

****PRESS RELEASE****

**ActInPak Fair
Final Conference COST Action FP1405
Active and intelligent fibre-based packaging - innovation and market
introduction**

The Final Conference of COST Action FP1405 ActInPak will take place on 21st of November 2018 in Vienna, Austria. During the ActInPak Fair, oral presentations, poster presentations and an exhibition will share the outcomes of four years of work will be communicated to industry, policymakers, scientists, and other stakeholders. Since 2015, ActInPak aimed to develop a knowledge-based network on sustainable, active and intelligent fibre-based packaging in order to overcome current technological, industrial, and social limitations that hinder the wide deployment of existing and newly developed solutions in market applications.

Research and development of new fibre-based packaging materials with active and intelligent features have shown huge potential in the past to optimise the supply chain, and increase the shelf-life of foodstuff and enhance consumer consciousness of food utilisation. Very few of the potential solutions have, however, been able to reach the market. Therefore, the key technical, social, economic and legislative factors relevant for a successful deployment of renewable fibre-based functional packaging solutions are identified.

The Action achieved the objectives by providing an open multidisciplinary platform for the complete paper and board packaging value chain and had a strong involvement of industrial partners throughout Europe. Sustainable fibre-based packaging materials with new and active functionalities may help to introduce new products on the market with higher value and profits for paper and board manufacturers than traditional products.

Currently, 39 countries are involved in the network, with participants representing over 100 institutes and companies.

More information: link to event-page

Or join our LinkedIn network: <https://www.linkedin.com/groups/COST-FP1405-ActInPak-8254568/about>