “defining recyclability” and “test methods”? Insight into these questions and more is featured in a new episode of Sappi's Blue Couch Series.**

* “Functional paper packaging – the path towards greater recyclability”
* Julian Thielen, Head of the “Made for Recycling” service at Interseroh Plus, Kerstin Dietze, Key Account Manager for Paper and Packaging Solutions at Sappi, and Gustavo Duarte, Manager Competence Center Packaging Solutions at Sappi
* As of Tuesday, 22 February, <https://www.sappi-psp.com/the-blue-couch-series>

**Increasing environmental awareness and concerns about waste and depleted resources are leading more and more consumers to look for sustainable packaging when shopping. Sappi is leading the way in developing solutions in this vitally important area. The company has revolutionised the flexible packaging market and was in fact the world’s first manufacturer to produce an innovative packaging paper with integrated barriers and sealing properties. The product portfolio has been growing steadily in recent years**.

**Experts offer insight into the conversion process**

Flexible packaging, recyclability and sustainability – these are the key issues that not only Sappi but also many brand owners are currently tackling. What does it take for the switch to sustainable packaging to succeed? And how does this restructuring process actually work? Julian Thielen, Head of the “Made for Recycling” service at Interseroh Plus, Kerstin Dietze, Key Account Manager for Paper and Packaging Solutions at Sappi, and Gustavo Duarte, Manager Competence Center Packaging Solutions at Sappi, will be discussing this in depth in the upcoming episode of the Blue Couch Series.

The “Functional Paper Packaging – the path towards greater recyclability” episode will begin airing on 22 February, <https://www.sappi-psp.com/the-blue-couch-series>. For a sneak peek, you can have a look at the trailer for this episode now: <https://www.sappi-psp.com/the-blue-couch-series>

**Images for this press release**

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