The Road to More **Sustainable Pharmaceutical Packaging**

PVC thermoformed blister packaging has been a widely used standard in the pharmaceutical industry and for Over-the-counter (OTC) drugs for many decades.

As governments are working towards higher recycling rates and the creation of a Circular Economy, the non-recycle readiness of PVC becomes an issue and alternatives need to be found.

Across the industry, healthcare providers and patients are increasingly aware of the need for more sustainable packaging. This means a growing demand for innovative solutions, while ensuring the quality and safety requirements that have always been fundamental when packaging pharmaceuticals.

Creating more **sustainable packaging** by combining core design requirements with end of life considerations and innovation.

Core design requirement

- Product Protection
- Usage
- Information
- Marketing

End of life design requirement

- Collection
- Sortability
- Recyclability

Innovation

Designing for a Circular Economy

CEFLEX has published 'Designing for a Circular Economy' comprehensive guidelines to help enable the design of packaging solutions which are recyclable.

Learn more HERE.

How does **innovation create solutions**?

Case Study: AmSky™
Amcor's Breakthrough Blister System

Core design requirement

Product Protection
Innovation
Ensure matching barrier levels as incumbent structures

Usage
Innovation
Engineer for child-resistant/senior-friendly opening features

Information
Innovation
Allow for material printability with existing printing technologies

Marketing
Innovation
Develop the opportunity for differentiation for brand owners

End of life design requirement

Collection
Innovation
Understanding of collection via
- Household bins
- Pharmacy drop-off
- Hospital waste streams

Sortability
Innovation
Sorting assessment into flexible and rigid recycling streams

Recyclability
Innovation
Obtain Recyclability certificate for the Polyolefin recycling stream

AmSky™
Recycle-ready Vinyl-free thermoform blister

Designed for a Circular Economy

Utilizing a "Design for recycling" approach we can provide more sustainable solutions today, and for the future

AmSky™ Sustainability benefits

- **Designed for recycling** in the Polyethylene/Polyolefinstream
- Sorted into both **Flexible & Rigid Recycle Streams**
- **Compliant** with EU Strategy for Plastics in a Circular Economy
- **Up to 70% Reduction** in carbon footprint compared to PVC/Alu solutions

For more information on more sustainable pharmaceutical products contact us on
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