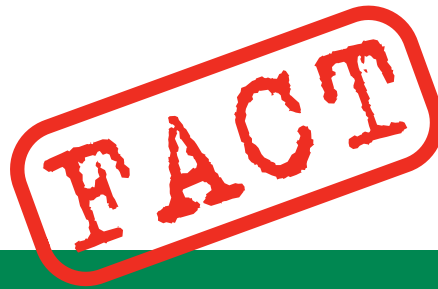




PAFA  
Packaging and Films Association



## flexible packaging keeps retail prices down

**It is a common myth that flexible packaging adds considerably to the price we pay for food and other products.**

The reverse is the case. Flexible packaging actually protects and preserves. It displays goods for inspection and self-service and maintain fresh produce in prime condition. Used in many sizes and combinations, our products greatly increase variety and choice, they give products a longer life and reduce spoilage.

Flexible packaging represents only a tiny fraction of the price we pay for our goods.

Through on-going technical developments, flexible packaging weighs 50% less than 20 years ago - an effective saving of 150,000 tonnes of packaging each year in Britain alone.



Packaging and Films Association

The Packaging and Films Association  
Gothic House, Barker Gate,  
Nottingham NG1 1JU.  
Tel: 0115 959 8389  
Fax: 0115 959 9326  
Email: [pafa@pafa.org.uk](mailto:pafa@pafa.org.uk)  
[www.pafa.org.uk](http://www.pafa.org.uk)