Press release

Striking a blow

Bremen, October 2013 - Packaging has served as a scapegoat in many discussions about environmental protection, whereby there is a tendency to forget just what packaging is required to do. The more than 4,000 billion packaging units produced worldwide (2011) protect goods enabling them to be transported. Something which is taken for granted in the industrial countries of the western world where it is often also regarded as a necessary evil. But for threshold and developing countries, this protection is urgently required in order to ensure sufficient supplies for people. According to the Safe Food Initiative, the annual losses in food accounting for 1.3 billion tons can only be countered by the use of efficient and intelligent packaging solutions which are gentle on resources. Therefore it spoils nothing striking a blow for packaging.

Particularly in the food (45% share of packaging volume) and beverages industry (28%), packaging plays a key role. It not only protects food from spoiling, it also ensures the safety thereof from production through storage to distribution to consumers. It is of economic and ecological significance and ultimately represents a cost factor in terms of production. It is therefore a common concern on the part of the food and beverages industry as well as packaging manufacturers and their suppliers to continually develop and optimize packaging solutions – from economic, ecological and consumer protection aspects.

One such successful example is represented by the development of PROVALIN®, the first and to date only closure sealing compound, without PVC and plasticizers for all types of metal closures. The demanding and sophisticated material recipes are suitable for contact with food in accordance with EU and FDA guidelines and fulfills the demands of freedom of DEHP and other dubious
plasticizers. The recipe of the compounds is based on Thermoplastic Elastomers which can be melted and brought into the desired shape when heat is applied.

TPE materials are very popular particularly in sensitive and highly-regulated markets as they are capable of complying with the multifaceted requirements associated with a range of statutory guidelines, regulations and specifications. A focus is attributed to minimizing the migration potential as well as highlighting biocompatibility and sterilizability, for example.

ACTEGA DS started to focus its attention on PVC-free solutions and sustainable production at an early stage. At the joint stand with ECKART, Stand E 16, hall 5 innovative sealants for crown corks, aluminum-, metal vacuum- and plastic closures will be presented.

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About PROVALIN®
PROVALIN® is a sealing material for glass jars which has been developed and patented by ACTEGA DS. It is a thermoplastic elastomer (TPE) which does not require any plasticizers and therefore displays extremely low-migration characteristics. Long-term tests have shown that PROVALIN® is safe and complies with the new EU and FDA regulations. This sealing compound is used in Pano Blue Seal closures powered by Provalin® and Feinkost Dittmann was the first food manufacturer to launch it onto the market. www.provalin.com

About ACTEGA
The ACTEGA group belongs to ALTANA AG. The ACTEGA Coatings & Sealants Product Division develops and produces coatings and sealants for the packaging and graphic arts industries. These products lend an attractive appearance to materials such as paper, paper board, plastic and metal. They also provide clearly defined chemical and physical properties to the materials’ surface.

Graphic arts: The main customer for the products developed, manufactured and sold by ACTEGA is the packaging industry. ACTEGA is the market leader in overprint varnishes and is the technological leader in the rapidly expanding sector of water-based sealants for flexible packaging. In this connection, ACTEGA products not only ensure that the packaging will look appealing, but also that the contents will remain fresh longer.

Converting specialties: ACTEGA is already the world’s leading vendor of sealants for closures and glass containers; ACTEGA is the technological leader when it comes to water-based sealants for cans. These products are used to make seals between the contact surfaces, such as glass on metal (bottle closures) or metal on metal (can lids). They ensure that the contents and other substances such as CO2 remain inside the packaging, and any contaminants remain outside. www.actega.com/ds