

STRONG PARTNERS FOR A SUSTAINABLE FUTURE IN THE PHARMACEUTICAL INDUSTRY: PERLEN PACKAGING AND ETIMEX PRIMARY PACKAGING JOIN FORCES

The two leading packaging manufacturers Perlen Packaging AG and ETIMEX Primary Packaging GmbH are joining forces to further establish the polypropylene (PP) Monoblister in the pharmaceutical industry. The two packaging specialists are working together to meet the growing demand for recyclable packaging solutions in the pharmaceutical industry. The objective of the cooperation is to offer customers demand-oriented, sustainable and fully recyclable packaging solutions of the highest quality.

The cooperation between Perlen Packaging and ETIMEX marks a significant step in the expansion of sustainable packaging solutions for the pharmaceutical industry. Its objective is to jointly market and distribute ETIMEX's PP Monoblister product. Both companies are well known in the market for their individual and specialised blister solutions and play a pioneering role with regard to environmental protection, sustainable and responsible use of resources and CO₂ emissions reduction. Sustainability aspects also constitute an increasingly important competitive factor in the pharmaceutical industry. Sustainable packaging is therefore a logical step towards future viability for customers in the pharmaceutical industry.

The ETIMEX sustainability strategy is an integral part of the corporate philosophy. Recyclable packaging solutions in the food and pharmaceutical industries are a "must" for the site in Dietenheim, south of Ulm. The company views the cooperation with a specialist in the pharmaceutical industry such as Perlen Packaging as a great opportunity to establish polypropylene blister packaging as a viable alternative for companies in the market. Martin Rank, Head of Sales & Marketing at ETIMEX Primary Packaging, emphasises:

» *"OUR SUSTAINABLE PP MONO BLISTER PURELAY® PHARM IS A PERFECT COMPLEMENT TO PERLEN PACKAGING'S RANGE OF PACKAGING SOLUTIONS. WE ARE NOW PLEASED TO MAKE OUR LONG-STANDING EXPERTISE IN RECYCLABLE POLYPROPYLENE PACKAGING AVAILABLE TO NEW CUSTOMERS AND MARKETS. WE ARE COMMITTED TO WORKING TOGETHER WITH PERLEN PACKAGING TO ACHIEVE THIS."* «

Perlen Packaging is part of the CPH Group, whose sustainability strategy is an integral part of its more than 200-year success story. Perlen Packaging holds a prominent position in the pharmaceutical industry as one of the largest producers of PVdC-coated barrier films. The companies are setting an example by expanding their range to include the fully recyclable PP mono solution developed by ETIMEX. Lars Kirchhoff, Chief Sales Officer of Perlen Packaging says: "We are responding to our customers' requests and expanding our existing PVC/PVdC product range. The cooperation with ETIMEX enables us to offer a tried and tested, fully recyclable solution based on polypropylene from a single source."

More information can be found at www.etimex.de and www.perlenpackaging.com



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