

Press Release

## SUSTAINABILITY AT STAKE: THE BEST EXAMPLES OF ITALIAN AND INTERNATIONAL GREEN PACKAGING FROM COMIECO

**Innovative and sustainable packaging allows to avoid up to 981 tons of waste a year. The best examples of packaging from Italy and the world online in the [Comieco](http://www.comieco.org) website**

The extent to which innovative packaging can influence waste disposal and how much it allows to save is unveiled by [Comieco](http://www.comieco.org), the Consortium for paper and board packaging recovery and recycling, with the launch of “Best Pack,” the data base of “smart” paper. Available to the general public and to companies, it gathers information on the packaging awarded for sustainability at national and international level. The project is intended to highlight the potential saving in terms of costs and resources that can be achieved from packaging, and from the products it contains, through the dissemination of new products, new materials, and new practices. Data, figures, information, curios, and images finally together in a single online gallery available in the websites of the Consortium (<http://www.comieco.org>) and of the **Paper and Board Club**, a project of Comieco aimed at the business users of packaging, offered as a source of aggregation, information, and training to promote paper and board innovation and sustainability (<http://www.clubcartaecartoni.org>).

“Best Pack” includes **over 350 case studies on packaging**, organized into easy-to-access data sheets: the focus is on the best examples of eco-friendly paper and board packaging, offering sustainable solutions. Combining functionality with an innovative approach and care for the environment, these projects have been acknowledged for their focus on prevention, pursued through ad hoc actions on the product or the production process – from design to consumption and down to disposal.

**The new company trend: a commitment towards responsibility and the 4Rs (reduction, reuse, recycling, redesign)**

A review of “Best Pack” highlights a trend towards a growing commitment, all round the world, to sustainability, promoting the implementation of the **4Rs (reduction, reuse, recycling, redesign)** to packaging. The most rewarded environmental performances concern the **promotion of recycling activities** (single-material and recyclable packaging), **raw material saving** (weight reduction), and **volume optimization** (size reduction).



Ufficio Stampa  
Elena Rabaglio  
393 8858716 - elena.rabaglio@mediatyche.it  
Deborah Moleri  
392 9020133 - deborah.moleri@mediatyche.it

Broad margins exist for the development of primary packaging based on recycled materials and involving as little product waste as possible.

Additional curios include **the most rewarded material at international level, namely flat board, with over 170 reviewed case studies**, followed by corrugated board (120 cases) and wrapping paper (30 cases). While boxes and cases compete for innovation, bags and pouches focus on biodegradability. Traditional paper and board packaging includes new logistics-related solutions, such as pallets, as well as custom-designed packs.

Cases of actions on primary packaging account for 40% of the data base. Industrial packaging tends to be more and more often modified, and information on the issue is provided through company participation to awards and competitions. This trend bears evidence of the amount of investments at stake, also with respect to transportation and logistics.

**With the Paper and Board Club Comieco promotes Best Pack, aimed at the business users of packaging as the reference counterparts for shared and future-oriented sustainability**

The main channels for promotion of the new data base include the [Paper and Board Club](#), the new project of Comieco aimed at professional operators from companies that use paper, board, and cardboard to pack, handle, and promote their products. The Club's counterparts include all the organizations that use paper and board packaging (primary, secondary, or tertiary) for their products in all the steps of the supply chain. The main goal is to share Italian and international best practices that may provide a hint, a stimulus, or an example to companies, promoting the importance of packaging, in particular paper and board-based, and its key role in environmental protection and in the management of environmental resources.

The **Paper and Board Club** website offers the opportunity to fill a registration form to access a variety of [confidential documents](#).