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Ashland white paper examines flexible food packaging safety in US and EU

Rapid industry growth means roles and responsibilities for safe packaging are changing across the entire supply chain

DUBLIN, Ohio - Rapid innovation and quick consumer acceptance are driving record growth in flexible packaging. But this growth is also causing the industry to outpace updates to safety regulations from governing bodies in the United States and the European Union. The gap could put food manufacturers, packaging converters, materials suppliers at risk - exposing them to recalls or legal action from consumers. Ashland (NYSE: ASH), a leading supplier of adhesives and coatings used in flexible packaging, has published a white paper to help educate the industry about the perils of the current environment. The paper is available as a free download from www.ashland.com/wp/safepackaging.

"Everyone is asking questions about rights, roles and responsibilities," said author Dr. Joseph Spinnato, regulatory compliance manager, Ashland. "This white paper will help everyone across the supply chain understand how they can work together to minimize the risks posed by the changing landscape. It also offers a process outline, along with supporting data, for how to properly use migration studies during packaging development to help determine if products are fit for use."

The white paper addresses technology trends, such as the use of ultraviolet (UV), electron beam (EB) and UV light-emitting diode (LED) radiation-curable materials. It also provides insights on regulations from the Food and Drug Administration (FDA) and the European Food Safety Authority (EFSA).

"There is no room for assumptions when it comes to consumer safety," said Cindy Fruth, industry manager, laminating adhesives & coatings, Ashland. "Companies can't afford the financial hit from a recall, nor can they afford to lose the public's trust in their brand."

Material suppliers must be cognizant of the potential hazards their products may bring to the food packaging. This can only be done by knowing the components of the raw material supply chain, their conditions of use, the types of food to be packaged, and the migration potential of the packaging components. This white paper provides insight to this critical process.

About Ashland

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