



XSYS

Print solid. Stay flexible.

A Path to Global Sustainability

A New Chapter of Flexo Plates

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Technical Director Asia-Pacific

Plastics and micro-plastics in the environment



12 million tonnes of plastic finds its way into the ocean every single year
By 2050 there will be more plastic in the oceans than there are fish (by weight)

Source: earthday.org

Plastics and micro-plastics in the environment



Water sample from Chaopraya river, Bangkok (August 2023)

Lombard Odier

**Swiss bank hires
Chief Nature
Officer to develop
new nature-
positive investment
products**



Marc Palahi
Forest & Circular
Bioeconomy expert



The future of recycled carton is beautiful



Images from the Milan Design Fair 2022



The future of recycled carton is beautiful



**The world's first sports shoe
made of recycled cartons**

The World is Changing

What's driving change now?

What's driving change now?



The Connected Package

XSYS

Print solid. Stay flexible.



The Connected Package

Value chain monitoring

Data collection – customer understanding



Tracking of individual products

Transparency

Connection between brands and consumers

Waste reduction – Sustainability and Circularity

52% of consumers worldwide claim to have changed their shopping habits due to concerns about global warming and the environment.



Wunderman Thompson,
June 2023

89% of consumers in Asia Pacific believe that they can positively impact climate change by changing their lifestyle.



Dentsu & Kantar,
January 2023

BUYING = VOTING

Just a Yogurt



VS.

Yogurt that
helps refugees
find jobs



84% of respondents globally are more inclined to buy from a brand whose values align with their own. That figure jumps to over 90% for Gen Z.



**Yotpo,
March 2022**

What's driving change now?



GREENWASHING

/ˈɡri:nwɒʃ/ • noun

behaviour or activities that make people believe that a company is doing more to protect the environment than it really is

More than half of Thai executives admitted their organizations overstated or inaccurately represented the impact of their sustainability initiatives.

➤ **Google,
April 2023**



Coke Sponsoring COP27 Is the Definition of 'Greenwashing,' Activists Say

Revealed: more than 90% of rainforest carbon offsets by biggest certifier are worthless, analysis shows

SHEIN



Shein, Nike, Adidas questioned over forced labour practices in China

ZARA

Clothes made from 'carbon emissions': Why Zara's new line is just more greenwashing

H.M

Quartz investigation: H&M showed bogus environmental scores for its clothing



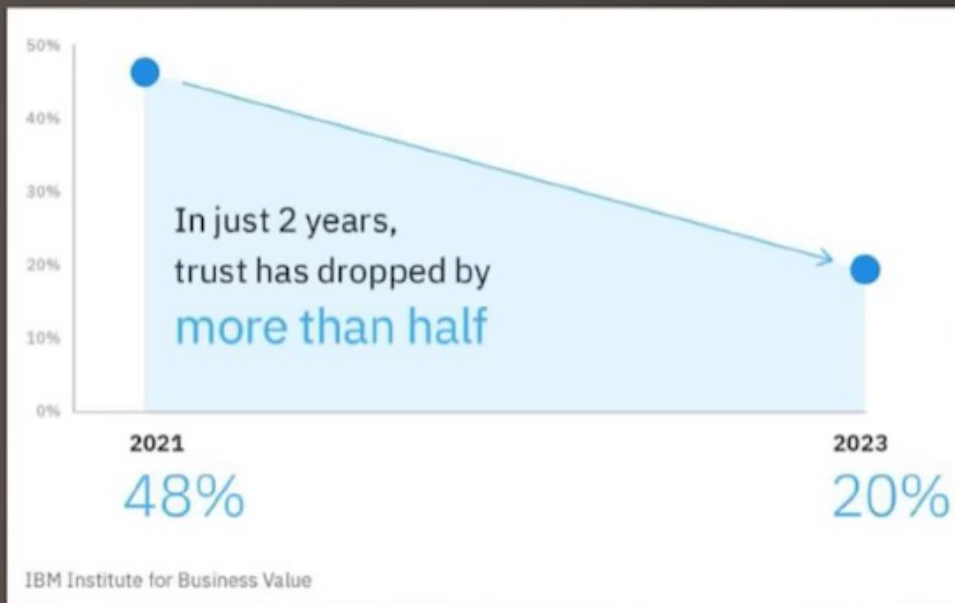
Oil giant Shell accused of 'greenwashing' and misleading investors

L'OREAL

L'Oréal, P&G and L'Occitane accused of greenwashing in new findings



Plummeting consumer trust in corporate sustainability statements:





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L'Oréal, P&G and L'Occitane accused of greenwashing in new findings



EU proposes Green Claims Directive to combat greenwashing

Green Deal: New law to fight global deforestation and forest degradation driven by EU production and consumption enters into force



New Greenwashing Regulations in Asia Pacific

US to update anti-greenwashing code with focus on the circular economy



The World's Most Trusted Business Sustainability Ratings

From Risk to Impact: The Only Universal Sustainability Ratings & Intelligence Solution

EcoVadis helps you manage ESG risk and compliance, meet corporate sustainability goals, and drive impact at scale by guiding the sustainability performance improvement of your company and your value chain.



1.6M+
Companies
Screened



100,000+
Companies
Rated



175+
Countries



200+
Industries

What's driving change now?



**7 out of 10 employees
worldwide want their job to
have a meaningful societal
impact.**



**Edelman,
August 2022**

30% of Thai employees are likely to change employers in **2023**, much higher than last year's results (**13%**).



PwC,
June 2023



Forbes

How The Rise Of Employee-Led Activism Is Changing Expectations Of Leadership

The Guardian

Corporate Amazon workers walk out over climate goals and return to office

SOCIAL ENTERPRISES

Ben & Jerry's became one of the first companies in the world to make a social mission integral to its business.

ROLE: Profit + social impact

SUSTAINABILITY ERA BEGINS

On Black Friday, in 2011, Patagonia urges shoppers to consider the environment and only buy what they truly need.

ROLE: Reducing environmental impact

PURPOSE-DRIVEN BUSINESS

Profits and Purpose: Larger corporations go from profit to purpose & from shareholders to stakeholders.

ROLE: Serving a purpose and all stakeholders

New Roles:

- Turning buying into building a better world
- Building trust with real sustainability transformations
- Helping employees find true meaning in their work

Flexo Plates & Sustainability



Environmentally friendly raw material

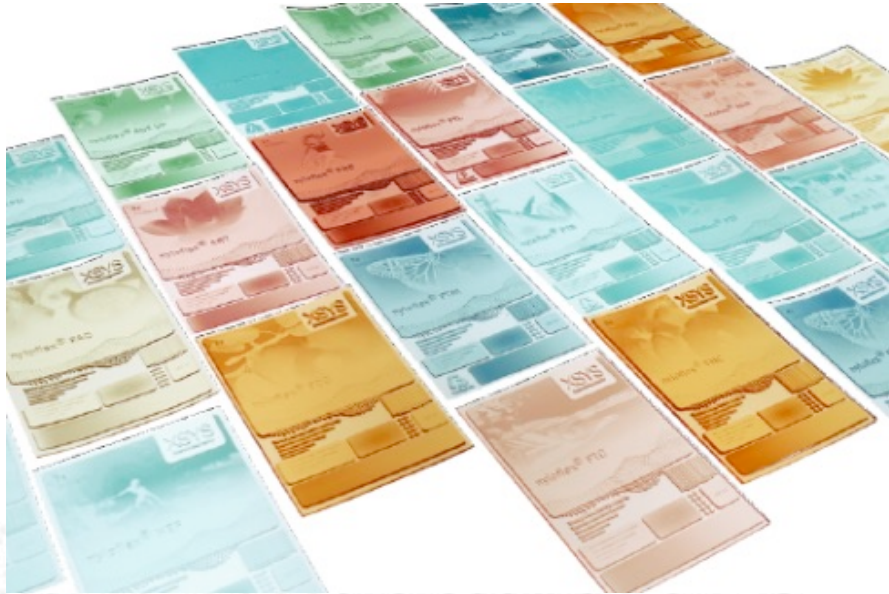
Elimination of waste in manufacturing process

Increasing the plate longevity / reusability of the plates

Thermal Flexo plate processing

Reducing press waste

Flexo Plates & Sustainability



Environmentally friendly raw material

Elimination of waste in manufacturing process

Increasing the plate longevity / reusability of the plates

Thermal Flexo plate processing

Reducing press waste



Flat Top Dot Family

Reduce cost, save time and increase our productivity and consistency

- + Photopolymer flexo plates with inherent flat top dots
- + Easy creation of flat top dots with standard processing equipment
- + Less dot gain tolerances - on press the flat top dots are less impression sensitive than standard digital dots resulting in improved production consistency
- + Reduce cost, save time: No additional equipment, no time consuming LED exposure or any consumables required



Thermal Processing

A new generation of thermal processing

- + A complete and reliable solution for thermal processing
- + nyloflex® Xpress Thermal plates are available as flat top dot plates and as round top dot plates
- + See detailed information in the nyloflex® Xpress brochure



Anti Ink Filling (AIF)

- To avoid ink filling in flexible packaging printing
- Reduce press stop for plate cleaning

**Sustainability is moving from
the CSR & marketing
department into the
boardroom...**



72% of executives globally say ESG (environmental, social and corporate governance) needs to be a higher priority in their organization.



**IBM,
April 2023**

How about SME?



Where do I start?

- Looking inside
- Looking outside
- Let's get started and keep going!



The best time to
plant a tree was
20 years ago.
The second best
time is now.

-Chinese Proverb

