

# Press release

10 November 2022

## Sustainably packaged

Faller publishes whitepaper on recyclable secondary packaging

**Companies in Europe are becoming increasingly aware of environmental protection and sustainability. This includes not only the products they manufacture, but also the packaging these products come in. But what material is best for making sustainable, recyclable packaging? How often can it be reused? What savings can be achieved through packaging design? The answers to these and many other questions are at the focus of the new whitepaper from Faller Packaging: "When packed, then sustainable: Fulfil tomorrow's requirements with fibre-based pharmaceutical packaging".**

The European Green Deal obligates all 27 Member States of the EU to achieve the goal of climate neutrality by 2050. By 2030, all packaging from manufacturers must consist exclusively of recyclable material. These requirements are increasing the pressure on companies and have made sustainability an integral part of EU policymaking. The impact on the packaging industry is especially big. Packaging for pharmaceuticals and healthcare products must not only meet the requirements of consumers, pharmacists and medical professionals, it must protect the environment and conserve resources.

Faller Packaging recognises its responsibility when it comes to sustainability. As a manufacturer of customised pharmaceutical and healthcare packaging, it offers highly reliable fibre-based secondary packaging made of recyclable cardboard and paper. These solutions have a decisive advantage over packaging made of plastic: they are based on wood, a renewable raw material. Faller produces a wide range of folding cartons, labels and leaflets that are recyclable and resource-saving.

The challenges connected with environmentally friendly pharmaceutical packaging are described in Faller's latest whitepaper, "When packed, then sustainable: Fulfil tomorrow's requirements with fibre-based pharmaceutical packaging." The whitepaper explains the advantages of secondary packaging made of fibre-based materials and highlights specific solutions for achieving sustainability. It can be downloaded for free at <https://bit.ly/3fV11Ng>.

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### **A big topic**

The experts at Faller Packaging also focused on this topic in a webinar series called "Sustainable Pharma Packaging" that was held in September 2022. During these compact online events, the participants learned the details of various packaging projects, including selection of materials, resource-saving product design and supply chain optimisation.

Sustainable packaging solutions were also a key topic at the CPhI trade fair, which was held in Frankfurt in early November. Faller Packaging and Rotzinger presented their jointly developed Eco Save Pack for fragile products and plastic-free packaging inlays, among other innovations. This high-quality packaging made by paper injection moulding is 100 percent dimensionally stable, sustainable and biodegradable, making it one of the industry's most environmentally friendly packaging solutions. "After a rather slow start on account of the holidays in some German states, the trade fair quickly picked up speed," says Mathias Felber, Vice President for Business. "We were happy to encounter such a high degree of interest in our products and enjoyed the lively discussions that ensued."

**Meta-title:** Whitepaper: sustainable secondary packaging from Faller Packaging

**Meta-description:** "When packed, then sustainable." The whitepaper from Faller Packaging takes a close look at secondary packaging made of fibre-based materials.

**Keywords:** Faller Packaging; whitepaper; packaging; pharma; healthcare; pharmaceutical packaging; sustainability; recycling; fibre-based

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**You can download the high-resolution images [here](#).**

**Captions:**

**10.11.2022  
Page 3/4**

All photos: August Faller GmbH & Co.KG

*Photo 1:*



*What are the advantages of fibre-based secondary packaging made of cardboard and paper? The whitepaper from Faller Packaging, "When packed, then sustainable", provides answers.*

*Photo 2:*



*Faller Packaging's stand at the CPhI trade fair attracted many visitors, reflecting strong interest in sustainable packaging solutions.*

### **About Faller Packaging**

For more than 30 years, Faller Packaging has specialised in tailor-made, full-range solutions for secondary packaging materials for the pharmaceutical industry. The company is a single-source supplier that develops and manufactures folding cartons, package inserts, labels and combination products and delivers both standard products and special solutions based on customers' wishes. Digitalised, optimally harmonised processes ensure maximum efficiency, sustainable production and fast, reliable delivery times. In addition, Faller offers customised logistics services and supply chain concepts. As a result, the company is an expert partner for everything relating to the procurement and packaging of pharmaceutical and healthcare products.

In addition to its headquarters in Waldkirch in the German state of Baden-Wuerttemberg, Faller Packaging also has sites in Binzen, Großbeeren and Schopfheim as well as in Hvidovre in Denmark, Łódź in Poland and Debrecen in Hungary. The Worms-based subsidiary PackEx, which was founded in 2018, specialises in the manufacture of folding cartons in small and very small batches. In collaboration with the Irish company Perigord Premedia Ltd., Faller has set up a "Global Centre of Packaging Excellence" for artwork management, print consultancy and coordination. In total, August Faller GmbH & Co. KG has more than 1,300 employees.

**10.11.2022**  
**Page 4/4**