

PRESS RELEASE

The future is sustainably packaged

The Frischpack group with company sites in Mailling and Viersen will be presenting its new Greenline concept and custom-made concepts for cheese at the Anuga

Mailling/Schönau, 13th August 2021 – competent, creative, innovative – the Frischpack Group will be providing convincing proof of its claim between 9th and 13th October at this year's Anuga in Cologne (Hall 10.1, Stand F-050) and @home. The cheese appetite experts from Frischpack GmbH from the corporate site in Mailling will be presenting their Greenline 360-degree concept for sustainable packaging solutions. The creative cheese experts from Baackes & Heimes GmbH in Viersen will be providing fresh momentum with added value in the form of custom-made concepts for cheese.

Sustainable packaging solutions require a 360-degree perspective

Nowadays, sustainability is a factor which can clinch a customer's decision to buy. Consumers are environmentally conscious and highly sensitised to the subject of packaging and the resulting plastic waste. Whether with a view to protection, preservability or an innovative packaging design – the packaging of cheese has always been a passion of Frischpack GmbH in the Bavarian town of Mailling. The cheese appetite experts have a sound expertise in all of the relevant criteria. The climate-neutral company leads the way with sustainable packaging solutions – and, for the first time ever at the Anuga, will be showcasing its Greenline concept, one which is based on three main pillars: plastics reduction, recyclable composite and mono-materials, and bio-based materials. “We want to achieve more than simply a reduction in the amount of plastic,” explained Stefan Welter, Managing Director of Sales. “Our aim is to do everything for optimum environmental protection and to work in close collaboration with our customers to consistently develop new options. Our Greenline concept is our core instrument in doing so.

Innovative Greenline concept is an evolution

The refrigerated section at the exhibition stand impressively demonstrates how the new packaging solutions have evolved. It starts with the current standard variant and is followed by innovative alternatives that are designed to complement each of the products shown: cheese slices, grated cheese and cheese portions. Frischpack has already developed a wide variety of concise solutions for each. It goes without saying that they are individually geared to the respective requirements of each customer. In

PRESS RELEASE

the “plastics reduction” packaging solution, one option is to substitute most of the bottom film with paper made from sustainable resources. Both materials can be separated by hand and thus disposed of appropriately. In the “recyclable composite and mono-materials” variant, reusable polyolefin-based composite films are used. This protects the climate against greenhouse gases and is gentle on resources. The third pillar of the Greenline concept, “bio-based materials”, delivers the most sustainable solution: the entirely plastic-free packaging is made up of certifiably compostable and predominantly natural and renewable raw materials. The cellulose originates from PEFC-certified forestry. “With all three sustainable packaging solutions, we are reducing CO₂ emissions by up to 80 percent,” Stefan Welter added. “On request we can compensate the remaining emissions with certified projects. Whether for cheese dairies, food service and industrial customers, or food retail and discount supermarkets, our goal is make it possible for our customers to communicate the climate neutrality of their packaging with transparency while also increasing the added value of their products.

Creative impetus for the food retail industry

Baackes & Heimes GmbH, at home at the Viersen site, is responsible for the food retail and discount supermarket sector. With more than 70 years of experience in the industry, the creative cheese experts have an in-depth understanding of the workings of commercial enterprises. This is precisely what makes them specialists in trends and product concepts with added value. At the Anuga, this company, which like Frischpack GmbH is also producing climate neutrally, will be presenting three extremely dynamic concepts: premium cheese assortments, pre-packing solutions and international specialty cheeses. “We are looking forward to an abundance of meetings and intensive discussions, both in person and online,” Stefan Welter remarked. “Our corporate group is continuing along the path it has chosen with competence, creativity and innovation, and with the clear aim of being the best possible partner providing customized solutions to our customers”. For more information, please visit frischpack-gruppe.de

PRESS RELEASE

About the Frischpack Group.

Competent, creative, innovative: The Frischpack Group is a family business with two company sites – Frischpack GmbH in the Bavarian town of Mailling and Baackes & Heimes GmbH in Viersen, North Rhine-Westphalia. A pronounced passion for cheese and a sound knowledge of the relevant industries provide the basis for the strength of this mid-tier corporate group. Whether cheese dairies, food retailers, food service or industrial customers – all industries are provided with customized proposals and creative concepts. Each year, more than 60,000 tonnes of cheese leave the production line as slices, portions, cubes or in grated form, in customised packaging shapes, sizes and assortments. The products are distributed under private labels, store brands and manufacturer's brand labels. The use of high-quality technology is just as much a matter of course as the decision to work using sustainable methods. As a result, the Frischpack Group also invested in a certified energy and environmental management system, as well as a management system for work and health protection. Both sites are climate-neutral. The Frischpack Group is characterized by its all-round solutions, individually customised to suit the relevant industry sector, while guaranteeing the most up-to-date technology, the highest quality, greatest flexibility and creative concepts – sustainable packaging options included. More than 500 employees live and work according to this principle day after day. For more information, go to www.frischpack-gruppe.de

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