European Bank of Reconstruction and Development



Sustainable Agribusiness Practices for Lebanese SMEs

Focus on Packaging



Summary

- 1. Focus on packaging
- 2. Packaging functions
- 3. Packaging solutions
- 4. Supply Chain & Packaging
- 5. Sustainability Environment
- 6. Flexible Packaging Case Study
- 7. Relevant links
- 8. Questions

1. Focus on packaging



➤A lot of energy, time, money and love has been spent by your companies and their suppliers, in growing and preparing your products.

- > Your expectations are to deliver to your customers the most successful experience.
- How can your packaging help it?



2. Packaging functions

Packaging's purposes are to:

➤ maintain product quality,

➤ guaranty product safety,

Communicate with customers,

>ease product handling along the whole supply chain

>optimize sustainability and limit environmental impacts

All this is takes part of your business and its profitability and growth

3. Packaging solutions



A wide range of packaging solutions regarding:

Food contact

Flexible / Rigid

- Non-food contact
 - Flexible / Rigid
 - Multipacks
 - Overwrap
 - Packing

Multiple options are also available: printing, decoration, labelling, finishing (sealing, easy-opening, taps, closures,)

3. Packaging solutions / Food contact / Flexible

- Films Pouches, Lids, Wrap-around, Labels, Sleeves
- Laminates Pouches, Lids, Wraparound, Tubes
 - Tetrapack*- Special laminates (cardboard / alu foil / plastic film) *registrered trade mark
- **Paper** Wrapping only with speciality papers (ie. parchment paper)







3. Packaging solutions - Food contact / Rigid

• Metal

- 2 & 3 pieces Cans
- Drums
- Caps & Closures

• Glass

- Bottles / Jars
- Containers
- Rigid plastic
 - Canisters /Bottles / Jars
 - Drums
 - Caps & Closures



3. Packaging solutions / Non-Food contact

Usages

- Multipacks
- Overwrap
- Packing

➢Flexible

• Plastic Films: Shrink / Stretch

≻Rigid

- Plastic
- Cardboard:
- Wood:

Boxes / Palets

- Corrugated / Plain
- Boxes / Palets







4. Supply Chain & Packaging

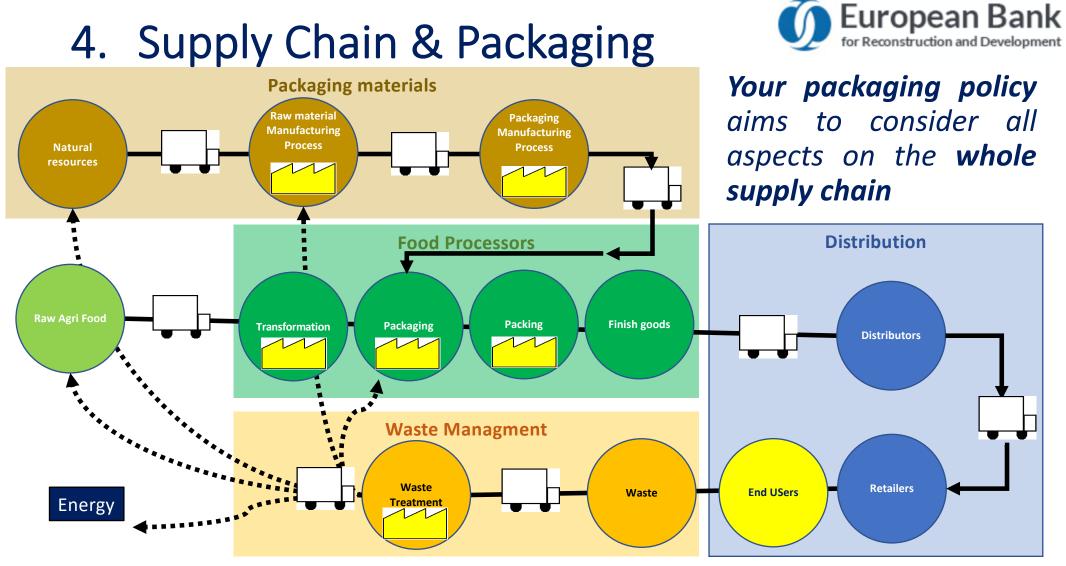


Nowadays, for their purchases, consumers are more responsive with sustainability and environmental questions.

They consider packaging material type, recycling, refills, reusability, reduction of product damage or food spoilage.

Anyway, as responsible agri-food actors you do not master the whole chain, specially packaging materials and waste management.

You have to deal with the local customer's culture, raw materials suppliers and local waste management policy.



4 – Supply Chain & Packaging Selection Best Practises

- select packaging raw materials
 - 1. reusable
 - 2. recycled
 - 3. bio-degradable
- light weight as much as you can
- customize locally through
 - 1. direct printing and decoration
 - 2. labelling
- reduce specific packaging
- ease all material & finish goods handling
- involve your distributors, retailers,
- associate your competitors through professional unions





5. Sustainability – Environment

- Key impacts linked with packaging
- ➢Natural resources (Process)
- ➤Water usage & contamination (Process)
- ➢Air contamination (Process)
- >Energy (Process)
- Transportation (Raw material & Finish goods)
- Waste management (Collection & Treatment)

5. Sustainability – Environment – Resources

Natural resources (Process)

Packaging raw materials

Material	Re-Used	Recycled	Bio-Sourced
Plastics	•		
Glass	•	•	•
Aluminium	•		•
Steel	•	•	•
Paper	•		
Cardboard	•		٠



5. Sustainability – Environment - Water

Water usage & contamination (Process)

Packaging raw materials

Material	Usage	Contamination	Comments
Plastics			
Glass	•	•	Washing
Aluminium			
Steel			
Paper			
Cardboard	•	•	



5. Sustainability – Environment - Air

Air contamination (Process)

Packaging raw materials

Material	Air contamination	Printing Decoration	Comments
Plastics			Rafinery
Glass	•	•	Ovens
Aluminium			Ovens / Electrolysis
Steel	•	•	Ovens
Paper			Boilers
Cardboard	•	•	Boilers



5. Sustainability – Environment - Energy

Energy (Process)

Packaging raw materials

Material	Re-Used	Recycled	Bio- Sourced	Printing Decoration	Comments
Plastics					Rafinery
Glass		•	•	•	Ovens
Aluminium			•		Electrolysis
Steel	•	•	•	•	Ovens
Paper					Boilers
Cardboard	•	•		•	Boilers



5. Sustainability – Environment - Transport

Energy (Transportation Raw material & Finish goods) Packaging raw materials

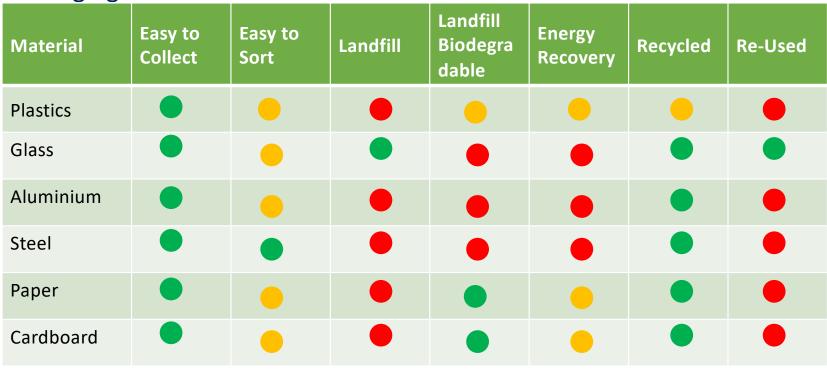
Material	Raw material	Finish Goods	Comments
Plastics			
Glass	•	•	Weigth + Volume
Aluminium			Volume
Steel	•	•	Volume
Paper	•	•	
Cardboard	•		



5. Sustainability – Environment - Waste

Waste managment

Packaging





6. Case Studies – Food Contact



As seen, packaging is not that easy to select.

Plastic has a desperate image, mostly due to rigid plastic bottles and customers' behaviours.

Nevertheless, for **food contact**, flexible packaging present interesting solutions:

- suitable for most of products
- lightweight for transport
- easy to customize
- existing local suppliers for customization
- attractive cost vs metal or glass





6. Case Studies Non Food Contact

non-food **contact**, carboard For present interesting solutions:

- suitable to most of volumes
- middle lightweight for transport
- easy to customize
- existing local suppliers for customization

7 - Links

Relevant links with packaging federations

• Plastic

https://plasticseurope.org/sustainability/

https://plasticseurope.org/sustainability/sustainable-use/sustainableagriculture/

• Metal

https://metalpackagingeurope.org/sustainability

• Glass

https://feve.org/about-glass/sustainable-material/

Waste Management Lebanon

https://recyclelebanon.org/



8 - Questions

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Delivering major worldwide customers in high demanding markets for food, beverage, dairy, wine, spirits, confectionary, pharmaceutical, cosmetic, industrial, ...

Multicultural experience with 13 years abroad Spain, China, North & South America, Germany, Russia, Belarus

Since 2017 Interim Manager and Operational Excellence Senior Consultant

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Thanks for your attention

Thanks to Lebanon EBRD team



4. Sustainability – Environment

Your packaging policy aims to consider multiple aspects on the whole supply chain

