

LEADING THE CHARGE IN SUSTAINABLE PACKAGING

INSIDE AMCOR FLEXIBLES ZUTPHEN'S INNOVATION JOURNEY



In the realm of high-tech manufacturing, where innovation and sustainability are paramount, Amcor Flexibles Zutphen stands out as a beacon of progress. As part of the global packaging giant Amcor since 2010, the Zutphen plant in the Netherlands has been at the forefront of sustainable packaging solutions, showcasing the company's commitment to both functionality and environmental responsibility.

A Legacy of Innovation and Sustainability

Amcor Flexibles Zutphen has carved a niche for itself by focusing exclusively on aluminium containers and lids since 2020. This strategic pivot has enabled the plant to produce over 1.5 billion pieces annually, catering to a diverse range of industries including

pet food, human food, healthcare, and pharmaceuticals. The plant's expertise in tray forming and lid stamping is complemented by its comprehensive supply chain, encompassing pretreatment, lamination, lacquering, printing, and forming. Employing advanced printing techniques such as flexo printing for lids and rotogravure printing for containers, Amcor Flexibles ensures that its packaging solutions not only meet

rigorous functional requirements but also adhere to stringent sustainability standards. The use of aluminium foil, known for its strength and barrier properties, further underscores the plant's commitment to producing high-quality, safe, and sustainable packaging.

Commitment to the 2025 Sustainability Pledge

In a bold move towards sustainability, Amcor pledged in January 2018 to develop all its packaging to be recyclable or reusable by 2025. As the first global packaging company to make such a pledge, Amcor directly addresses a major environmental issue with its extensive capabilities and reach.



The company focuses on three key areas to deliver on this commitment:

Developing recyclable materials

Amcor is innovating to ensure that all its packaging can be recycled, wherever it is used.



Creating innovative formats



The company designs packaging that simplifies separation and recycling, avoiding the use of unrecyclable materials.

Increasing recycling rates

By collaborating with customers, suppliers, NGOs, and governments, Amcor is working to enhance infrastructure for collecting, sorting, and recycling packaging.



Investing in European Innovation

Amcor's dedication to sustainability is further evidenced by its significant investment in European innovation hubs. With an annual R&D investment of approximately USD \$100 million, Amcor accelerates the development of sustainable packaging solutions through a global network of innovation centres, including the newly opened Amcor Innovation Center Europe (AICE) in Ghent, Belgium. This state-of-the-art facility partners with brands and retailers across the region to design packaging that delivers better results for both consumers and the environment.

The AICE embodies Amcor's Catalyst™ approach, a flexible, collaborative, and creative co-development methodology that ensures packaging solutions align with market demands, consumer needs, sustainability, and recyclability requirements. The Ghent facility supports this process through several key activities:

Material Science Center



Innovates packaging materials to reduce carbon footprints, including recycle-ready mono-material solutions and bio-based and recycled polymer alternatives.

Customer Engagement Center



Hosts collaborative sessions and consumer focus groups, testing packaging appeal and usability in simulated retail and home environments.

E-Commerce Lab



Tests and certifies packaging for e-commerce distribution, ensuring it meets ISTA 6 standards.

Packaging and Recycling Test Center (coming soon)



Will house small-scale packing lines for machine trials and recycling equipment to evaluate real-world recyclability.



These comprehensive capabilities at the Ghent facility underscore Amcor's commitment to driving sustainable packaging innovation in Europe.



A Showcase of Innovation: Bottles of the Year Programme

Highlighting its commitment to innovation, Amcor recently launched the Bottles of the Year programme on National Packaging Design Day 2024. This initiative recognises the best in innovative and responsible packaging designs across various segments. The selected bottle designs exemplify cutting-edge ideas that push the boundaries of traditional packaging norms, reaffirming Amcor's position as an industry leader.



Leading the Path to Net Zero in Europe

As Europe strides towards a more sustainable future, Amcor Flexibles Zutphen and its parent company, Amcor, are at the forefront of driving positive change. Through innovative manufacturing processes, groundbreaking initiatives, and strategic

partnerships, Amcor is leading the way towards a circular economy and net zero emissions in Europe and beyond. The Zutphen plant's ongoing commitment to sustainability and innovation sets new standards for the packaging industry, inspiring positive change across the region.

Amcor Flexibles Zutphen exemplifies how high-tech manufacturing can align with environmental stewardship. By embracing sustainability, investing in innovation, and fostering collaboration, Amcor is not only meeting the demands of today but also paving the way for a brighter, more sustainable tomorrow.

“With Bottles of the Year, our goal is to inspire and empower consumers, manufacturers, brands, and enthusiasts with elegant, thoughtful, and responsible packaging designs.

— Terry Patchek, Vice President of R&D, Sustainability, and Project Management at Amcor Rigid Packaging





About Amcor

Amcor is a global leader in developing and producing responsible packaging solutions across a variety of materials for food, beverage, pharmaceutical, medical, home and personal care, and other products.

Amcor works with leading companies around the world to protect their products and the people who rely on them, differentiate brands, and improve supply chains through a range of

flexible and rigid packaging, specialty cartons, closures, and services.

The company is focused on making packaging that is increasingly lighter weight, recyclable and reusable, and made using an increasing amount of recycled content. In fiscal year 2023, 41,000 Amcor people generated \$14.7 billion in annual sales from operations that span 218 locations in 41 countries. ■



FISCAL YEAR
2023



41,000
Amcor team

218
Locations

\$14.7 billion
Annual sales

41
Countries



For more information, contact:



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