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ECOMONDO- The Green Technology Expo
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**Biocompack Pilot Actions as a key element to
promote innovation**



Biocompack-CE



OMNIPACK
First Hungarian Packaging Technology Cluster

Paper-bioplastic multi-materials: towards solutions to reduce the use of conventional plastic in packaging

Biocompack Pilot actions as a key element to promote innovation

Speaker: Zsolt Keresztúri, Omnipack, DBH Group



- OMNIPACK was founded in 2003, it's one of the first Hungarian clusters.
- Our cluster is vertically structured, members are from the same industry, covering whole of the value chain with complementary products and services.
- Our cluster is a strategical alliance of companies, working in the similar market segment.
- The cluster is engaging itself in development of environmentally friendly packaging materials and state-of-the-art packaging technology solutions.
- We are real advocates of environment friendly packaging materials based on biodegradable biopolymers, their technological development and widespread dissemination.



- The cluster currently counts 32 members.
- The members of the cluster are primarily producers of the packaging technology sector as well as companies serving it and peripherally linked to it.
- Our cluster is considered as a dynamic strategic association which is a living example of an efficient and innovative cooperation of SME's, big companies and researchers resulting further growth for our cluster members.
- At present Omnipack Cluster possesses a valid Silver Label Certification. Besides, it is an Accredited Cluster as well.





OMNIPACK
First Hungarian Packaging Technology Cluster

The pilot action consists of the completion of an audit tool and a technological feasibility questionnaire, evaluated by the experts of the consortium and serves as the base for an economic feasibility adapted to a tailor-made business solution offered for the participating company.



Some questions from the Audit tool

- | | |
|---|---|
| 1. Company country of origin | 10. Profit growth of the company |
| 2. Size of the company | 11. What is the importance of innovation for your company? |
| 3. Value chain position of the company | 12. How is innovation planned? |
| 4. Export share of the company | 13. What is your innovation investment? |
| 5. Ownership of the company | 14. What is the importance of sustainable development in your company? |
| 6. Age of the company | 15. Does your company publish a sustainability report? |
| 7. Revenue growth rate in last full year of the company | 16. What is the importance of end-of-life management for your materials/products? |
| 8. Awarage revenue growth of the company | 17. How familiar are you with biomaterials? |
| 9. Staff changes of the company | 18. Do you have a business plan for using biomaterials? |



- Pilot projects carried out with companies on real challenges simultaneously serve to test the market analysis assumptions as well as actively test economic feasibility targets for biocomposite packaging solutions.
- Pilot action 1 covers the testing of the business support service among 3 companies being project partner.
- Pilot action 2 is among 3 companies in each of the six participant countries
- Pilot action 3 concerns the testing of an integrated technology transfer approach including the cross-sectoral knowledge capacities of the project partners in a group of 6 companies selected among the companies of pilot action 1 and 2.



- Report: for the Company
- Case study: for the Public
- Assessment report: feedback from questionnaire



BIOCOMPACK-CE PILOT ACTION 1 ECOCORTEC (CROATIA)

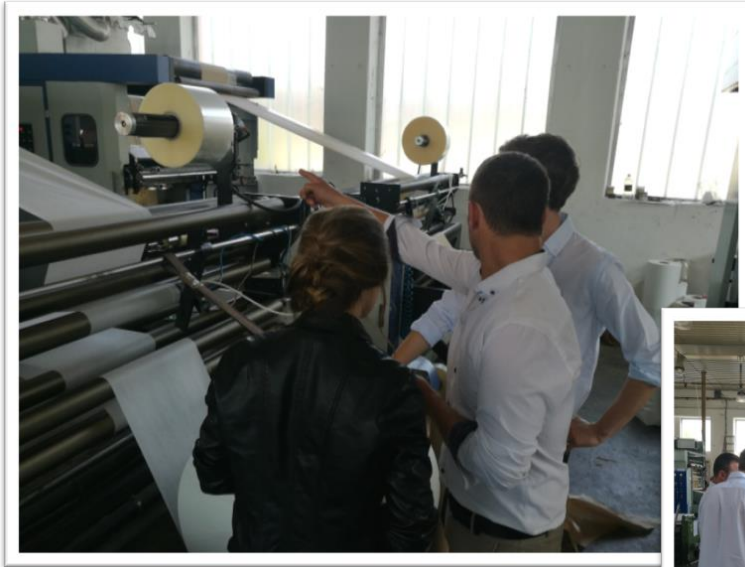


Challenge: The participating Croatian small company specializes in developing and manufacturing value-added biodegradable/compostable flexible films that outperform non-degradable and other biodegradable materials currently on the market. *They strive to develop eco-efficient production of biodegradable films that combines new technology and high productivity with positive effect on environment.*

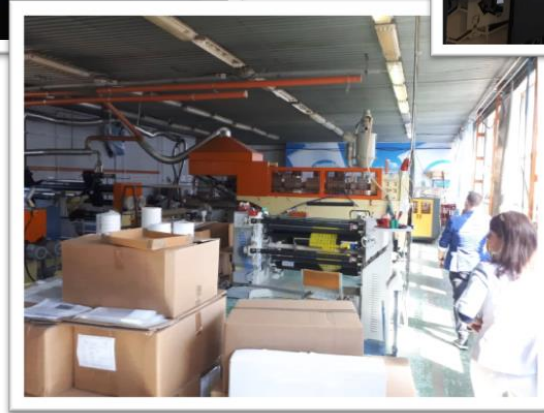
Solution: Considering the financial position and strategy of the company and taking into account the Croatian market and demands the *best solution would be using biodegradable material instead of plastic. We offer the first bio-based and certified compostable polymer of a German company on a fossil basis and is on the market for more than a quarter century.*



BIOCOMPACK-CE PILOT ACTION 1 PAPIROL (SLOVENIA)



BIOCOMPACK-CE PILOT ACTION 2 UGRINPACK (HUNGARY)



BIOCOMPACK-CE PILOT ACTION 2 CLB PACKAGING (HUNGARY)



Challenge: this small Hungarian packaging company is producing paper products for 124 years (boxes, cardboard, etc.) as packaging end use product (food, nonfood, primary, secondary) and single use product. Due to market demand, they consider to start bio-composite.

Solution: the best solution would be *creating new bio-coated material* that can replace the plastic foil. This solution is based on the bio-coated material (dispersion lacquer). This lacquer protects against wetting.. At the personal meeting with the company our experts suggested that biodegradable coated material alloyed with paper should be a new ecofriendly product for the already existing international market.

Relating to the technological background of the company, they could create this coated material with their own machines, so they do not have to purchase a new one.



Thank you very much for your attention!

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