



**PR Contacts:**

Ellie Martin/Greg Mills

AD Communications

+44 (0) 1372 464470

emartin@adcomms.co.uk

gmills@adcomms.co.uk

Sun Chemical joins CEFLEX to support development of a circular economy for flexible packaging

**Wexham Springs, UK** – **26 March 2019:** Sun Chemical has joined CEFLEX, the collaborative European consortium of companies and associations representing the entire flexible packaging value chain. This important initiative will facilitate increasing amounts of consumer flexible packaging to be recycled and Sun Chemical is looking forward to actively contributing and leveraging its global R&D resources in supporting the project to shape the flexible packaging market for the future.

“Developing more sustainable flexible packaging solutions designed for a circular economy has become a global issue. A collaborative initiative encompassing the whole industry, as CEFLEX does, therefore has the best chance of making a real impact on resolving these issues and we are keen to play our part in this important joint venture,” comments Felipe Mellado, Chief Marketing Officer, Sun Chemical. “As a global supplier of both printing inks and lamination adhesives, Sun Chemical is uniquely placed to contribute to the development of next-generation structures and products that will drive the circular economy for flexible packaging and assist in our customers meeting their sustainability goals.”

Representing the full spectrum of the value chain, from materials producers to converters and printers, to brand owners, retailers and specialised recycling companies, the membership of CEFLEX has grown to over 100 companies and organisations since the consortium was established. Sun Chemical is fully committed to supporting the CEFLEX vision of establishing a comprehensive sustainability and circular economy roadmap for flexible packaging by 2020. The roadmap will include widely recognised design guidelines and a robust approach to measure, demonstrate and communicate the significant value flexible packaging adds to the circular economy. By 2025 CEFLEX will support the development of a collection, sorting and reprocessing infrastructure across Europe for flexible packaging based on end-of-life technologies and processes that deliver the best economic and environmental outcome for a circular economy via a robust business case for investment and successful pilot projects to proof the concept.

For more information on Sun Chemical, visit www.sunchemical.com .

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**About Sun Chemical**

Sun Chemical, a member of the DIC group, is a leading producer of printing inks, coatings and supplies, pigments, polymers, liquid compounds, solid compounds, and application materials. Together with DIC, Sun Chemical has annual sales of more than $7.5 billion and over 20,000 employees supporting customers around the world.

Sun Chemical Corporation is a subsidiary of Sun Chemical Group Coöperatief U.A., the Netherlands, and is headquartered in Parsippany, New Jersey, U.S.A. For more information, please visit our Web site at www.sunchemical.com

**About CEFLEX**

CEFLEX is the collaborative initiative of a consortium of European companies representing the entire value chain of flexible packaging. The project stakeholders are: The Alliance for Beverage Cartons and Environment, Albéa, Aluflexpack Group, AMB SPA, Amcor, Ampacet Corporation, Applied Materials, APK AG, Attero, Avery Dennison, Bak Ambalaj, Bareks Plastik, BASF, Barilla Group, Bemis, Borealis, Robert Bosch – Packaging Technology, Bostik, Brückner Maschinenbau, BBC CELLPACK PACKAGING, cfp flexible packaging, Citeo, COIM Group, Constantia Flexibles, Coveris, Dai Nippon Printing, Danone, delfort, Di Mauro Flexible Packaging, Dow Europe, DSD, DSM, DuPont Teijin Film, Ebro Foods, EcoBlue, ecolean, Elif Holding, Erema Group, EXPRA, EXXONMOBIL Chemicals, Ferrero, FFP Packaging Solutions, Fiberight, Flexible Packaging Europe, FPC – The Flexible Packaging Company, Gaviplas-Cadel, Gerosa Group, Goglio, Gualapack Group, Haribo, H.B. Fuller, Henkel, Herbold, Hill’s Pet Nutrition, HIPP, Huhtamaki, HP Indigo Ltd., Hydro Aluminium Rolled Products, Immer Group, Ineos, Innovia Films, JAKOBS DOUWE EGBERTS, Jindal Films Europe, KIDV, KOROZO AMBALAJ SANAYİ VE TİCARET A.Ş, Krehalon, Kuraray EVAL Europe, M&S, Michelman, Mondi Consumer Packaging, Mitsui & Co., Mitsui Chemicals Group Europe, Morchem, mtm plastics (A Member Of Borealis Group), Multivac, Neopac The Tube, Nestlé, Nippon Gohsei Europe, The Procter and Gamble Company, Pellenc, PepsiCo, pladis, PlasticsEurope, Plastotecnica, Polibak A.Ş., Polifilm, Polyplex, Polypouch, Polysack, Pouch Partners, Pyral, Reifenhäuser, RPC bpi group, RKW Group, Roberts Mart & Co, Royal Canin, SAES Coated Films, SAICA, Sappi Packaging and Specialty Papers, Scholle IPN, Schur Flexibles, Sealed Air, The Siam Cement Public Company Limited, Siegwerk, Sit Group, Smurfit Kappa, Sojitz Europe PLC, Südpack, Suez, Sumilon Polyesther, Sun Chemical, Taghleef Industries, Tomra Sorting, Tönsmeier Wertstoffe, Toppan Europe, Toray Films Europe, Total, Toyo Ink SC Holdings, UBE Europe, Unilever, WINDMÖLLER & HÖLSCHER, Wipak, WRAP. For more information, please visit [ceflex.eu](https://ceflex.eu/)