

## Recycling Composite Food Packaging

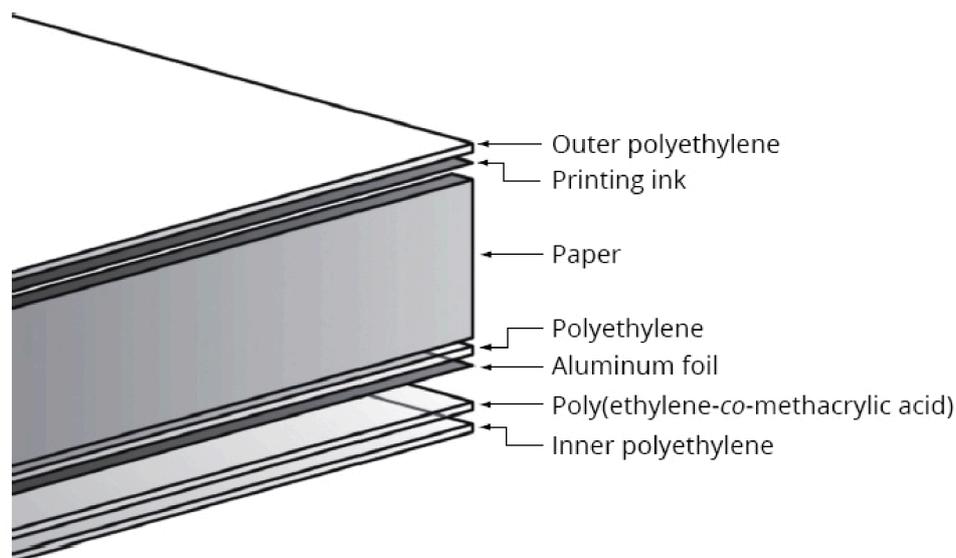


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<https://vectorportal.com/vector/juice-in-paper-packaging.ai/24079>

Aseptic food packaging is a technology in which commercially thermally sterilised food or pharmaceutical liquid products are packaged into previously sterilised containers under sterile conditions, to produce shelf-stable products that do not need refrigeration. The packaging is typically made of laminated composites, comprising polymers, cardboard or paper, and aluminium foil. Aseptic processing has almost completely replaced in-container sterilisation of liquid foods such as canning or bottling. The lightweight nature and geometry of the packaging, substantially facilitates distribution and storage, with reduced environmental impact.

However, such packaging has been identified as a solid waste problem by many NGOs and environmental groups. Unlike aluminium cans, glass or plastic bottles, it cannot be recycled in municipal recycling facilities.



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You work for a multinational food packaging company with manufacturing capacity in the UK. As part of your company's green tech. policy it has developed the technology and associated patent protection for the manufacture of composite packaging which is readily recyclable. However, your company itself lacks the technology and patent protection to perform recycling.

As a group you have been selected to form a team. Within the team you will fulfil the roles of business development executive<sup>1</sup>, an R&D manager<sup>2</sup> and technology analyst<sup>3</sup> the team reports to the CEO.

Your CEO wants you to identify patented recyclable packaging materials technology and to identify companies in Asia Pacific which have patented technology in the field of recycling these materials. The business aim is to identify partners suitable for licensing or from which to acquire the relevant technology.

Furthermore, your CEO wants to then deploy the technology with recycling capability it in the territories where your company operates. You are to identify companies as potential commercialisation partners for joint ventures, licensing, or sale.

1. The business development manager, identifies new business opportunities in order to generate revenue, improve profitability and help the business grow
2. The R&D manager is responsible for conducting research, developing new products, processes, and technologies, and improving existing products.
3. The competitive intelligence analyst performs market research to provide information to executives or management who use it to craft a new sales project or business strategy.

<https://www.youtube.com/watch?v=6xfXl1v8v0M>

<http://tinyurl.com/2a9n75md>

<http://tinyurl.com/mtsfw5hx>

<https://www.mdpi.com/2313-4321/6/1/20>