



## RECYCLABLE PACKAGING IS OUR FUTURE

**The year 2020 was undoubtedly intense. Not just for us but also for most people and businesses, the COVID-19 pandemic has brought numerous challenges. We think it is time to take a brief look back and to look forward to the opportunities of the new year.**

At the beginning of 2020, we decided on the focus and effective approach to the future of ETIMEX Primary Packaging GmbH. „We want to develop sustainable and recyclable mono solutions for the food and pharmaceutical industry,“ so the declared goal. „We are proud that even today the majority of ETIMEX products is already fully recyclable. In 2020, we have thus taken important steps in the future-oriented direction.“ Martin Rank, Head of Sales & Marketing, confirms this goal in retrospect. „Particularly as a packaging manufacturer, we do consider it our responsibility to focus on sustainability.“ The year 2020 has reinforced our decision. The pandemic has also not left us unaffected and we recorded the decline of some collaborations with established customers, some of whom had been with us for many years. However, our focus on innovative, recyclable solutions helped us to compensate for this decrease by working with new customers. Particularly in the field of pharmaceutical products and food supplements, we were able to record significant growth and ultimately even achieve an increase in sales. There was a high demand for mono-solutions – a trend with foreseeable capacity for sustainable growth. Our conclusion for 2020: the road to sustainability is the right one, for us and for our customers. Recyclable packaging is the future we look forward to with optimism.

Our goal is to provide solutions to customers who share our focus on sustainability. In doing so, we want to tap additional markets and attract new customers inspiring them with enthusiasm for our solutions, such as the dairy industry or manufacturers of convenience and ready meals. Precisely these very companies that demonstrate good taste, want to make life easier for their customers, and implement this responsibly through maximum recyclability. In the area of flexible films, slight growth was already evident last year. However, due to uncertainties in the market, planning reliability in this respect is difficult. In terms of products, the company’s focus will therefore be on the use of polypropylene, particularly as a mono-solution, and will be extended to all of the company’s business units in the coming years. With a new thermoforming sheet based on polypropylene (with and without barrier properties from a thickness of 300 µm), we will also establish a new product on the market. In addition, we will establish our flagship product, the PP barrier meal trays. The direction is clear: recyclability is not just a good-looking word; for us at ETIMEX, recyclability is actually pursued. Anything that follows will be our way in exactly that direction.

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