PRESS NEWS

ANDRITZ Customer Day 2027: Building a sustainable packaging ecosystem together

ANDRITZ will host the Sustainable Packaging Days 2027 on March 18–19, 2027, at the ANDRITZ France facility in Montbonnot, France. The event will bring together brand owners, converters, packaging producers, researchers, and technology providers to explore how renewable fibers and advanced production technologies can drive the transition away from fossil-based packaging materials.

The transition toward more sustainable products and packaging is gaining momentum worldwide, driven by ambitious sustainability goals, new regulations and growing demand for renewable and circular solutions. In the EU, for example, all packaging must be recyclable by 2030, while global initiatives are pushing for greater reuse, recycling and alternatives to fossil-based plastics. Cellulose can play an important role in this transition, offering renewable and recyclable opportunities across packaging, nonwovens and textiles.

Collaboration across the entire ecosystem is key to driving this development forward. The Cellulose Valley Chair gathering in Grenoble in October is one recent example of how industry, academia and research are connecting around cellulose-based innovation.

For ANDRITZ, cellulose is more than a raw material. It is the common thread connecting expertise across pulp production, nonwovens, textiles, and packaging. From fiber processing technologies to innovative molded fiber applications, cellulosic fibers create opportunities to replace fossil-based materials with renewable and recyclable alternatives. This supports the company's broader sustainability ambition: by 2030, more than 50% of total revenue is targeted to come from environmental impact solutions.

BEYOND MOLDED FIBER: A BROADER VISION FOR SUSTAINABLE PACKAGING

While Dry Molded Fiber technology is a key focus of the event, the Customer Days take a broader view of sustainable packaging innovation.

Particular attention will be given to cellulosic pulp, one of the most promising renewable resources for recyclable and compostable packaging solutions. Drawing on decades of experience in the pulp, paper, and tissue industries, ANDRITZ will demonstrate how expertise from these sectors supports the growing demand for sustainable packaging products.

Beyond pulp-based solutions, attendees will also discover how bast fibers such as hemp and flax can expand sustainable packaging opportunities. Leveraging ANDRITZ expertise in fiber preparation and airlay technologies, these rapidly renewable fibers can be transformed into innovative protective packaging materials offering excellent cushioning performance and a low environmental footprint.

CONNECTING THE INDUSTRY

Developing the next generation of sustainable packaging requires collaboration across the entire ecosystem, from pulp producers and technology providers to converters, brand owners, recyclers, and researchers. As a technology partner with proven expertise in pulp and tissue production, fiber processing, nonwoven roll goods, converting, and dry molded fiber technologies, ANDRITZ helps customers unlock the full potential of cellulose-based materials, accelerating the journey from innovative concepts to industrial-scale packaging solutions.

A SHARED VISION FOR SUSTAINABLE PACKAGING

The conversations and partnerships emerging from initiatives within the industry underline a common ambition: creating an integrated industry network that enable scalable, high-performance, fiber-based products.

Cellulosic fibers are already demonstrating their versatility across a broad range of applications, including packaging, hygiene products, textiles, and nonwovens. As technologies continue to advance, their role in replacing fossil-based materials is expected to grow even further.

CONTINUING THE JOURNEY AT ANDRITZ IN MONTBONNOT

Across two days, the Sustainable Packaging Days 2027 will combine expert presentations, round-table discussions, technology sessions, start-up insights, pilot-line demonstrations, and networking opportunities focused on sustainable packaging, molded fiber technologies, and cellulose-based innovation.

The program will connect perspectives from across the entire ecosystem and translate material and process innovation into practical packaging applications.

Over the coming months, we will share additional insights and highlights leading up to the event, showcasing how collaboration across the cellulose industry is helping shape the future of sustainable packaging.

Creating Growth that Matters. Through innovation, sustainability, and collaboration across the entire ecosystem.

CUSTOMER DAY AGENDA PREVIEW
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Day 1 | Sustainable Packaging Ecosytem
- Round-table discussion with industry experts
- Insights from the pulp and tissue industries
- Molded Fiber, Airlay and bast fiber technologies
- Sustainable packaging applications and market challenges
- Interactive Q&A sessions and networking

Day 2 | Innovation in Action
- Start-up showcase and industry insights
- Pilot-line demonstrations for Dry Molded Fiber solutions
- Technology tabletop sessions with ANDRITZ experts

A unique opportunity to explore the latest fiber-based packaging innovations and connect with stakeholders from across the industry landscape.

DO YOU HAVE INTEREST TO JOIN THE CUSTOMER DAY SUSTAINABLE PAKAGING?
Write an email with your business card information to gersende.calatayud@andritz.com or bernd-hendrik.nissing@andritz.com to reach out for the official invitation.