

The Blue Couch Series

A SUMMARY OF EPISODE 10
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Great finishing versus solid sustainability – can we find a balance?

It's the latest episode of the Sappi series that brings together experts and innovators from the paper industry to discuss the latest developments, featuring:

CHRISTOF SONTHEIMER

Global Head of Business Development at metallic and pearlescent pigment specialists Eckhart

LARS SCHEIDWEILER

Sappi's Head of Packaging Solutions

The guests join host Marianna Evenstein on the Sappi Blue Couch to look at the potential of a new partnership to bring premium, sustainable metallic effects to today's packaging.

WHY DISCUSS THIS SUBJECT NOW?

Because the ever-increasing importance of sustainability for today's Sappi's Head of Packaging Solutions consumers and brands requires fresh thinking and innovative approaches when it comes to high-impact, premium packaging – notably with metallic finishing.

And because thanks to the power of cross-business partnership between substrate producer Sappi, metallic and pearlescent pigments producer Eckart and finishing specialist GT Trendhouse 42, a sustainable, print-based, premium, metallic-effect finishing process and product has been created that can compete with existing film-based finishing processes.

WHAT ARE THE KEY ASPECTS DISCUSSED BY THE PANEL?

- Why the consumer imperative means that successful premium packaging and POS needs to find innovative ways to surprise and delight today's customer – at the same time as contributing to a circular economy.

- The issues and opportunities surrounding seeking a lower carbon footprint and meaningful recyclability for premium packaging products.
- The additional cost benefits of a fresh approach to utilising print-based technology in place of foil-based solutions.
- How the Metal Ink Joint Development Project came about.
- How the Metal Ink Joint Development Project raises the bar when it comes to print-based solutions for premium, metallic packaging – and the significance of this for the packaging industry as a whole.

WHAT ARE SOME KEY TAKEAWAYS FROM THE CONVERSATION?

- Metallic finishing has a unique appeal to consumers thanks to the inherent value perception attached to shiny, metallic objects. This is why, says Lars Scheidweiler, brands so often use metallic finishes as “a silent communicator for brand values”.
- While foil lamination creates a compound that is almost impossible to practically recycle, a print-based alternative means a mono-material that can be easily placed into the recycling by the consumer, recovered and then be reused as part of the circular economy.
- While traditional print-based metallic packaging technologies have not been able to match the quality of foil laminates, the complimentary specialities embodied in the Metal Ink Joint Development Project partnership are setting new, premium quality standards for print-based metallic packaging.
- The partnership is simple but powerful. As Lars Scheidweiler says, “We combined the know-how, the knowledge about substrates, about surfaces, about pigments, pigment shapes, inks and pigments, and the converting process with the design process.”
- The benefits to the brand owner are clear. “If we can do it, as opposed to the other traditional methods, without the use of any plastic foil being in the process as a carrier or as a decoration, and solely through ink, the brand owner gets what he wants,” says Scheidweiler. “He gets the shiny look, he gets this touch, the feel, the reflection and all that he wants – and, in the end, this pack can go directly to the waste bin.”
- The Metal Ink Joint Development Project may be just the first step in the evolution of print technology and metallic inks for the future. For that evolution to be as successful and sustainable as possible, everyone needs to collaborate. As Christoph Sontheimer says, “The future will also depend on recycling and sustainability guidelines coming from the brand owner side.”

The Blue Couch episode ‘Great finishing versus solid sustainability – can we find a balance?’ is available to [watch here](#).