

The background of the entire page is a close-up photograph of a snail with a shell featuring concentric brown and white stripes. The snail is positioned on a large, vibrant green leaf, moving from the upper left towards the lower right. The lighting is soft, highlighting the texture of the shell and the veins of the leaf.

Protection is our Ambition

Moulded fibre protects your products and our planet

Responsible treatment of the environment

Paper-based packaging material such as moulded fibre has numerous ecological advantages compared to packaging material made of oil-based plastic. Moulded fibre consists of renewable and CO₂-neutral raw material, is biodegradable and can be recycled.

Sustainable



Moulded fibre packaging is made from the renewable raw material wood. It is predominantly manufactured using recycled paper, thus preserving natural resources. Products made from natural materials such as moulded fibre are highly esteemed among consumers and are in keeping with the growing awareness of the need for sustainability.

In contrast, most packaging materials made of plastic are produced from oil, a raw material that is not renewable.

Biodegradable



At the end of its lifecycle, moulded fibre packaging completely disintegrates and returns to the ecological cycle.

Packaging made from oil-based plastics is not biodegradable. It remains for a long period as a waste material polluting the environment. For instance, rather than decomposing, it settles on the sea bed in the form of small fibres. This poses an increasing danger to sea life.



Recyclable



Moulded fibre packaging is 100 percent recyclable. Some packaging can be used several times – this supports the EU's strategy of avoiding waste. In all countries there exists well established paper recycling with a recycling rate of, for example, 88% in Germany.

In some European countries plastics have no recycling system at all. On top of this, procedures for reusing and recycling plastic packaging are not yet so far advanced and the process of recycling plastics is more complicated.

CO₂ neutral











The raw material of moulded fibre packaging is CO₂ neutral when incinerated, with energy recovery.

Plastic packaging releases CO₂ when burnt and thus contributes to the greenhouse effect.

The environmental impacts of moulded fibre and oil based plastic in comparison

Green trees indicate a positive contribution to the environment.

Renewable resource	CO ₂ neutral raw material	Biodegradable	Recycled ¹	Minimising Waste
paper-based moulded fibre				
oil-based plastic			difficult and low 	low recycling rates and accumulation in landfills 

¹ European recycling rates in 2007:

64.5% paper (according to the European Recovered Paper Council)

20.4% plastic (according to the European Plastics Industry)

The European Moulded Fibre Association (EMFA)

Founded in 2007, The European Moulded Fibre Association (EMFA) represents the interests of the leading moulded fibre producers in Europe. The association promotes this environmentally friendly material as well as products and packaging made from it. In addition, the EMFA sees it as its task to keep making paper-based packaging more and more environmentally friendly. The focus here is on reducing power and water consumption during the production process.

European Moulded Fibre Association
c/o Shearman & Sterling
Gerviniusstraße 17
60322 Frankfurt a. M.
E-Mail: info@emfa.eu
www.emfa.eu

