



## flexible packaging helps a new generation

**Research into cot deaths revealed that the increased risk of death was eliminated when 'previously-used' mattresses were covered in PVC plastic film.**

From the moment of birth to the day they leave school, our children depend on the safety, hygiene and protection that flexible packaging and films bring into their lives.

In the maternity ward, protective plastic sheeting, gloves, aprons and sterile wrappings all play a part in providing a barrier against contamination and cross infection.

And in the home, infant food, nappies, nursery items and food all arrive clean and sanitary thanks to our products. Even the ubiquitous bin bag ensures the safe disposal of contamination items.

The world is a safer place for our children thanks to the skills and technologies of the flexible packaging industry.



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