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Consumer Protection

Legislation and Competition

Sustainable Future

The Voice of the Flexible Packaging and Films Industry

Health and Safety

Education and Information

Skills and Training

PAFA

Packaging and Films Association

...a level of commitment from members and management that is unmatched

PAFA
Packaging and Films Association

A CRUCIAL ROLE IN SOCIETY

Flexible packaging and films are used in almost every part of our daily lives – from the home to the supermarket, in our hospitals, schools and offices; from the farm to the construction site, specialist products are in evidence and bring great benefits to society.

The UK flexible packaging industry is a modern, well-invested industry using leading-edge technologies to offer its customers performance and value in everything it does. Many UK-based producers operate across Europe and in the rest of the world.

The Packaging and Films Association represents this thriving, multi-billion pound industry and is committed to ensuring that the industry remains healthy and competitive, that its employees benefit from the best skills, training, health & safety and its customers recognise the special role which only plastic films can play in modern society.

The Association plays its full part in representing the industry at home and abroad on all issues of direct relevance to the industry and its markets. The industry also forms a natural link in the supply chain and liaises closely with materials suppliers, packer-fillers and the major retailers on matters of mutual concern, including food safety, legislation and the environment.

PROTECTING THE CONSUMER

The continuing expansion of the flexible and packaging films market is in no small measure dependent on maintaining consumer confidence.

PAFA is active in the development of both national and international quality standards and has pioneered the concept of quality assurance in order to help protect consumers in market areas such as cling, stretch and building films. Companies authorised to display the registered QA logo must undertake to maintain PAFA standards and the team of inspectors which polices the UK marketplace will seek to prosecute wherever suppliers are found to be cheating their customers.

LEGISLATION AND COMPETITION

PAFA representation becomes increasingly important as new legislation from Westminster and Brussels imposes additional administrative and cost burdens which directly impact on the ability of manufacturing businesses to compete in a global marketplace.

PAFA works with Government officials and other trade organisations during the consultation stages of new legislation and on a continuing basis in order to reduce the costs of compliance for film producers and maintain a fair and equitable trading environment. PAFA also compiles trade statistics and any unfair competition based on concealed State Aid or distortion of raw material pricing is strongly resisted in the interest of fair and open competition.

DEVELOPING GLOBAL MARKETS

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The development and expansion of the European Union brings challenging opportunities in a market which knows no national boundaries. Equally rapid advances in information technology and the potential offered by e-commerce facilitate competitive international sourcing of raw materials and finished product. In turn, these very significant changes in the pattern of trade have served to bring about a totally new scale of industry restructuring.

For all these reasons, it has become imperative that PAFA plays its full part in the deliberations of a wider Europe and our close involvement with EU industry organisations and its international standing is testimony to the influential role that the Association plays in safeguarding the interests of its members.

TOWARDS A SUSTAINABLE FUTURE

Flexible packaging demonstrates exceptional environmental credentials with minimal use of energy and resources in manufacture – much of which is reflected in the savings in transportation and road fuel when replacing heavier materials. PAFA promotes re-use wherever practical and supports integrated waste management systems to optimise recovery and recycling wherever environmentally sound and economical.

PAFA member companies have invested heavily in measures to protect the environment and many have already secured formal ISO or EMAS environmental accreditation for their production sites. But working towards a sustainable future leaves no room for complacency and PAFA works with researchers and equipment designers to reduce environmental impact and energy use at all stages of manufacturing processes and of the supply chain.

HEALTH AND SAFETY

PAFA is a driving force for the continuous improvement of health and safety standards across the industry. Involvement with the Health and Safety Executive and an active Health and Safety group serve to promote the adoption of safe working policies and practices based on rigorous risk assessments and an active exchange of operating experience amongst member companies.

EDUCATING AND INFORMING

PAFA recognises the need to bridge the gap between industry and academia at all levels and is working to develop closer links with schools in the community as well as directly with centres of research across the disciplines. We seek to inspire the vision, imagination and enthusiasm of students to recognise the exciting and rewarding careers all sectors of our industry offer and upon which the future prosperity of the industry ultimately depends.

SKILLS AND TRAINING

PAFA recognises that the continuing success of the industry relies on a highly competent and well-motivated workforce, utilising specialist skills and harnessing advanced technologies. It actively encourages employee training and education by full participation in the industry training organisation and by linking members with appropriate specialist organisations.

TOWARDS A BETTER UNDERSTANDING

As a not-for-profit organisation, PAFA is able to support its members, their customers and consumers by providing honest, accountable information about flexible and packaging films products and the benefits they bring.

PAFA is totally committed to ensuring that consumers and future generations understand the sustainable environmental credentials of members' products and their contribution towards the health and well-being of society. Its internationally acclaimed PACT (Plastics for a Cleaner Tomorrow) communications campaign provides information, displays, exhibitions and media information across the UK and beyond.

Through PAFA, the UK plastic films businesses have become a single, unified industry with a strong and purposeful relationship with those who use their products. The UK Government's Department of Trade and Industry described as a model trade association.

PAFA is determined to maintain these high standards as a true reflection of the commitment from members and management that is unmatched.

PAFA
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