

# THÀNH PHÚ'S TECHNOLOGY PARTNERSHIP

for full PE recyclable packaging solutions to help meet the market's sustainability needs



## Challenge:

Address market demand for recyclable packaging solutions.

Thành Phú Plastic Packaging Co. is a family-owned and operated flexible packaging manufacturer based in Ho Chi Minh City, Vietnam. Founded in 1992, the company has grown from 20 workers into almost 600 employees over the past 30 years. Focus of their development is and has been the market demand for recyclable alternatives to conventional laminated film structures.

Since 2007 W&H and Thành Phú gradually developed together with W&H's technology, service & process support to a full value chain partner across blown-film extrusion, including MDO technology, gravure and CI Flexo presses. Recently B&B Verpackungstechnik, also partnered with Thành Phú and W&H to provide German bag making technology to produce fully recyclable MDO PE large-format flat bottom bags.

"We have successfully evolved our Veloflex™ solution into a full range of products that support a circular economy," said Alex Dam, Executive Vice President, Thành Phú. "We have continually worked to address market demand for recyclable laminated structures from general to barrier applications. And we truly appreciate our customers' enthusiasm for our sustainable solutions, demonstrated by their adoption of our full PE packaging."

## Solution:

Utilize W&H's and B&B's technology to create mono-polyethylene-structure recyclable\* bags.

As society is increasingly requesting packaging solutions with sustainability benefits, the collaboration continues to yield innovations. Combining state-of-the-art converting technology from both W&H and B&B, Thành Phú has been pushing packaging design boundaries by implementing full PE packaging into various applications and packaging formats. Thành Phú was recently awarded by the European Rotogravure Association (ERA) with the Gravure Award for Sustainable Packaging for double-in-register varnish (matt & sandpaper) with a reverse printed fully recyclable flat bottom bag.

"Together with Thành Phú we have developed for more than 15 years a very close partnership across W&H's entire solutions for extrusion and printing and look forward to enhance our collaboration further" said Michael Fischer, W&H CEO Asia-Pacific. Jörn-Peter Bäumer, Managing Partner B&B, adds "We are convinced that Thành Phú's new B&B investments will be a great success to develop more sustainable bag making applications and look forward to grow our partnership"

Let's look at Thành Phú's, W&H's and B&B's significant achievements on the journey towards creating packaging solutions with sustainability benefits.

\*Recyclable in communities with facilities in place to collect and recycle plastic film



Production video of MDO PE bags:  
[www.wh.group/int/en/company/k2019/all\\_pe\\_pouch/](http://www.wh.group/int/en/company/k2019/all_pe_pouch/)



Learn more about bag making machines:  
[www.bub-group.com/en/bag-making-machines/](http://www.bub-group.com/en/bag-making-machines/)



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FULL SIZE  
STAND UP POUCH

- Doypack® SUP with see-through window
- Up to 3 kg content weight



SMALL AND MEDIUM SIZE  
FLAT BOTTOM BAG

- Flat bottom bag
- Zipper reclosure option
- Up to 5 kg content weight



LARGE SIZE  
FLAT BOTTOM BAG

- Flat bottom bag
- Zipper reclosure option
- Up to 25 kg content weight

## Windmüller & Hölscher

a family owned company, is world leader for machinery and systems for the manufacturing and converting of flexible packaging.

The product portfolio includes high-performance machines for film extrusion, printing and converting. World-wide 3100 employees create optimal solutions for the individual production tasks of flexible packaging. W&H's Hub Asia-Pacific has grown to 160+ employees, incl. 85 service engineers, who serve more than 12 countries locally.

In 2020 the W&H Hub Asia-Pacific reached sales of ~160 Mio. EUR and continues its decentralization & strengthening of support into the local markets.



EXTRUSION

PRINTING

## B&B Verpackungstechnik

as an owner-managed company has been known globally for more than 50 years as an innovative manufacturer of bag making, pouch and packaging machines.

“Perfect packaging made in Germany” is closely linked to their success story. High reliability, long service life, perfect integration capability, flexibility and outstanding product efficiency are apt machine descriptions. Furthermore B&B knows exactly how to develop machines that use less energy and material.

Thanks to short decision-making processes, the company can always work flexibly and purposefully on the implementation of customer-specific solutions. This leads to innovations like inline spout insertion or robot packaging.



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