

UNFOLDED

A PAPER ABOUT CARTONBOARD



GREEN CARTONBOARD FOR OUR BLUE PLANET

NO. 3 / 2019

THE FUTURE BELONGS TO THE BRAVE



Dear Ladies and Gentlemen,
Dear Business Partners,

The development of innovative packaging concepts to replace non-sustainable packaging materials is virtually limitless. What it takes is the courage to leave beaten paths in favour of new directions, even though they may seem unusual at first glance. These steps are worthwhile: rethinking conventional packaging can be the key to more sustainability, but can also lead to new shopping experiences. And quite often, solutions developed along this line even win awards!

A prime example – At this year's ceremony of the ECMA Awards, MM Karton topped the list in several categories: We took home eight of the awards, among them prizes for exciting projects like the detergent package for Sonett. A cartonboard dispenser made of recycled cartonboard completely replaces the plastic scoop and is flatly included in the package to save space. By reducing the package height, the company was able to save storage space and transport costs. An idea as simple as it is ingenious, that helps the environment by following the "recycle" principle.

And finally, packaging solutions made of MMK cartonboard also convinced both the jury and the popular vote at the Carton Austria Awards. The winner of the online popular vote, the kiwi package made of Excellent Top™ Kraft by Hofer (Aldi Süd in Germany), is attractive to shoppers and friendly to the environment. The kiwis are sustainably protected, transported and attractively presented on the store shelf. Thanks to the print design, the idea of sustainability is clearly communicated to consumers. The prize awarded by the expert jury of trade magazine CASH went to the practical and classy Agrana granulated sugar package.

One thing is clear: Cartonboard is looking forward to a strong future. Especially in light of its excellent CO₂ balance: A new study conducted by the RISE Research Institute on behalf of Pro Carton shows: At 326 kg CO₂ eq/t, cartonboard has very low CO₂ values within the value chain, so it is the packaging material with the best balance. The ingenious aspect: Trees absorb CO₂ from the atmosphere and folding cartons store CO₂ during their entire life cycle. The more it is recycled, the longer the CO₂ stays bonded. Cartonboard is born again. And again.

A stylized, handwritten signature in black ink, consisting of several overlapping, sweeping lines.

Horst Bittermann
Head of Marketing and End User/Retail Sales Mayr-Melnhof Karton

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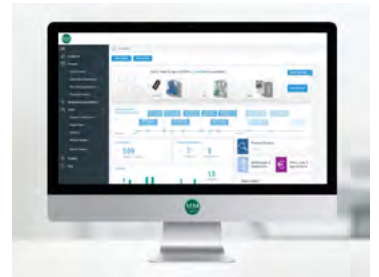
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MM KARTON ACHIEVEMENTS HONOURED AT THE ECMA AWARDS

We experienced a veritable hail of awards at this year's European Carton Excellence Awards ceremony at the ECMA congress in Malta. Eight times, the audience heard, „The winner is... Mayr-Melnhof Karton“.

1

WINNER GENERAL PACKAGING – RECYCLED FIBRE

SONETT DETERGENT DISPENSER

BRAND	Sonett
CONVERTER	PAWI Packaging
MMK CARTONBOARD	Multicolor Mirabell™

A brilliant and at the same time simple solution to protect the environment: The dispenser made of recycled cartonboard completely replaces the usual bulky plastic scoop and is enclosed flatly in the detergent packaging. Thus, savings in packaging height and storage space as well as transport costs are achieved. The dosing scale printed on the inside with environmentally friendly printing inks ensures that only the necessary amount of detergent is used. The new solution fully lives up to the environmental standards of the Sonett brand.

2

WINNER FOOD & DRINK PACKAGING – RECYCLED FIBRE

TUNA PACK – 3 X 80 G MULTIPACK

BRAND	Jealsa
CONVERTER	Graphicsleader Packaging
MMK CARTONBOARD	Multicolor Spezial™

Some minor but clever modifications can lead to great savings: The multipack packaging for tuna cans is the convincing result of research on crease strength with several cartonboard qualities, fibre direction and crease patterns to achieve the same functionality with lower grammage. The only visible differences to conventional packaging are some additional small creases.

3

PLATINUM AWARD

DAVO BEER GIFT PACK

BRAND	Davo
CONVERTER	Smurfit Kappa Zedek
MMK CARTONBOARD	MM Topliner™

Davo's gift packaging contains four beer bottles and a beer glass and is characterised by an unusual graphic print and an attractive packaging design, which combines outstanding product protection with an eye-catching presentation. To guarantee that the white logo on the glass is clearly visible and stands out, the inside of the packaging is extended into the glass and printed in black. The result is a striking yet compact gift pack.

The European Carton Excellence Award is Europe's most prestigious award for cartonboard packaging. The award reflects current trends and innovations on the packaging market and shows how versatile the most sustainable packaging material, cartonboard, is. We are very happy about the awards and sincerely congratulate all winners.

4

HAVANA CLUB 7 CANCHA

BRAND Pernod Ricard España
CONVERTER Miralles Cartonajes
MMK CARTONBOARD MM Topliner™

In a retail store, product and brand differentiation is crucial. According to studies, curved shapes are often perceived as more attractive than objects with sharp edges. The exclusive Havana Club promotional packaging makes use of this insight and stands out with its round, open side. Thus, the bottle as well as the contained honey jar for making rum cocktails are clearly visibly presented. The packaging requires a rigid packaging material that can also be bent.

5

GOLD AWARD

BEAR CLAWS

BRAND Urban Fresh Foods
CONVERTER Qualvis Print & Packaging
MMK CARTONBOARD Accurate™

You don't play with your food? Here you do! Bear Claws fruit and vegetable snacks are a fun way to get kids excited about healthy eating. The packaging stands out on the shelf thanks to its bold colours and its small monster feet. The monster feet are a reference to the content: delicious fruit and vegetable shapes that kids can use to build little monsters. The cartonboard is reverse side printed for a natural look and a pleasant tactile feel.

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7

GOOD BEER S.L. – CAN TUBE

BRAND
CONVERTER
MMK CARTONBOARD

Good Beer
Miralles Cartonajes
MM Topliner™

Thanks to the tube shape and unusual pack size (3 instead of the conventional 4, 6 or 12 pieces), the pink multiple packaging for canned beer is an eye-catcher on the shelf. The cartonboard sheets for the tubes are shipped flatly and assembled into tubes by the brand owner, which has a major positive effect on logistics costs and the carbon footprint.

6

MESSMER TEA

BRAND
CONVERTER
MMK CARTONBOARD

Ostfriesische Tee Gesellschaft
H.O. Persiehl
FOODBOARD™

Meßmer Tea has succeeded in creating the perfect combination of sustainable, safe packaging and effectively demonstrating uniqueness with its eye-catching construction on the shelf. The high-quality packaging with 'surfboard' edges stands out from other tea brands on the shelves. FOODBOARD™, our recycled cartonboard with a functional barrier, protects tea from the migration of unintended substances. Thanks to a particularly good aroma impermeability of FOODBOARD™, the consumer can enjoy the full taste experience of the tea. These properties make it possible to dispense with the cellophane wrapping used until now.

8

STEADYSENSE – 2-IN-1 FLEXI SHIPPING

BRAND
CONVERTER
MMK CARTONBOARD

SteadySense
AR Packaging
Multicolor Belvedere™

The flexible shipping packaging allows the shipment of one or two products without much effort. Depending on how the integrated flaps are folded, assembled and placed, chambers that provide stability are created and thus a safe shipment of the content is enabled. No tape is needed; the package can be easily opened with a tear strip.

CARTON AUSTRIA AWARDS FOR MM KARTON

The best folding box solutions in Austria are produced with MMK cartonboard: At the Carton Austria Awards 2019, MM Karton was able to convince both the jury and the online audience.

KIWI PACKAGING – WINNER ONLINE AUDIENCE VOTING

BRAND	Hofer
CONVERTER	Mayr-Melnhof Packaging
MMK CARTONBOARD	Excellent Top™ Kraft

Hofer's new Kiwi packaging stimulates buying and is environmentally friendly. Clever cartonboard packaging is the best alternative to plastic – the kiwis are sustainably protected, transported and presented on the shelf to promote sales.

The packaging solution from Excellent Top™ Kraft offers excellent product protection. Delivered flatly, the packaging requires only a fraction of the space of the substituted plastic variant during transport and thus saves many truck journeys. The folding cartons can be erected quickly, which makes for a fast packing process. Additionally, the Kiwis are attractively presented at the point of sale, since the print design clearly communicates sustainability („plastic-free“) to consumers. Just as simple as the packing process, the consumer can easily remove the content and the box can be folded up again for recycling. This is how sustainability works.



THE KIWI PACKAGING FROM EXCELLENT TOP™ KRAFT BY HOFER COMMUNICATES PLASTIC-FREE! AT A GLANCE.



CRYSTAL SUGAR PACKAGING – WINNER JURY VOTING

BRAND	Wiener Zucker/Agrana
CONVERTER	Mayr-Melnhof Packaging
MMK CARTONBOARD	Excellent Top™

The granulated sugar packaging combines modern design with convenience for the consumer. According to the Pantone Colour Institute, "Living Coral" (Pantone 16-1546) is 2019's trend colour. The fine granulated sugar packaging made of Excellent Top™ celebrates the coral trend with its modern design, which not only embellishes the moment but also the table: thanks to the elegant packaging, there is no need to fill the sugar in a different container. The sugar packaging can stand elegantly on the table instead of vanishing into the cupboard. Additionally, the packaging is resealable, which also makes dosing easier – unique in the sugar selection.



THE GRANULATED SUGAR PACKAGING MADE OF EXCELLENT TOP™ BY WIENER ZUCKER / AGRANA COMBINES MODERN DESIGN WITH PRACTICAL USE.

EXCELLENT CO₂ BALANCE OF CARTONBOARD PACKAGING PROVEN BY LATEST STUDY

The study, recently published and conducted by the RISE Research Institute on behalf of Pro Carton, underscores the positive contribution of cartonboard packaging to issues of climate change: With 326 kg CO₂ eq/t, cartonboard has very low CO₂ values within the whole value chain, making it the packaging with the lowest environmental impact.

Background

The carbon footprint for carton packaging presented here has been calculated in accordance with the frameworks set out in the CEPI's "Framework for Carbon Footprints for Paper and Board Products, April 2017" and the subsequent CITPA "Guidelines for calculating carbon footprints for paper-based packaging, March 2018". As recommended by these documents, the value calculated covers the cradle-to-grave carbon impact of carton packaging, taking account of fossil and biogenic greenhouse gas (GHG) emissions and removals and emissions from direct land use change (dLUC). Carbon contained within the product when it is first placed on the market is also quantified.

In addition to the quantitative results, the report also covers the unique aspects that should be considered when evaluating the carbon impact of paper-based packaging.

1) All paper and board products have two unique positive attributes:

- They are based on a renewable raw material. During the growth phase, forests bind CO₂.

- They store carbon and the recycling of paper and board products keeps this CO₂ bound and stops it from being returned to the atmosphere.

2) When forests are managed sustainably, carbon stocks grow or at least remain stable. According to the European GHG inventory, forests of the EU-28 are a net carbon sink, with net CO₂ removals by forests having increased by over 19 % between 1990 and 2014.

Primary data for production of cartonboard and for conversion of this material into cartons was sourced from the 2019 Environmental Data Report for the European Carton Packaging Sector. Secondary data for other unit processes was derived from publicly available databases, as detailed in an Annex to the CITPA guidelines. A recycling rate of 91 % has been considered for the end-of-life, with the remaining material destined for energy recovery (5 %) and landfill (4 %). For modelling purposes, open-loop recycling has been considered.

Results

Using the approach described above, the cradle-to-grave carbon impact has been calculated at 326 kg CO₂ equivalents per tonne of cartons, as summarised in the table below:

THE FOLLOWING TABLE SUMMARISES THE KEY PARAMETERS PER TON OF CARTONBOARD:

Fossil GHG emissions	1.025 KG CO ₂ E
Biogenic GHG emissions	1.001 KG CO ₂ E
GHG reduction	-1.708 KG CO ₂ E
Direct land use	9 KG CO ₂ E
TOTAL	326 KG CO₂E

In addition, carbon stored in the product when it is first placed on the market is calculated at 1,689 kg CO₂e per tonne of cartons. This value is provided as additional information and should not be subtracted from the total footprint. When interpreting the results, it should be remembered that a high proportion of the original carbon contained in the product when it is first placed on the market is carried through to the life cycle of subsequent products. 91 % of the cartons are assumed to be recycled. The carbon contained in these recovered fibres (1,537 kg CO₂e) is passed on to other products and remains “sequestered” in the products until recycling of the fibres is no longer viable, at which stage the fibres are sent for energy recovery or landfill, with associated emissions to consider.

Interpretation

The method applied for previous iterations of the carbon footprint of cartons focused on fossil GHG emissions from cradle-to-gate only. This latest calculation reflects significant changes to the methodology outlined by CEPI and CITPA, covering cradle-to-grave fossil and biogenic emissions and removals as well as direct land-use change. Therefore, it is not appropriate to compare the result presented in this document with those previous iterations. However, if we were to calculate the 2019 carbon impact of cartons using the same methodology as applied in those previous iterations, then the result would show a 9 % improvement for 2019 compared to 2015.

GHG – Greenhouse gas
 CEPI – Confederation of European Paper Industries
 CITPA – International Confederation of Paper and Board Converters in Europe
 CO₂e – CO₂-equivalents



MM KARTON JOINS 4EVERGREEN ALLIANCE



4evergreen, a unique industry alliance, fosters the contribution of fibre-based packaging to a circular economy through collaboration along the value chain.

The aim of the newly formed alliance is to promote the contribution of fibre-based packaging in a circular and sustainable economy that minimises climate and environmental impact. The alliance will increase awareness about the benefits of fibre-based packaging materials, advocate for EU legislation supporting product design for recyclability and call for the development of optimised collection systems and appropriate recycling infrastructures.

4evergreen connects paper and board producers, packaging converters, brand-owners and retailers, technology and material suppliers as well as the collecting, sorting and recycling industries. Other Members than Mayr-Melnhof Group are Mars, Nestlé, Danone and Tetrapak.

Current conditions, consumer concerns and the Single Use Plastics Directive, which became effective on 2 July 2019, have spurred companies to accelerate the development of alternative packaging. Materials like fibre-based packaging and new designs should help consumers to make more climate-friendly choices. Due to its favorable footprint with the lowest CO₂ values (see page 10-11) as well as its characteristics of being renewable, recyclable and biodegradable, fibre-based packaging can be a game-changer in boosting the circular economy.

HIGHEST LEVEL OF INFORMATION SECURITY CONFIRMED

MAYR-MELNHOF GROUP ISO 27001 CERTIFIED

The corporate IT of Mayr-Melnhof Group has successfully been certified according to the ISO 27001 information security standard by TÜV AUSTRIA, making the company a pioneer within the industry.

Highest level of information security

The Mayr-Melnhof Group considers the trust of its customers in the quality and security of services to be one of its greatest assets. The information security culture is an integral part of the corporate culture and shapes our perception, thinking and actions when it comes to the security of data processing.

In that context, the corporate IT of Mayr-Melnhof Group put all of its central IT services to the test and had its extensive information security management system (ISMS) externally audited by TÜV AUSTRIA. After a comprehensive audit, the independent certification agency confirmed our sustainable and effective ISMS.

Continuous improvement

In these times of rapidly advancing digitalisation, a company's information technology represents opportunities as well as risks. Certification according to the international standard for information security ISO 27001 with its systematic and structured approach helps us to specifically recognise and minimise risks and threats. Such risks might include hacker attacks, worldwide virus attacks, unforeseeable data loss or the general misuse of confidential information and data.

The successful ISO 27001 certification leads to continuous improvement on the one hand and to the greatest possible data security for our customers and other stakeholders on the other hand.



THE ISO 27001
CERTIFICATION UNDERSCORES
THE HIGHEST LEVEL OF
INFORMATION SECURITY AT
MAYR-MELNHOF GROUP.

NEVER MISS ANOTHER BARGAIN!

NEW: STOCK SALES & SPECIAL OFFERS IN MMK digital

The great bargain hunt has started: Customers can now buy our products online any time at particularly favourable conditions. Whether stock sales items or sideruns that are about to be produced – you will never miss an attractive deal!

Favourable prices, quick delivery

In our new Stock Sales & Special Offers area, you will find products at top prices:

Our stock sales items are already produced goods and thus immediately available. You benefit from particularly fast delivery and save valuable time. We offer a large product variety at different quality levels (A, B and C goods). Under Special Offers you can find products that are about to be produced (e.g. sideruns). These can still be individually configured – at unrivalled prices.

You can order all of these deals online with just a few clicks.

Set up your search alerts now and never miss another offer

In order to let you find the right product from among our comprehensive range, MMK digital provides precise search and

filter functions. You can, for instance, search for a particular quality group or product, or define a price range. MMK digital finds the right product within seconds. And that's not all: You can even save your filter settings and be notified automatically via search alerts when a new product matching your search criteria becomes available.

“The new MMK digital area Stock Sales & Special Offers allows us to again reduce processing times of 1 to 2 days to several seconds. At the same time, we are reaching new customer groups worldwide. Unbeatable prices with premium service – MMK digital makes it happen.” Christian Neumann, Head of Group Digital Business.

Why wait? Saving money on cartonboard orders has never been easier.

MMK digital is available around the clock at our website (www.mm-karton.com)

Do you want to benefit from MMK digital? Register online at <https://digi.mm-karton.com/login>

YOUR ADVANTAGES AT A GLANCE

Our Stock Sales & Special Offers area allows you to

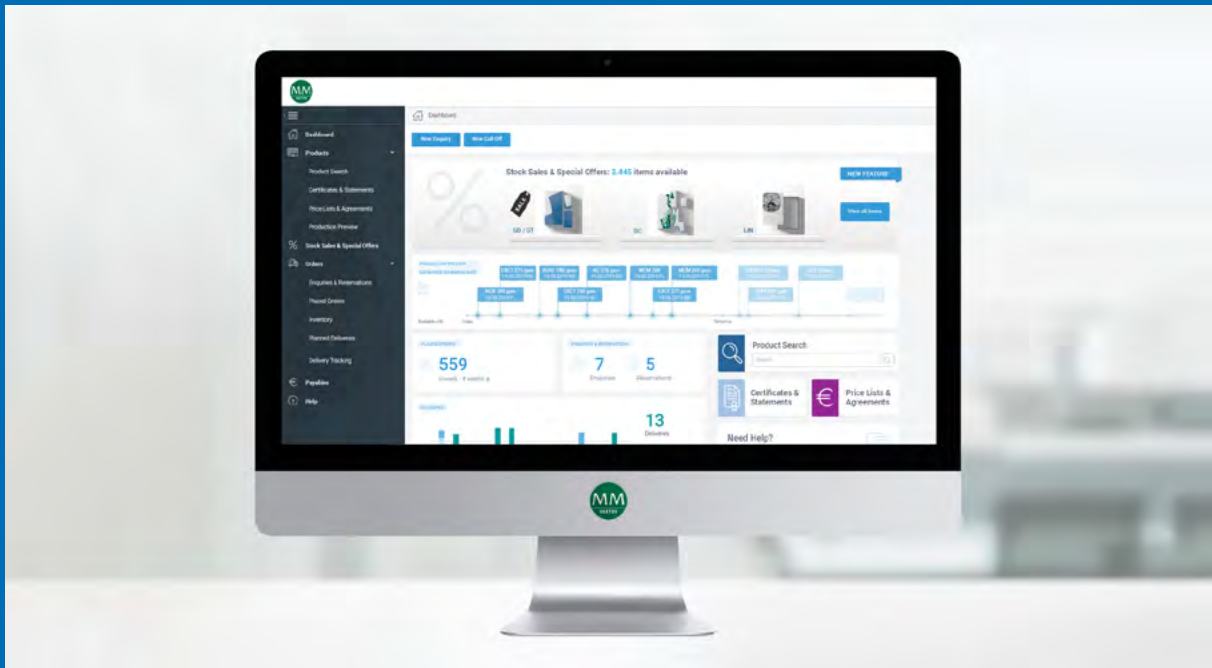
buy goods in stock quickly and at particularly attractive conditions.

buy products that are about to be produced and can still be configured at favourable prices.

select the perfect product using the search and filter functions.

be notified automatically by e-mail of new offers.

save time and money.



IN STOCK SALES & SPECIAL OFFERS AREA, YOU WILL FIND PRODUCTS AT TOP PRICES.

GOING NATURAL WITH EXCELLENT TOP™ BROWN
FOR PERFUME PACKAGING

FLORASCENT

The art of perfume-making blossomed in Europe four centuries ago. Since then it has continued to develop and has been commercialised. Perfume maker Florascent is going back to the roots. The result: a special collection of fine natural perfumes. To give their products a refined and at the same time natural look, Florascent has decided on packaging made of Excellent Top™ Brown.

“As a maker of natural fine perfumery products, we work intensively on the design of packaging solutions for our products, and we produce them in our own in-house print shop. We are therefore always on the lookout for new materials to inspire our designs. Looking for a natural and sustainably produced cartonboard, we came across MM Karton. Excellent Top™ Brown in particular satisfied all of the requirements for manufacturing sample etuis, which we equipped with an appropriate print finish (glazing multi-colour printing, embossing and die cutting on a Heidelberg Tiegel platen press). Unlike many conventional cartonboard qualities, Excellent Top™ Brown allowed us to create one-of-a-kind packages with a very special aesthetic and tactile quality,” Roland Tentunian, FLORASCENT Perfume Manufacturer.

 TRADITIONAL ART OF PERFUME-MAKING

The perfumery traditions of the 17th century, to which Florascent is committed, are based on the use of valuable and natural blossom essences extracted with particularly gentle distillation and extraction processes. That way, the raw materials used

maintain their pure, natural character. Florascent “lives” the traditional manufacturing tradition – to the extent that since its founding two decades ago, every flacon is filled by hand.

 NATURALLY PACKAGED IN EXCELLENT TOP™ BROWN

In its products, the perfume manufacturer Florascent continues the traditional ways of perfume making and combines it with natural and at the same time unique packaging made of Excellent Top™ Brown. Some of the packages have floral prints

and are coloured by hand, making each box visually unique. The virgin fibre Kraft cartonboard makes for an extraordinary natural look, and with its high stability and stiffness it provides excellent protection for fragile perfume samples.



THE PACKAGING OF EXCELLENT TOP™ BROWN
 UNDERScores THE NATURAL CHARACTER OF
 FRAGRANCES BY FLORASCENT.

MMK ON LOCATION – THE MOST IMPORTANT INDUSTRY EVENTS DURING Q3/Q4 OF 2019

Six conferences, one overarching topic: Sustainability.



ECMA - KONGRESS

SEPTEMBER 19 AND 20, 2019, MALTA

“Driving the Change – Cartons Make the Difference!” – This was the motto and at the same time working agenda of this year’s ECMA Congress (European Carton Makers Association) in Malta. The objective was to further explore the essential benefits of cartonboard as a packaging material, and to discuss with a large panel how the cartonboard and folding carton industry will develop in light of changing consumer attitudes toward sustainability, legislative measures at the European level (key term: EU Circular Economy Package) and political trends. One talk in particular, that of Andrea Boltho, Oxford University, provided lots of food for thought: It illuminated the current economic and political situation in Europe and the consequences of events like Brexit, the withdrawal of Great Britain from the EU, or the presidency of Donald Trump. Our talk “Sustainability Sells” showed that the future belongs to cartonboard: There are countless possibilities for making packaging more sustainable. With consistent cooperation of supply chain partners, packaging can be developed to provide maximum functionality with the best possible product protection and minimal ecological impact. Cartonboard, the sustainable packaging material, is often the best choice. The

selected success stories of our customers proved it vividly. As every year, creativity was honoured at the awards ceremony of the European Carton Excellence Awards. MM Karton took home no less than 8 awards (see page 6-8). We are thankful and would like to also congratulate all the other winners.



①

ECMA - CONGRESS



DEUTSCHER OBST & GEMÜSE KONGRESS 2019 (GERMAN FRUIT AND VEGETABLE CONGRESS)

SEPTEMBER 16 AND 17, 2019, DÜSSELDORF

Grown in nature, packaged in nature. Especially for fruit and vegetables, sustainable packaging solutions are indispensable. The DOGK is a hotspot for the European fruit and vegetable sector. The demand for sustainable packaging is correspondingly great and was one of the main topics for the nearly 600 visitors (retailers, producers, importers, exporters, seed producers, etc.). Questions regarding the recyclability and

compostability of cartonboard were the order of the day. All MMK cartonboard qualities – including our special qualities with barriers – consist of renewable raw materials and are recyclable and biodegradable as defined by the standards EN 13430 and EN 13432. MM Karton was able to position itself as a reliable partner for the protection of sustainable products with sustainable packaging solutions.



FACHPACK

SEPTEMBER 24 TO 26, 2019, NUREMBERG

The FachPack is an expo of superlatives: On the three days of the fair, 1,600 exhibitors in 12 halls present their products and services revolving around progressive packaging solutions to an informed public of 45,000 visitors. This year, the 40th anniversary of the Fachpack, the fair was dedicated to the main topic “Environmentally friendly packaging”. Interested visitors had a chance to gather information on the issues of sustainability at the many exhibits, but also during the extensive programme of events with many lectures, special exhibits and awards ceremonies. The MM exhibit presented the topic of the day perfectly and attracted many visitors. There were several turntables, each of which compared a packaging of non-sustainable materials with a sustainable alternative made of

cartonboard. Whether pizza packaging without shrink wrap but with an adapted construction that fits more tightly around the product, or clamshell packages made of cartonboard as proven sustainable alternatives for fast food containers of expanded polystyrene – the examples exhibited at the booth showed that it is possible to have it all: a striking brand appearance, first-rate design and environmentally-friendly packaging. To make the change to sustainable packaging, it is often enough to question existing packaging construction or to make use of the barrier properties already available with cartonboard. The MM fair exhibit made it clear: There are lots of options for replacing non-sustainable packaging materials. What is needed above all is a will to change – and a strong partner.



②

GERMAN FRUIT
AND VEGETABLE CONGRESS



③

FACHPACK



 FEFCO TECHNICAL SEMINAR

OCTOBER 9 TO 11, 2019, GENEVA

At this year's annual conference of FEFCO, the European Federation of Corrugated Board Manufacturers, the motto "Mastering our Processes" was the order of the day. More than one thousand representatives of the corrugated board industry gathered in Geneva to discuss the countless possibilities of the packaging sector, which has grown, become more fast-paced, and is seeing a host of new opportunities, not least thanks to e-commerce.

It is now faced with reconciling innovation with the demand for sustainability: lighter, stronger, and more environmentally friendly. MM Karton was present with its compelling range of liners: MM Liner™, MM Topliner™ and MM BiB-Liner™ for offset printing; MM X-Liner™ HD, MM X-Liner™ lite and MM X-Liner™ aqua-fit for flexo printing.



 SUSTAINABILITY IN PACKAGING EUROPE 2019

NOVEMBER 12 TO 14, 2019, BARCELONA

Sustainability has become one of the key factors that determine the choice of packaging. The conference called "Sustainability in Packaging Europe" intends to offer a 360-degree view of the most important challenges the supply chain faces today in developing a functioning circular economy. The exciting mix of participants – from both the brand name and the retail sectors – made the summit meeting a successful event. Par-

ticularly interesting facts emerged during a panel discussion in the statements of leading brand name companies (such as Mars, P&G, Nestlé, Reckitt Benckiser) about their progress and measures for achieving their sustainability goals. Packaging is gaining more and more strategic significance. And cartonboard is clearly recognized as one of the main pillars supporting the modern circular packaging economy.



 ECR DAY AUSTRIA

14 NOVEMBER, 2019, VÖSENDORF

The annual ECR Congress is Austria's largest gathering of the consumer goods economy on the issue of Efficient Consumer Response. ECR is the name of a cross-sector initiative for the cooperation between manufacturers and retailers. Its overarching goal is to offer consumers better, more efficient and more sustainable products and services. The ECR Day 2019 – true to

its motto "**NEW PACKAGEING**" – examined packaging from a wide variety of perspectives. The event provided valuable food for thought for a broad, very heterogeneous public. At the MM fair exhibit, congress participants were able to obtain information on sustainable packaging solutions in keeping with a truly functioning circular economy.

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