



IMPACT

The packaging industry

2nd Article

The ongoing growth of the Global Industrial Packaging market

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The ongoing growth of the Global Industrial Packaging market

Recently, we have been identifying some factors that have had an impact on the packaging industry. Damage caused by environmental conditions and transportation will increase international trade needs for product safety and durable packaging options, which will allow firms to decrease transportation losses caused by breakage to the protective wrapping.

Solutions for sustainable packaging are a part of this change. Hence, companies, generally speaking, are heading toward sustainability and positioning this at the forefront of the industrial packaging industry.

The market is another motivation for the industry's transformation: concerns over the effects of packaging on the environment are shared by many customers. People's concerns over businesses' policies on sustainability are directly impacting the goods they buy and the companies they decide to support. Yet companies investing in innovative and sustainable packaging know chances to increase their revenues are high, as the global industrial packaging market was valued at around 8 million euros in 2022 and is projected to grow at a CAGR (compound annual growing rate) of 9.0% during the period 2023-2033.

Impack is presented as an innovative project that was created as a tool to combat climate change and environmental problems related to the packaging industry; being its main goal to satisfy the needs for alternative sustainable and personalized e-commerce packaging approaches.

The project seeks to upskill VET education by creating a programme that will address the topics of innovation, personalization, and sustainability in packaging and printing, as well as promoting entrepreneurial ideas and creativity the industry, while using respectful materials with the environment. The project also aims to create a community of practice for VET providers through a virtual academy, both to further develop the project's outcomes and to exchange good practices in the field.

The latest updates on the project activities

The six partners of the consortium met for the second time during the in-person transnational meeting held in Politeknika Txorierrri (in Derio, Spain), on October 27th and 28th 2022.

During the meeting, partners agreed on the direction of the next steps of the project. The Training Programme was the central character of the meeting: the division of work, methodology and format was established. The end objective of the programme aims to radically change the impact of the packaging industry both on consumers and the environment by focusing on practical uses of technologies and methods.

Partners will develop a curriculum that includes modules on a wide range of topics such as: the main aspects of the packaging industry; personalized, tailor-made packaging; branded packaging; sustainable packaging; innovative and creative design in packaging; and packaging in e-commerce.

In addition, partners decided on the integration of multilingual versions. Hence, once developed, the training material will be translated to three more languages. In this way, the project's transferability and transnational character will be enhanced.

The expected impact of this training programme is the provision of the last trends in innovative packaging design to those working in the packaging industry and the revitalization of the VET curriculums with the newest approaches in packaging.



Article source

- "Global Industrial Packaging market is projected to grow at a CAGR of 9.0% by 2033: Visiongain Reports Ltd"(2022): Visiongain Reports Ltd.

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