

## PRESS RELEASE

### **Tetra Pak urges Thai F&B businesses to embrace sustainable solutions for a future-ready industry**

**Bangkok, Thailand (26 September 2024)** – Tetra Pak, a world-leading processing and packaging solutions company recently hosted a webinar to emphasise the importance of sustainable solutions for food and beverage (F&B) manufacturers in Thailand. Titled “**Future-Ready Business with Tetra Pak Sustainable Solutions**,” the webinar provided valuable insights into how businesses can adopt innovative technologies and practices to transform their operations and navigate the evolving landscape of sustainability regulations.

The European Union has set a global precedent with its comprehensive approach to packaging waste management, particularly through the Packaging and Packaging Waste Regulation (PPWR). This regulation establishes measures to prevent packaging waste, optimize packaging usage, promote reuse and recycling, and set strict requirements for packaging in the EU market. It emphasises a lifecycle approach to packaging waste and pushes for a more circular economy in the packaging industry<sup>1</sup>.

Thailand is also working toward its sustainability goals, including those outlined in the 2<sup>nd</sup> National Action Plan on Plastic waste Roadmap 2022-2027. The country has developed a draft policy, Sustainable Packaging Management Act, based on the Extended Producer Responsibility (EPR) principle, which seeks to ensure that F&B producers contribute directly to the recycling process and adoption of sustainable packaging solutions<sup>2</sup>.

Meanwhile, consumer demand for sustainability is on the rise. [Recent insights from NielsenIQ](#) reveal that 74% of consumers in Thailand now prioritise sustainability more than they did two years ago<sup>4</sup>. This highlights the critical need F&B businesses to not only support national sustainability efforts but also deliver high-quality, sustainable products that meet evolving consumer demands.

The "Future-Ready Business with Tetra Pak Sustainable Solutions" webinar, led by Tetra Pak Thailand's Packaging Portfolio Director, Praeporn Amornpanupun, and Head of Sustainability, Patinya Silsupadol, highlighted the urgent need for F&B manufacturers to embrace sustainability as a core part of their operations in response to emerging sustainability trends and relevant local and global regulations on climate and circularity relevant to decarbonisation, recycling and waste management. The webinar also underscored Tetra Pak's commitment to help businesses achieve their sustainability goals by leveraging a comprehensive four-step approach: avoiding wasteful resource use, recovering energy and water, optimising operational efficiency, and naturalising the entire production value chain.

To support producers in implementing this approach, Tetra Pak offers three key solutions to transform their business sustainably and to align with local and global requirements while ensuring long-term competitiveness in the F&B industry:

1. **Tetra Pak® Packaging Solutions:** Renewable, responsibly sourced carton packaging made from locally sourced paper certified by the Forest Stewardship Council (FSC™). Tetra Pak's packaging is fully recyclable and designed to minimise environmental

impact while maintaining the highest standards of product quality. Tetra Pak's circularity objectives encompass sustainable openings, increased recycled content, expanded use of plant-based products, and innovative packaging designs. Last November the world's first beverage carton with a paper-based barrier was placed in stores, resulted from our collaboration with the Portugal-based company Lactogal to be 90% renewable and have a 33% lower carbon footprint.

2. **Tetra Pak® Processing Solutions:** State-of-the-art processing technologies are engineered to enhance production efficiency and quality while reducing waste production. The equipment is streamlined with smart automation, ensuring integrated production systems that improve performance while reducing loss and waste in the entire system. Key innovations include the Tetra Pak® homogenizer, which doubles spare part lifetime and reduces energy consumption by up to 30%, while also lowering water usage. The Tetra Pak® separator, featuring AirTight Technology, eliminates air in the system, resulting in up to 40% energy savings and 20% less water consumption.
3. **Tetra Pak® Services Solutions:** A comprehensive expert service that provides end-to-end solutions for production facilities optimisation. A notable example is Tetra Pak's Expert Services for Plant Optimisation, which plays a crucial role in assisting manufacturers in reducing energy and water use, managing carbon emissions, and minimising waste across the entire factory, leading to long-term positive environmental impact.

“We see growing awareness of and demand for sustainable products among consumers and regulators. Tetra Pak’s sustainable solutions are designed to help businesses navigate these changes effectively, so they can take the lead in sustainability while staying competitive in a rapidly changing market,” **said Patinya Silsupadol, Head of Sustainability, Tetra Pak Thailand and Vietnam.**

“Tetra Pak’s Sustainable Solutions enable Thailand’s F&B businesses to prepare themselves for the market and regulatory environment of the near future. The recent webinar, “Future-Ready Business with Tetra Pak Sustainable Solutions,” explored how these comprehensive, end-to-end solutions—from renewable packaging and innovative processing to production facilities optimisation—help businesses champion their production efficiency and stay ahead in a sustainability-driven landscape,” **said Praeporn Amornpanupun, Packaging Portfolio Director, Tetra Pak Thailand.**

Tetra Pak remains dedicated to collaborating with F&B manufacturers to help them transition to sustainable practices and minimise emissions while providing market insights and innovative solutions in the new regulatory landscape. This commitment aligns with the company’s core values of delivering the world's most sustainable food package while embracing innovations to transform global food systems, ultimately protecting food, people, and the planet.

More information, please visit on demand webinar

“Future-Ready Business with Tetra Pak Sustainable Solutions”:

<https://event.on24.com/wcc/r/4695197/FE405E93B45974992841C3B9AE595758>

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1. News update: European Commission Proposal for the Revision of the Packaging and Packaging Waste Directive - <https://www.europen-packaging.eu/news/news-update-european-commission-proposal-for-the-revision-of-the-packaging-and-packaging-waste-directive/>
2. Pollution Control Department, Ministry of Natural Resources and Environment - [https://www.pcd.go.th/pcd\\_news/27037/](https://www.pcd.go.th/pcd_news/27037/)
3. NielsenIQ - <https://nielseniq.com/global/en/insights/education/2023/growing-importance-placed-on-sustainability-when-choosing-brands-in-asia-pacific/>

## **ABOUT TETRA PAK**

Tetra Pak is a world leading food processing and packaging solutions company. Working with our customers and suppliers, we provide access to safe, nutritious food for hundreds of millions of people in more than 160 countries every day.

With over 24,000 employees worldwide, we commit to making food safe and available, everywhere, and we promise to protect what's good: food, people and the planet.

More information about Tetra Pak is available at [www.tetrapak.com/th](http://www.tetrapak.com/th).

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