



## Application Note



Candy & confection

# Growth of flexible packaging and ink-related regulatory concerns

## The challenge

As the candy industry moves towards flexible packaging, there is a concern with film permeability and food safety. The Swiss Food Packaging Ordinance has placed strict regulations on which inks can be used on this type of packaging. The emphasis on food safety will impact the candy industry, specifically multinational brands.

## The Videojet advantage

Videojet Technologies understands the nuances of flexible packaging used for candy production. To address market needs, we offer a range of inks in our iQMark™ portfolio that are specifically designed to meet global safety, environmental, and regulatory requirements. There are several formulations in our portfolio that comply with the Swiss Food Packaging Ordinance Exclusion List.



Videojet iQMark™ inks and supplies are responsibly designed and manufactured to maximize contrast, adhesion, and uptime while meeting safety, environmental, and regulatory requirements.

## Growth in flexible packaging

A poll conducted by the Flexible Packaging Association revealed that 83% of all brand owners are using flexible packaging. This trend is expected to continue over the next five years, with 31% of brand owners intending to increase usage of flexible packaging.<sup>1</sup> The global candy industry is driving the growth in flexible packaging with a 3.5% CAGR through 2023.<sup>2</sup>

## Packaging permeability

Common packaging types in the candy industry include aluminum, foils, plastics, and metals. While solid construction packaging creates an impermeable barrier that prevents ink from penetrating through the package to the food, most flexible packaging allows the opportunity for migration. It is important to take this potential permeability into consideration when selecting an appropriate ink for flexible packaging coding.

## The Swiss Food Packaging Ordinance

Regulations passed by the Swiss government, known as the Swiss Food Packaging Ordinance SR 817<sup>3</sup>, set the world's most stringent standards in food packaging, which has a major effect on the candy industry. The Swiss Food Packaging Ordinance went into effect on May 1, 2017, and it establishes requirements for substances used in food packaging, including inks that may migrate into food and then the human body. Annexes 2 and 10 list permitted substances for the production of packaging inks. This is the first time a government regulation explicitly lists the ingredients that are allowed in overall packaging composition.

<sup>1</sup> <https://www.packagingstrategies.com/articles/90259-packaging-outlook-2018-flexible-packaging-overview>

<sup>2</sup> <https://www.mordorintelligence.com/industry-reports/candy-market>

<sup>3</sup> <https://www.blv.admin.ch/dam/blv/en/dokumente/lebensmittel-und-ernaehrung/rechts-und-vollzugsgrundlagen/lebensmittelrecht2017/anhang10-verordnung-materialien-kontakt-lm-gg.pdf.download.pdf/Annex-10-ordinance-fdha-materials-and-articles-intended-to-come-into-contact-with-food-stuffs.pdf>

## Ink migration and flexible packaging

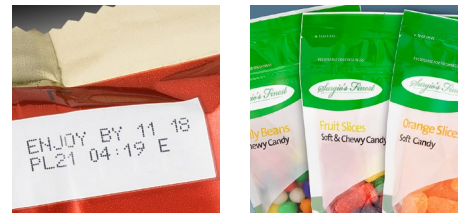
Beyond packaging composition, the same care is required for inks applied to flexible product packages. Under the Swiss Food Packaging Ordinance, inks are only deemed safe if migration of ink substances to food is impossible due to the following conditions:

- The packaging material itself does not come in contact with the food (e.g. shipping cases and cartons)
- The packaging material can be considered impermeable (e.g. glass or metal)
- Other testing or modeling data confirms migration is not possible

Many flexible packaging types may not meet these conditions and will require inks that are composed of only legislation-permitted substances.

## Impact to the candy industry

In recent years, the number of governmental regulations and industry standards have multiplied and become more restrictive than ever before. As multinational brands are required to comply to this new ordinance, it is expected that many other brands will follow suit to implement best practices and to help ensure consumer safety.



## The Bottom Line

Packaging trends change quickly, as do regulatory requirements. At Videojet, we work hard to stay ahead of these changes, and we develop products to address the unique needs of our customers and their consumers alike. Videojet iQMark™ certified ink and supply products are designed and manufactured to maximize contrast, adhesion, and production uptime, while also meeting safety, environmental, and regulatory requirements. Additionally, we offer dedicated expertise to help our customers select, test, and implement coding solutions that best meet their needs.

Ask your Videojet representative for more information about our iQMark™ certified products.



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