



flexible packaging reduces road traffic and exhaust emissions

Without lightweight flexible packaging, the weight of packaging materials would treble - and so could the number of heavy vehicles on our roads.

In its lifetime, packaging is transported at least three times:

- prior to filling
- from the filler to the retailer
- as waste for disposal

Thus the effect of using more flexible packaging could have the most dramatic impact on our environment, our health and the economy - with less traffic, pollution noise and road congestion as a result.

A study to compare the use of three materials for packaging the annual consumption of coffee in Germany showed:

- Glass needed 473,572 tonnes
vehicles needed 64,335
- Tinplate needed 122,200 tonnes
vehicles needed 43,000
- Plastic pouches 11,280 tonnes
vehicles needed 21,877

The choice is yours!



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
www.pafa.org.uk