

Flow Wrap Packaging

Flow wrap packaging, from its origins to future evolutions

A study conducted by the Politecnico di Torino and specialised groups leads to a White Paper which investigates the history of a flexible packaging

A White Paper resulting from a collaboration between academics and key figures in the industrial packaging sector to investigate the **role of flow wrap packaging in today's world, and that of tomorrow**. All with an eye to **sustainability**, a key theme in terms of growth and development. The publication, entitled **"Flow wrap packaging: the most with the least. High protection, low impact"** was curated by the **Politecnico di Torino** in collaboration with **leading companies and specialised groups**, and will be presented on **Thursday 5th May at 5.30pm** in the **Events Area – Hall 2 of Fiera Milano**, during **Ipac-Ima**, the trade show specialised in food and non-food processing and packaging taking place from 3rd to 6th May at Rho.

The document takes an inside look into flow wrap packaging, a special type of flexible packaging, closely analysing it with respect to its history and possible future evolutions. To do so, it relies on the professionalism of researchers, experts, and industry representatives. The event of presentation, moderated by the journalist **Luca Maria De Nardo**, will be introduced by the **editors Beatrice Lerma and Doriana Dal Palù**. After that, there will be a panel discussion with **Riccardo Cavanna**, a **renowned representative of the packaging machine industry**, **Luca Ruini**, president of **CONAI**, **Alberto Palaveri**, president of **Giflex**, **Mario Molinaro** from **Taghleef**, **Mario Cerutti** from **Lavazza**, **Domenico Brisigotti** from **Coop** and **Paola Scarfato** from **Università di Salerno**.

"The study, conducted by a Design research unit of the Politecnico di Torino, but in continuous contact and discussion with the numerous national and international parties involved," write the two curators in the publication's foreword, "was collated and made available to a broader public through the drafting of this publication, a White Paper designed to generate culture on the theme of flow wrap packaging. Its purpose is therefore to educate, inform, and raise awareness of the complex and multifaceted relations between flow wrap packaging and sustainability."

The impetus for the project was the intuition of **Riccardo Cavanna**, who posed a very simple query representing the seed of the project: *"Is there a future for flow wrap packaging?"*.

"This paper," he commented, "is the product of the desire to recount the extraordinary history of packaging with wings, which has seen generations of entrepreneurs and innovators – first in the US and later in Europe – work together, helping to make it the most popular and democratic packaging in the world. The White Paper, which aims to disseminate historical, scientific, and cultural knowledge, seeks to bring the world of the circular economy closer to that of policy makers and new generations capable of influencing future consumer trends. To avoid there being more flow wrap packaging than fish in our seas,

we need to be world leaders, not only in the packaging sector (where Italy is already at the forefront), but also by stimulating and exporting a supply chain development model for a genuinely circular economy.”

To participate, it is necessary to book on Eventbrite at the link: <https://www.eventbrite.it/e/presentation-white-paper-flow-wrap-packaging-the-most-with-the-least-tickets-320524095197?aff=ebdssbdestsearch>