

from crop to consumption

(inside) **food&drink**

# PACKAGING

bossar | industriaumbra



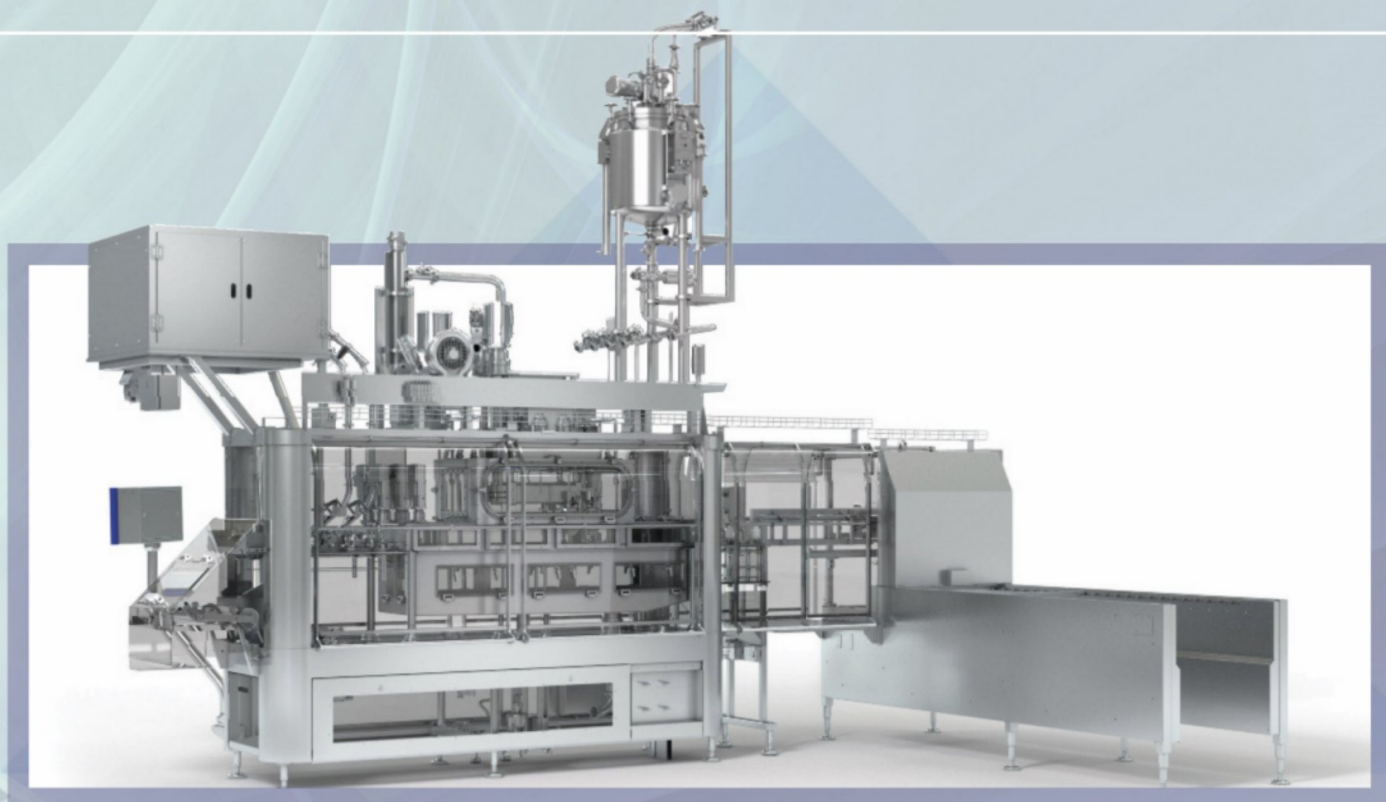
Why pouches are set to be a

# DOMINANT FORCE

in packaging

Packaging has become a hot environmental issue. Spanish company Bossar, a leading machine manufacturer which offers its customers a unique Total Packaging Solution, is trying to tackle the misconception that plastic is always bad. James Wills reports.





Changing the opinion of some people in society who think all plastic producers are the devil, is the issue facing one of world's leading packaging companies, whose recyclable products are doing far more to help the environment than the public realise.

Spanish company Bossar is a world leader in manufacturing packaging machines for flexible packaging such as pouches, sachets and bag-in-box for various specifications for food, beverage and other industries. It can count among its customers leading international brands such as Coca-Cola, Colgate, L'Oréal and Danone.

It is a hugely successful, forward thinking enterprise but it knows the words 'plastic packaging' have uncomfortable connotations for many. Its recently relaunched website at [www.bossar.com](http://www.bossar.com) is just one tool the company is using to try and educate the public, and potential customers, of the overall environmental benefits the end products bring.

The headlines include Bossar packaging is recyclable, cost far less energy to produce than other forms of packaging, transporting and storing them consumes far less energy and creates a smaller

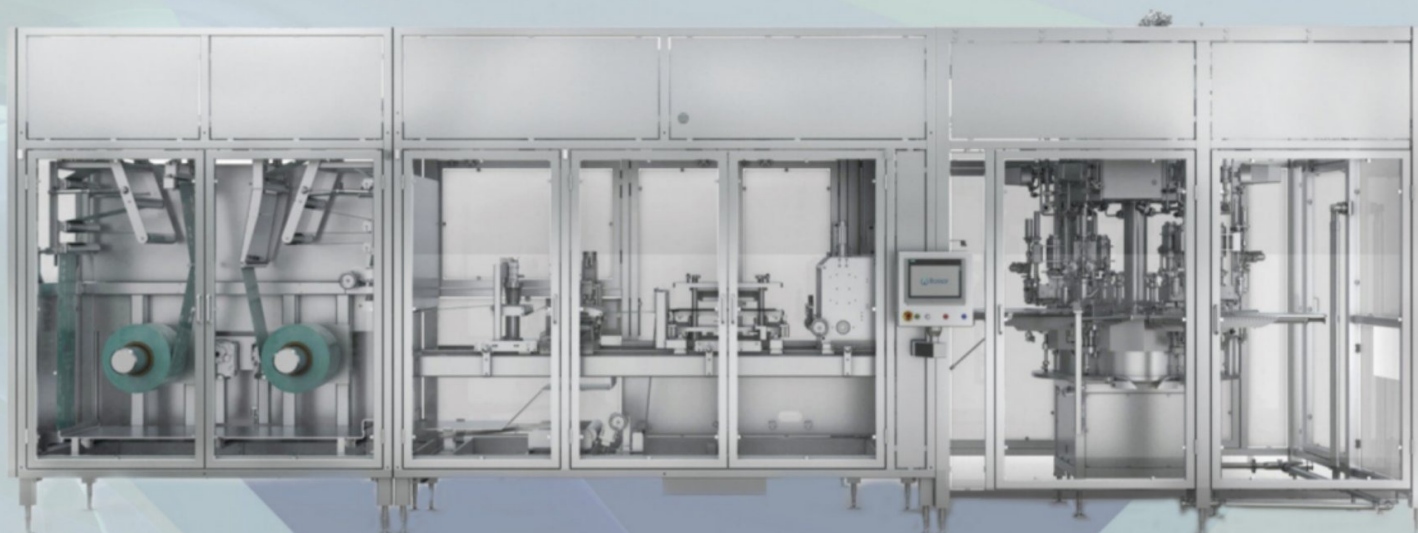
environmental footprint, and they even extend shelf-life which prevents waste. Just one example quoted is glass takes 86% more greenhouse gas to produce than its pouch alternative.

The company's Global Sales Director, Marc Bisbe, said: "The best method of packaging things is the way which has the least environmental impact, the least carbon emissions, and is easiest to recycle. This packaging ticks all those boxes.

"Our new recyclable pouch program is designed for a circular economy. Meaning that we aim to reduce our footprint, recycle the packing, and subsequently employ the recycled plastic resin in the production of new packaging."

The key is, of course, it needs to be properly collected, sorted, and finally, recycled.

"We urge consumers to do this but we cannot make society do it without the involvement of the state and the enforcement via laws," stated Marketing Manager Christopher Last. "Governments, which are ready to impose taxes on plastic products to get revenue, should also work to create the right infrastructure for collecting, sorting and recycling. ▀







“People might question the benefits in making energy efficient pouches and recycling them. But the fact is, every tiny individual win is a big win when you multiply this by millions of pouches. The impact is huge.”

### Unpacking the misconceptions

Another common misconception is that biodegradable products should be the Holy Grail of packaging.

“However, biodegradable is not the panacea everyone thinks it is,” suggested Mr Last. “Plastic particles in the environment is an issue because plastic has not been recycled or disposed of correctly. Even with biodegradable materials, you are still left with micro-materials entering the environment, and ultimately in our organisms, with single use products, the energy used to make them is gone for good, unlike with the circular recycling model.”

Bossar’s passion over this issue is plain to see, and its sustainability message is just one of the points it wants to get across to potential customers. Another is its unique Total Packaging Solution.

Its versatile Total Packaging Solution range covers every sort of customer: offering a wide range of solutions for both customers with low-entry requirements, as for those who require massive output and volume production. The company strives to offer unrivalled quality and convenience to its customers. Bossar does this because of its unique relationship with its sister company, Scholle IPN.

Mr Bisbe said: “To simplify the relationship, at Bossar we make custom made, state-of-the-art packaging machines, while Scholle makes the materials, films and caps for the pouches themselves.

“The benefits of this relationship are obvious. You do not buy a Ford car and put a Chevrolet engine in it. If it goes wrong the two sides then blame each other for the problem, it isn’t solved quickly and your production suffers. Having one provider makes basic business sense.”

Offering such an integrated service is just one way Bossar is convincing more and more companies to consider switching







from rigid to flexible packaging with all the benefits that brings. To help in that process, Mr Last said the company is also fully engaging with potential customers and not just trying to sell them a machine.

“They become our partners, not just our customers, and we work together to help improve their business. For example, with Danone, we helped them switch production of their children’s yoghurts from plastic cups to pouches and they saw major benefits commercially, in brand awareness and efficiency.

“We also appreciate setting up new production lines for customers that are active in markets which are completely new for us, and so we have various options to assist with that.”

### Ongoing innovation

With its headquarters and R&D centre in Barcelona, and another production site in India, the company has a truly global presence, also due to Scholle IPN’s global footprint with facilities in the USA, Canada, South America, Europe, Russia, China, Australia and New Zealand.

Mr Bisbe said: “The export market accounts for 95% of our machines. America is ahead of the rest of the world in the use

of flexible packaging and so we are seeing our customer base move eastwards, notably into Russia and China, where there is huge potential.”

Constant innovation is another way Bossar stays ahead, for example with sterile systems and aseptic packaging which allows products to be unrefrigerated and remain ready for consumption for up to 12 months. Compared to having to refrigerate products from point of manufacture, to moment of sale, the reduction in energy costs are massive.

Another ground-breaking innovation about to be brought to market is its new induction sealing technology which is set to be an industry game changer.

And how has Bossar survived Covid? Mr Bisbe said: “It has affected us as it has most companies. While our larger clients pressed on with orders, a number of smaller firms postponed theirs until trading conditions became easier. The rise in food retail sales benefitted us but, like most people, we are looking forward to normality returning.”

Normality? Before too long with all its economic, environmental and other benefits, normality will soon be packed in flexible packaging. ■

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