

PRESS INFORMATION

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Kiefel Packaging is showcasing a post-consumer recycled PET egg tray.

Plastic is a valuable resource

Each year approximately 100 billion USD of plastic packaging material value is lost from the economy. It is not only essential to consider used plastic as resource rather than waste from a sustainability perspective, but also from an economic viewpoint.

Design for Recycling

Kiefel's Design for Recycling programme systematically bundles the company's expertise to rethink the customers' products. Every detail of the product is re-assessed and rethought together with the customers. The customers are supported in all steps of their product development cycle: From material and product composition, up to the optimal requirements for their tools and thermoforming process.

Sustainable solutions

Kiefel Packaging has re-engineered the egg tray to facilitate the use of recycled post-consumer PET. The design demands were obvious: Uncompromised functionality and mechanical strength of the tray. Meticulous analysis and re-engineering of the material, tray and processing have led to a tray which is of similar quality to the ones available in virgin PS or PET.

The use of Kiefel's new premium flatbed tooling in combination with the trendsetting new generation flatbed KMD thermoformers (presented in Kiefel's Booth Hall 3, E 90) significantly streamlined development.

Next to a transition to PCR material, Kiefel Packaging offers the expertise and support for more drastic material changes: For instance, a switch to plant-based materials like PHA or PEF.

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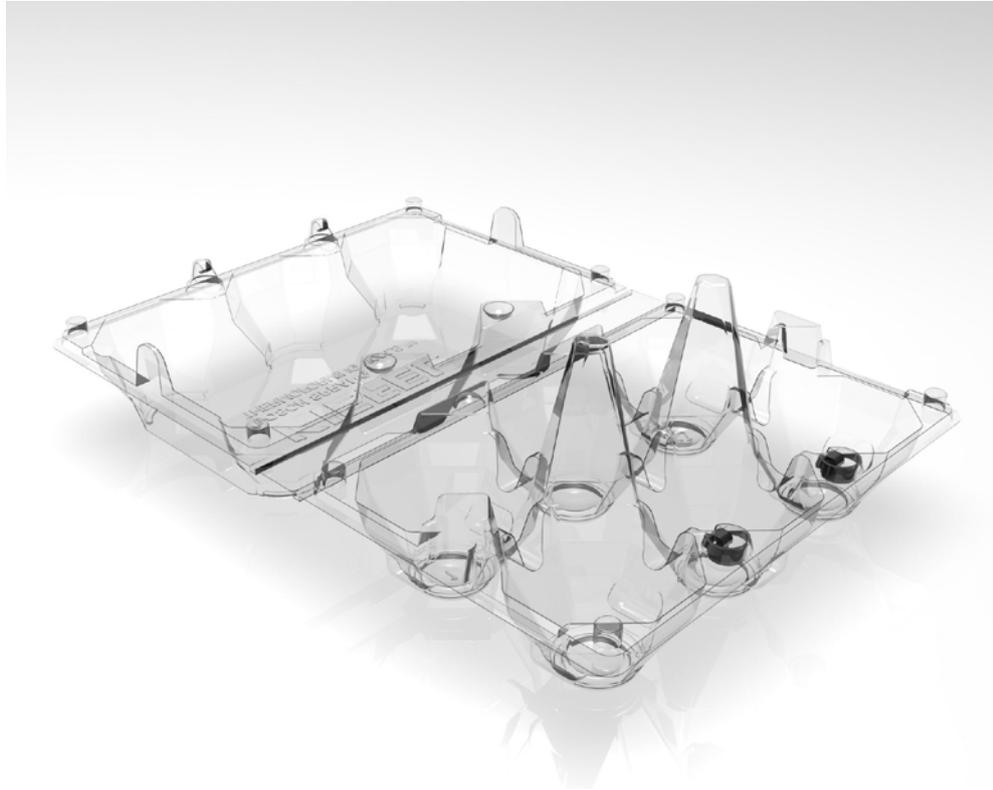


Image: Kiefel Packaging has re-engineered the egg tray: recycled post-consumer PET.

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(Fact Box)

KIEFEL GmbH develops and produces high quality machines for processing plastic films. Our customers include well-known manufacturers from the automotive, medical engineering, refrigerator and packaging industries.

Kiefel has a global presence thanks to our own sales and service branches in the USA, France, the Netherlands, Russia, China, Brazil, Indonesia and India, as well as our sales partners in more than 60 countries.

Kiefel owns the automotive specialist KIEFEL Automotive s.r.o. based in the Czech Republic, the Dutch thermoform toolmaker Kiefel Packaging BV and the Austrian company KIEFEL Packaging GmbH, a supplier of tools and automation solutions.

Kiefel and its subsidiaries employ around 1,160 staff. KIEFEL GmbH is a member of the Brückner group, based in Siegsdorf, which is a family owned group of medium-sized enterprises active in machinery and plant engineering with around 2,500 employees at 29 different locations worldwide.

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