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Siegwerk experts at Pack Point Nordic 2022

Bringing together experts from the entire packaging value chain, this year's Pack Point Nordic has once again proven as a great platform to discuss latest developments and new solutions for smarter packaging use, especially focused on sustainability.



Since years, the annual Pack Point Nordic belongs to the go to industry meeting places in the region for exchanging experiences, getting inspiration, and making a

difference together. This year, the conference in Stockholm took place on May 5, and after the last years' virtual conferences the interest and attendance in the first physical event since the Corona pandemic was very high. Siegwerk experts Paul Pain, Head of Waterbased Technology, Per-Olof Wilson and Tonny Kostecki, regional sales managers, and Alina Marm, Head of Sustainability and Circular Economy Hub, were also on site in Stockholm to talk to attendees about inks, coatings and their impact on circular packaging solutions.

This year's conference program covered different packaging topics and aspects - from the latest in sustainability including solutions for reduced carbon footprint and increased recycling, through new legislations, changed demand and buying behaviour, to new arising business opportunities and latest innovations. "Combined with the presentation of real-life examples of successful packaging development, Pack Point Nordic has once again fulfilled its promise of being a 'smörgåsbord' – a Swedish buffet with a variety of input and aha experiences to influence decisions regarding the packaging future and further development efforts," says Paul Pain.

Next to being available for discussions together with Alina, Per-Olof and Tonny at a little Siegwerk booth, Paul also participated as one of 16 conference speakers who came from across the packaging value chain. Together with experts from Nestlé, Sulapac and Norner he was part in one of the different plenary discussions, where different speakers gave insights for example on how circularity can be achieved, how the plastic challenge can be solved, or how the environmental impact of packaging can be further reduced.

In his presentation, Paul focused on barrier coatings as one lever to further improve sustainability of fibre-based materials. He gave insights into the current regulation and its impact on material choice - especially on plastics - and explained the advantages of barrier coated paper and for which applications this can be a valuable alternative and suitable choice. Besides, Paul talked about the

performances already viable as well as the technical limitations and challenges that still need to be overcome.

“We had a very good time at Pack Point Nordic. It was great to not only meet customers but also brand owners, retailers, and recyclers in one place,” Paul summarized the event. “There was a great interest in my presented topic of barrier coatings and Siegwerk’s activities in this field. All in all, we had a very good and inspiring time on site.”

Media contact



Nathalie Müller-Samson
Manager Corporate Communications

Tel: +49 162 200 2727
Email: nathalie.mueller-samson(at)siegwerk.com

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