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## **Toyobo joins European consortium CEFLEX to help develop a circular economy for flexible packaging**

Toyobo Co., Ltd. has joined Circular Economy for Flexible Packaging (CEFLEX), a European consortium of more than 130 companies and organizations involved in flexible packaging value chain, including raw materials manufacturers, film and packaging converters, brand owners, retailers, waste management and recycling companies, technology providers and recycling schemes. Established in 2017, CEFLEX is aiming to further enhance the performance of flexible packaging in the circular economy.

Toyobo produces and sells various packaging films – from highly functional films with superior barrier properties that prolong the shelf life of food to eco-friendly, super-thin films that create less packaging waste. The company was a pioneer in using resin recycled from PET (polyethylene terephthalate) bottles to make films. In 2012 Toyobo debuted CycleClean™, 80 percent of which is made of recycled resins, which was one of the highest ratios in the world at the time. The product has been widely used to make labels for PET bottles.

CEFLEX aims for Flexible Packaging to have a comprehensive sustainability and circular economy roadmap by 2020 and an established collection, sorting and reprocessing infrastructure by the end of 2025.

Joining CEFLEX, which has stakeholders from throughout the entire European flexible packaging industry, will provide Toyobo with the latest information about recovery systems, regulations and many other trends in recycling. Toyobo is committed to developing and supplying eco-friendly technologies and products that will contribute to the realization of a circular economy.

■ CEFLEX website (English): <https://ceflex.eu>



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