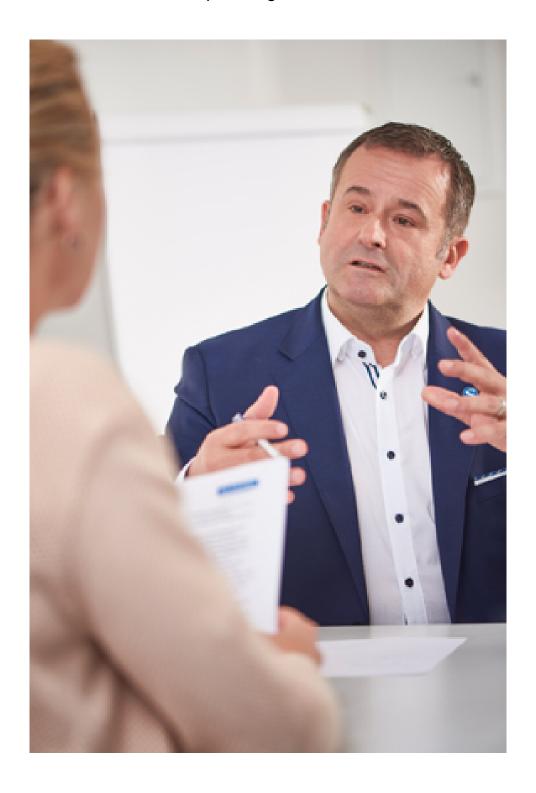


## Weniger Kunststoff – mehr Kommunikation

Stefan Dangel von Sealpac über die Herausforderung in der Verpackungsbranche.



B]Whibif'VY]:XYf'\Yif][Yb' = : 5 k Uf'XYf'HfYbX'ni 'bUW\\U`h][Yb JYfdUW\_i b[Yb'XYi h`]W\'ni 'gY\Yb"'9g']gh'XUg'nYbhfU`Y'H\Ya U'XYf NY]h'i bX'VYhf]ZZh'X]Y': 'Y]gW\Yf!'i bX'@YVYbga ]hhY`VfUbW\Y"'B]W\h Yfgh'gY]h'XYf'bYi Yb'9I!?i bghghcZZj YfcfXbi b['[Y`hYb'X]Y FYggci fW'bgW\cbi b[ž'BUW\\U`h][\_Y]h'i bX'FYWm`]b['U`g'GhUhY'cZh\Y'5fh'ZØf'I bhYfbY\a Yb'U``Yf'5fh"'9]b'I bhYfbY\a Ybž'XUg'X]YgY HfYbXh\Ya Yb'gW\cb'gY]h'Y]b][Yb'\$J\fYb'Ui Z'j]Y`ZÀ`h][Y'i bX Xi fW\XUW\hY'5fh'i bX'K Y]qY'dfÀgYbh]Yfhž']gh'GYU`dUW

: `Y]gW\  $\prime$  '7 c 'gdfUW\ 'a ]h'GhY ZUb '8 Ub[Y `ž'J Yfhf]Y Vg! 'i bX A Uf\_Yh]b[ `Y]hi b[ 'GYU`dUW; a V < "

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## K Ugʻhi hʻGYU`dUWZ $\emptyset$ f BUW\\U`h][\_Y]h3`

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I bgYf'I bhYfbY\a Yb`\Uh']b`Yb[Yf'Ni gUa a YbUfVY]ha]h

ZØ\fYbXYb`J YfdUW\_i b[ ga UhYf]U`\YfghY``Yfb`VYfY]hg`&\$\$'

Yf\_Ubbhž'XUgg`g]W\a ]h`A cX]Z]\_Uh]cbYb`YhUV`]YfhYf`J YfdUW\_i b[ Yb

Y]b`bcW\[f\O\) YfYf`Bi hnYb`Yfn]Y`Yb``\Aggh"`5i Z'X]YgY`K Y]gY`\UVYb

k ]f`Ui W\`XUg`H\Ya U`BUW\\U`h][ \_Y]h`Ub[ YdUW\_h`<]Yf`g]bX`k ]f`gY]h

[ YfUi a Yf`NY]h`XUVY]ž`YVYbZJ``g`Xi fW\`Cdh]a ]Yfi b[ Yb
 \_cbj Ybh]cbY``Yf`J YfdUW\_i b[ Yb`: cfhgW\f]hhY`ni Yfn]Y`Yb`` i bX

\UVYb`gW\cb`Y]bY`A Yb[ Y`YffY]W\h`: Øf`XUg`[ \abla b[ ][ ghY

GW\U`YbZcfa Uh']a :: `Y]gW\gY[ a Ybhž'X]Y`]b`9i fcdU

a Y]ghj Yfk YbXYhY`: f]gW\ZY]gW\gW\U`Y`%-\$`I `%(( 'I ') \$`a a ž`]gh`Yg

i bgž'ni gUa a Yb`a ]h`i bgYfYb`GmghYa dUfhbYfbž'[ Y`i b[ Ybž'XUg

A UhYf]U``Yf\YV`]W\`ni `fYXi n]YfYb`` i bhYf`j c``gh\bX][ Yf

6Y]VY\U`hi b[ `XYf`A UgW\]bYb[ \abla b[ ][ \_Y]h`i bX

J YfUfVY]hi b[ gghUV]`]h\abla h''

=ghX]YNi\_ibZhXYfJYfdUW\_ib[\_ibghghcZZZfY]3

•

BY]bžXUgʻgY\Ybʻk]fʻa ]hʻ6`]W\_ʻUi ZʻX]Yʻ< U`hVUf\_Y]hgUbU`mgYʻj cb i bgYfYbʻni ʻj YfdUW\_YbXYbʻDfcXi \_hYbʻb]Wkhʻgc"ʻC\bYʻ?i bghghcZZVnk "ʻni a ʻHY]``Ui Wkʻ?i bghghcZZj YfVi bXYʻg]bXʻbUWkʻ\Yi h][Ya GhUbXʻ]a ʻ: f]gWkY!GY[a Ybhʻi bXʻZØfʻkY]hYfj YfUfVY]hYhYʻ@YVYbg! a ]hhY``\_Y]bYʻg]WkYfYbʻi bXʻhYWkbc`c[]gWkʻbUWk\U`h][Yb JYfdUW\_i b[YbʻfYU`]q]YfVUf"

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K Ug ]gh XUg 6YgcbXYfY Ub : `UhG\_]b3

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: `UhG\_]b` 'U`gc'XUg'G\_]bbYb'Y]bYg'DfcXi \_hg'Ui Z'Y]bYb'a ]h'Y]bYf \Ui WXXØbbYb'6Uff]YfY!?i bghghcZZgWX]WXh'\_UgWX]YfhYb
?UfhcbhfÀ[Yf' 'ZØ\fh'ni 'a Y\f'BUWX\U'h][\_Y]h'Xi fWX 'k Yb][Yf
JYfdUW\_i b[ ga UhYf]U`'i bX'Y]b'j YfVYggYfhYg'FYWmW]b[' 'j YfY]bh]b
Y]bYf'Ui Za Yf\_gUa \_Y]hgghUf\_Yb'DfÀgYbhUh]cb"'8]Y'JYfdUW\_i b[
`Aggh'j ]Y`FUi a 'ZØf'?ca a i b]\_U!'h]cbž'YVYb'Ui WX'ZØf'X]Y'9f`Ai hY!
fi b['XYg'BUWX\U'h][\_Y]hgUgdY\_hg'i bX'X]Y'5b`Y]hi b['ni a 'I a [Ub[
a ]h'XYa 'A UhYf]U`'VY]'XYf'9bhl'gcf[i b["'A ]h': `UhG\_]b'g]bX'k]f
gWXbY``'Ui Z'5\_nYdhUbn'VY]'<YfghY``Yfbž'<UbXY``i bX'?cbgi a YbhYb
[Yghc»Yb'i bX'XYW\_Yb'XUa ]h'bi b'Y]b'j O``]['bYi Yg'GY[a Ybh'UV''

A ]h Y H f U m  $\emptyset$  V Y f h f U [ Y b  $^{\circ}$ G]Y  $^{\circ}$ X]Y g Y g  $^{\circ}$ ? c b n Y d h  $^{\circ}$ Y h n h  $^{\circ}$ U i Z X Y b  $^{\circ}$ A 5 D! 6 Y f Y ] W  $^{\circ}$ 

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JYfY]bZUW\h'Ui g[YXfØW\_h''U"'9]bY'XYf': cfXYfi b[Yb'Ui g'XYa A Uf\_h'k Ufž'Y]bY'a ]h': `UhG\_]b'j Yf[ `Y]W\VUfY@Ògi b[ 'Ui W\'ZØf'XYb 6YfY]W\'XYf'VY[ UghYb'DfcXi \_hY"'Ni f' \( \delta : 5 \cdot \& \delta - \cdot \UVYb'k ]f'Y]b JYfdUW\_i b[ g\_cb!'nYdh']a 'A 5D!6YfY]W\'dfAgYbh]Yfhž'XUg'XYa 6Ug]ga chhc'j cb': `UhG\_]b'Zc`[ h'K Yb][ Yf'?i bghghc\'ZZž'a Y\f?ca a i b]\_Uh]cb'' byf'bYi Yg'DfcXi \_h'\Y]» h'YHfUm''8UVY]'ghY\h Y 'ZØf' YWc`c[ ]WU` "'YHfUm']ghY]bY']bbcj Uh]j Y'GW\U`Yž'X]Y'g]W\'ZØf

6 Ygi WX Yb 'G]Y 'i bg 'Ui Z. 'Z`Y]gWX i b X Wc "Uh