

CASE

Lamiflex drives sustainable packaging through circular solutions

Packaging materials are often treated as waste rather than valuable resources – a structural challenge that limits recycling and increases environmental impact. In a market shaped by cost pressure, material intensity and fragmented recycling systems, Lamiflex sees an opportunity to rethink how materials are used and recovered.



About Lamiflex

Lamiflex is a Swedish provider of protective packaging solutions, specialising in stretch film and edge protection for mainly the steel, aluminium and cable industries. Through product innovation, recycling systems and local production capabilities, the company supports customers in reducing material use, lowering costs and improving sustainability performance.

Lamiflex develops protective packaging solutions, including stretch film and edge protection, helping customers improve both operational efficiency and sustainability performance. By integrating sustainability into its core business model, the company enables customers to reduce material use, lower costs and minimise environmental impact.

From waste to resource – building circular flows

A key challenge in the industry is that packaging materials are rarely recycled to their full potential. This is particularly evident in the US, where large volumes are still sent to landfill.

“We often need to educate both our customers and their end customers,” says Patrik Toivonen, Global Sourcing & Supply Chain, Sustainability, Product Development at Lamiflex. “Awareness has historically been low, so part of our role is to show what is possible from both a sustainability and cost perspective.”

To address this, Lamiflex has invested in building circular material flows, including establishing a manufacturing unit in the US. This enables local recycling and reduces dependency on virgin raw materials. “By developing local production and recycling capabilities, we can increase recycling rates while improving cost efficiency,” Adrian Roberts, CEO at Lamiflex.

◆ Lamiflex wins Priveq ESG Award 2026 ◆

For demonstrating how sustainability can be embedded at the core of a business model and translated into tangible value creation. Through circular solutions, material innovation and close customer collaboration, Lamiflex has successfully combined reduced environmental impact with improved efficiency, cost savings and strengthened market positioning. This integrated and execution-focused approach makes Lamiflex a leading example of how ESG can drive long-term value.

Sustainability as a driver of business value

At Lamiflex, sustainability is embedded in the business strategy and influences investment decisions, sourcing and product development.

“Our sustainability work is not a separate track – it is part of how we run the business,” says Patrik. “For initiatives to gain traction, they must also make business sense.”

A clear example is the increased use of recycled polyethylene in stretch film, reducing resource consumption while maintaining performance. volumes, customer participation and CO2 savings.

“We measure how much material we recover and the impact compared to traditional alternatives,” says Patrik. “That makes the value tangible, both for us and for our customers.”

“We operate in a market where packaging is still widely seen as disposable.”

Adrian Roberts, CEO

Regional drivers of sustainability

Drivers for sustainable solutions differ across markets. In Europe, regulation and corporate responsibility play a larger role, while in the US, cost efficiency is often the primary entry point.

“In the US, the business case is crucial,” Adrian says. “If we can demonstrate cost savings, sustainability becomes a natural part of the decision.”

This alignment between sustainability and profitability has been key to scaling initiatives across regions.



Enabling customers to act – and report

As demand for sustainability data increases, Lamiflex supports customers with measurable insights into environmental impact.

“Large customers increasingly request data on CO₂ impact and recycling volumes,” says Patrik. “We provide that as part of our offering, enabling them to integrate it into their reporting.”

By linking operational performance to measurable outcomes, Lamiflex strengthens its position in customer dialogues and contributes to improved transparency across the value chain.

Technology, innovation and the path forward

While progress has been significant, technical challenges remain, particularly in increasing the share of recycled material in certain applications. Looking ahead, Lamiflex plans to further scale recycling volumes in the US and continue developing its production capabilities.

“Our ambition is to gradually increase the share of recycled materials across our portfolio,” Adrian adds.

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Patrik Toivonen, Global Sourcing & Supply Chain, Sustainability, Product Development

Sustainability beyond the environment

Lamiflex also works actively with social and governance aspects, including diversity and safer working environments.

“Automation and less physically demanding processes make it possible for more people to work in these roles,” Adrian says.

Internally, the company is working to improve gender balance across both production and management, with positive development already visible.

A recognition of integrated sustainability

Lamiflex was awarded Priveq’s ESG Award 2026 in recognition of its systematic and business-driven approach.

“This is a strong confirmation that what we are doing matters,” says Patrik. “We combine environmental impact with clear customer and business value.”

