



Grafija Vilpak

Single Use Plastic Directive:
Turning Challenges into
Opportunities

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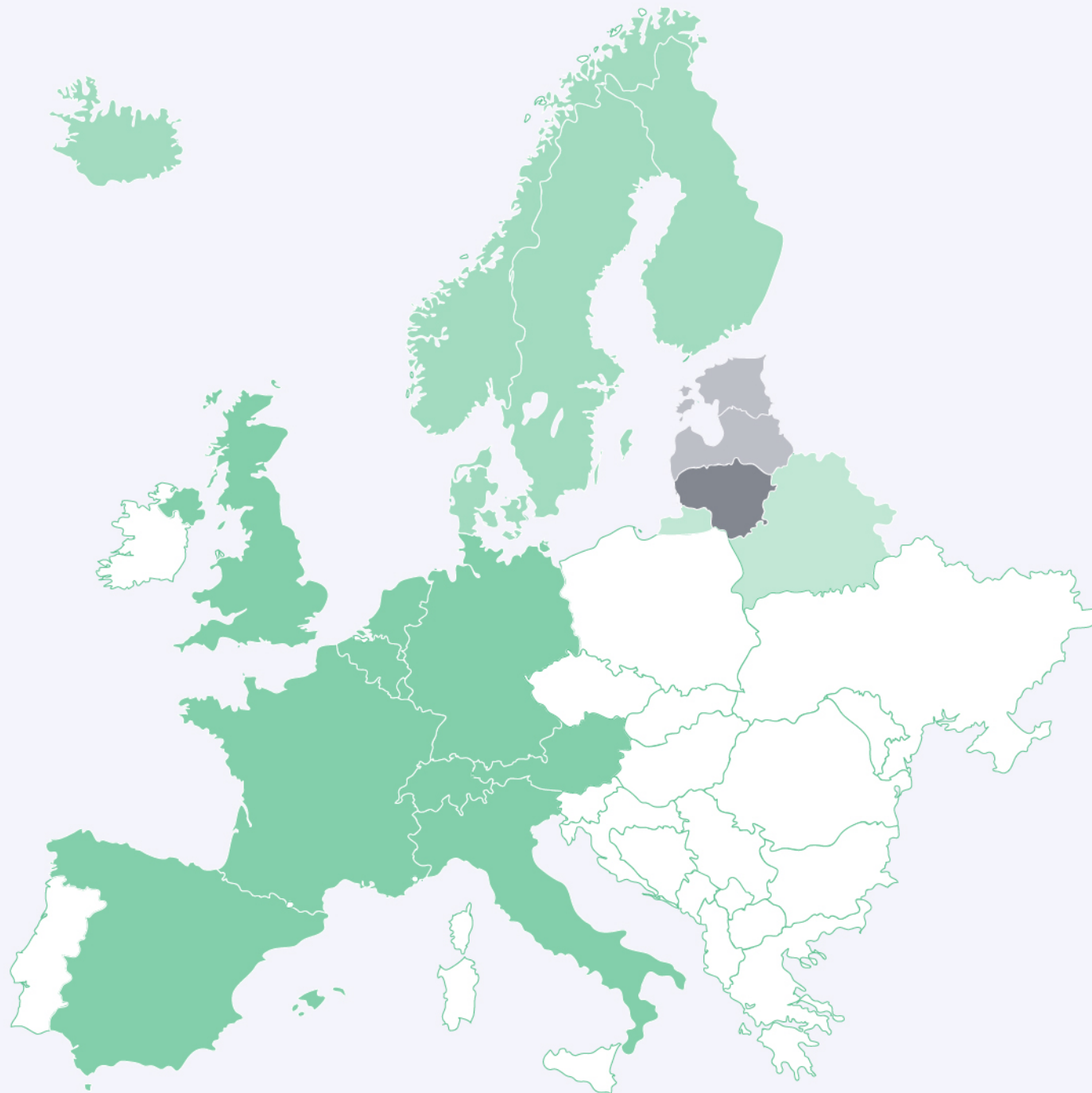
One of the leading carton packaging and commercial printing companies in the Baltics.

*Export: more than 60% of
Grafija/Vilpak turnover*



Export geography

-  Scandinavia
-  Western Europe
-  Baltic states





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150+

Number of employees

110 production workers
+ administration



+20%

Turnover

16M € and +20% annually



120

Clients

TELE2




Luminor



OVS
ITALIAN FASHION

FISKARS®

Swedbank 



Single-use Plastic Directive: what is it about?

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The European Commission adopted the world's first comprehensive plastics strategy in January, 2018. One month ago it was adopted by the Council of the EU.

The new measures are believed to:



avoid 3.4 million tones of CO₂ emission;



avoid environmental damages which would cost **€22 billion** by 2030;



save consumers €6.5 billion.



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*The First Step: turning attention to the 10 single-use plastic products, which account for **70% of the marine litter in Europe:***



Cotton buds



*Cutlery, plates,
straws & stirrers*



*Sticks for balloons
and balloons*



Food containers



Sweets wrappers



*Beverage
containers, cups*



*Wet wipes and
sanitary items*



Bags



Cigarette butts



Fishing gear



The Second Step: if your product is not banned whatsoever, EPR comes next

Under EPR (extended producer responsibility), manufacturers and brand owners (producers) are responsible for the products they make or sell, and any associated packaging, when they become waste.

Producers help to pay for the costs of collecting, transporting, recycling and responsibly disposing of these products and materials at the end of their life.





What does it mean to the Industry?



EPR costs will be eventually transferred to the end users.



Industry gets a grace period until alternatives to the products are created.

*It is up to us how we use
this time-out:*



New designs.
Product innovations.
New materials.
New equipment and production methods.

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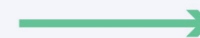
VilPak way

We identified that our main clients, *food companies, are major consumers of expanded polystyrene (banned) and plastic trays.*

Switching for them is hard as those trays are cheap, durable and ensure longer shelf life.



We had to come up with a solution, which not only does those things, *but provides additional value.*



Thus we created The Green One™.



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The Green One™



Competitive pricing:
eco alternatives to the plastic trays usually are very expensive.



Longer shelf life:
The Green One™ is fully hermetically sealed and thus MA suitable.



360° printable:
you can increase your brand image by using both sides of the package for your marketing needs.



Easily recyclable:
plastic is easily peelable from carton.



No additional investments:
The Green One™ is compatible with your existing machinery and tools.



The Green One™:
good for the
environment,
good for your
business.

