

# Alliance between Nordmeccanica and Fujifilm to Create Recyclable



## Packaging

**A strategic partnership between the Piacenza-based packaging company and the Japanese digital printing giant**

An agreement and a three-way project, because “in an ever-more complex world, there is no single company which has all the competences to offer the market the most effective and sustainable solution. Instead it is necessary to bring together different partners, each leaders in their own specialism,” explains Vincenzo Cerciello, Vice President and Technical Director of Nordmeccanica, explaining the underlying reasons which led to the strategic partnership with Fujifilm.

The multinational specialised in industrial printing and the Italian packaging company have signed an agreement to create the first printing machine which will allow the production of plastic film for food packaging which is completely recyclable and generates zero emissions.

Fujifilm has created a new digital inkjet printer, that will produce ecological two-layer polypropylene packaging, which will then be laminated in Piacenza using Nordmeccanica's machines and solvent-free adhesives produced by German chemical giant Henkel, the third player in this project which will create a complete, sustainable cycle in the production of packaging, thus meeting the needs of a market which is continually evolving.

"Our customers all over the world are asking us for sustainable products, and the EU is also imposing ever-more stringent rules from an environmental perspective," Cerciello notes. "The food packaging sector is going through one of the biggest revolutions in its history, and we have to be able to adapt to this change by anticipating the market rather than reacting to it, leading it towards sustainable choices." This is what leads to the strategic importance of agreements and projects like this, which bring together different competences to provide complete solutions to customers.

It is not the first example for Nordmeccanica, Cerciello explains, as the company already has a range of industrial partners, as well as research and educational institutions such as the University of Parma, to develop ever-more advanced solutions from a technological perspective.

"We currently invest between 3 and 5% of our turnover (between 105 and 110 million Euros, ed.) in research and development," the businessman adds. "These kinds of investments are key for enterprises: you have to believe in the future and adapt your systems to the changing market. Sustainability is an important trend, because it is a global and irreversible trend and we are a company which makes 90-95% of its turnover abroad. We are convinced that this evolution to more environmentally friendly products and projects can open up great opportunities to a company like ours, and allow us to grow both in terms of technology and our numbers."

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