

# PAPACKS® Fiber Bottle

WINS 2022 WORLDSTAR SUSTAINABLE PACKAGING SPECIAL AWARD



★ 2022 WORLDSTAR  
SUSTAINABLE PACKAGING  
SPECIAL AWARD ★  
BRONZE WINNER



PAPACKS® Fiber Bottle  
PAPACKS® Sales GmbH.



## KEY FEATURES

- ★ Unique Fiber Bottle
- ★ Plastics Free Bottle neck
- ★ Renewable Materials
- ★ Moulded Fiber Solution
- ★ PAPACKS® Plant-Based Coating to line the inside
- ★ Recyclable and Recoverable
- ★ Eliminates Single Use Plastic



**PAPACKS®**  
PACKAGING BY NATURE

PAPACKS® is a sustainable packaging company specialising in environmentally friendly moulded fiber packaging solutions made from virgin fiber. With its current know-how, PAPACKS® is pioneering as the innovator of the moulded fiber industry, introducing renewable raw materials, plant-based coatings and unique solutions which are directly applicable in modern circular economy concepts.

REGIONAL AWARDS PROGRAM

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## PAPACKS® Fiber Bottle

**In the context of your award-winning packaging innovation, what do you see as Sustainable Packaging? How does this pack stand out?**

First and foremost, sustainable packaging must fulfill its main purpose: They must protect the product. After all, product losses due to damage have the greatest impact on the CO<sup>2</sup> footprint.

In addition, sustainable packaging takes the entire economic chain they pass through into account. Starting with renewable raw materials and efficient as well as low CO<sup>2</sup> production processes all the way to the recycling and reutilisation of the packaging materials used.

PAPACKS® have taken all the aspects mentioned into consideration when designing the PAPACKS® Fiber Bottle. All components of the PAPACKS® Fiber Bottle - bottle body, bottle neck and coating - are made entirely of renewable fiber materials that are recyclable and compostable. Unlike alternative paper bottles combined with plastic, the PAPACKS® Fiber Bottle consequently does not affect existing recycling processes through binding materials made of fibers and plastics. Furthermore, a specially patented production process has made it possible to manufacture the PAPACKS® Fiber Bottle in one piece without using any adhesives that could impair the recyclability of the paper bottle.

**What would you say were the decision-making drivers (Internal and External) influencing this award-winning packaging design? Did your client or the consumers request the changes?**

PAPACKS® wanted to revolutionise the bottle industry in a sustainable way. This thought was their objective when it came to developing and conceptualising the packaging design of The Fiber Bottle. The ultimate goal was to offer a fiber-based bottle substitute that completely avoids the use of any plastics. There is no plastic use for the coating of the inside of the bottle body or for the bottle neck.

With the PAPACKS® Fiber Bottle, they are currently the only player in the market with a paper bottle that consists of fiber materials.

The body of the PAPACKS® Fiber Bottle is made of moulded pulp, which is produced from virgin fibers and is fully recyclable and compostable, and coated with PAPACKS® plant-based coating. The mentioned coating is fully recyclable and based on vegetable waxes and polysaccharides.



## PAPACKS® Fiber Bottle

### **What benefits does this new design offer your business/your client's business and the end consumers? Why is the pack more sustainable?**

The Fiber Bottle is made of moulded pulp, which can be made from renewable fiber materials such as hemp or similar cellulosic materials and is fully recyclable and compostable.

Since moulded pulp can be made from diverse fiber materials, a significant environmental advantage arises. In fact, in the production of moulded pulp, the use of paper fibers/tree fibers can be substituted by other fiber materials, thus preventing disproportionate deforestation. Therefore, the Fiber Bottle can solve not only the current problem of excessive plastic consumption, but also the future problem of disproportionate use of tree fibers for paper-based packaging.

Consumers are given the opportunity to use a sustainable alternative to plastic and glass bottles through the fiber bottle and comfortably make a positive impact in terms of environmental protection.

### **What volumes of materials, packaging and waste have you saved by designing this new packaging? Did you do this through changing materials, light weighting, recycled content, making the packs recyclable, compostable or reusable?**

By substituting plastic or glass with fiber materials, the PAPACKS® Fiber Bottle saves significant environmental impacts. On the one hand, the use of fossil raw materials to produce the PAPACKS® Fiber Bottle is completely eliminated. This results in massive savings in CO2 emissions during the production of the paper bottles.

On the other hand, in the sense of the circular economy, only compostable and reusable materials are put into circulation that do not harm the environment. Unlike conventional bottles, the Fiber Bottle therefore poses no risk of massive environmental pollution in the event of improper disposal (into nature and the oceans).

Finally, the PAPACKS® Fiber Bottle has advantages regarding its transportation. Because of the lightweight design and the disposability, emissions during the transport are reduced and transport routes are saved.



## PAPACKS® Fiber Bottle

**How much on-pack and off-pack information do you provide the consumers? e.g.: QR/2d codes, recycling logos, certifications, links to websites, labelling on pack, how to correctly dispose of the packaging/components?**

As a company, PAPACKS® have a special responsibility for the preservation of the global natural basis of life and the careful use of resources through our actions. PAPACKS® therefore want to avoid harming the environment and ecosystems and preserve biodiversity. In doing so, they rely on natural resources and renewable raw materials and take the entire value chain into account. Even after the end of their useful life, the goal is to reuse raw materials from packaging in cycles. Continuous improvement of the sustainability of their products, services and manufacturing processes are a central component of the companies actions.

Furthermore, companies can design the fibre bottle packaging individually and provide relevant consumer information, such as FSC® certifications or instructions for proper disposal etc.

**What do you feel will be needed to further improve packaging design in your country and also globally in the future? (e.g. education, investment, policy/legislation, technology, etc?)**

In order to optimise packaging in a sustainable way for any economic sector, it is necessary to invest in the education and research of new innovative packaging solutions and recycling systems. For example, it must be possible to integrate all packaging materials into existing and, in the future, newly developed disposal and recycling systems to act in the sense of the circular economy.

Furthermore, the approach towards packaging must be redefined. Packaging must be viewed by society not only as a device for product protection, which fulfills its purpose as soon as the product has been unpacked. It must be seen as a future raw material depot whose lifespan extends far beyond a single use.

**What does your company have planned in the future? Any new innovations on the horizon?**

PAPACKS® plant-based coating represents one of the companies' latest innovations for the packaging world. It is a barrier coating that is fully recyclable and based on vegetable waxes and polysaccharides. It was specifically developed for fibre based packaging to substitute coatings made of plastics.

Fibre based packaging can therefore avoid the use of a thin plastic layer for coating, which can massively increase the recyclability of all fibre based packaging. At the same time, the sorting effort in recycling plants is reduced, making the entire packaging market more sustainable.





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**WORLDSTAR**  
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## PAPACKS® Fiber Bottle

**What does winning global WorldStar Packaging Award mean to you and your team?**

Manuel Leibrock, Chief Marketing Officer, PAPACKS® Sales GmbH says, *“PAPACKS® is proud to be a multiple winner of the largest and most prestigious global packaging competition.”*

*“The WorldStar Packaging Awards recognise the best of the best. Seeing PAPACKS® packaging solutions honoured with one of the most coveted awards shows that we are on the right track to shaping a more sustainable future.”*



### WorldStar Packaging Awards

Owned & Operated by the World Packaging Organisation the WorldStar Packaging Awards is the preeminent awards program in the world.

Only packaging that has won recognition in a recognised national or regional competition, either in the present year or the previous year is eligible to apply for WorldStar Competition. Currently, 73 competitions from 39 countries and regions are recognised by WPO as qualifying for entry to the WorldStar Packaging Awards program.

There are 18 General award categories and 5 special awards including Accessible Packaging Design, Marketing, Sustainable Packaging Design, Packaging that Saves Food and the President’s Award.

### WorldStar Special Award - Sustainability

The **WorldStar Sustainable Packaging Design Special Award** is designed to recognise companies that have developed innovative packaging solutions that incorporate sustainability considerations. All entries are judged on Sustainable Packaging Design considerations such as social impact, material, source reduction, energy and recovery.  
[www.worldstar.org](http://www.worldstar.org)

### About The World Packaging Organisation

The World Packaging Organisation is a non-profit, non-governmental, international federation of national packaging institutes and associations, regional packaging federations and other interested parties including corporations and trade associations.

[www.worldpackaging.org](http://www.worldpackaging.org)



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