



packbridge



Ministry of Economy and Industry  
Foreign Trade Administration



ISRAEL EXPORT INSTITUTE

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# Israel Sustainable Packaging

February 4th, 2021

10.00 – 11.30

10.00 – Emelie Olsson, Innovation Skåne - Introduction

10.10 – Olof Nyström, Packbridge - Trends & Developments in the Nordic Packaging Industry

10.30 – Dr. Dorit Rozen, CTO, The Kitchen - Innovations in Israeli food packaging

10.50 – Evigence - [www.evigence.com](http://www.evigence.com)

10.55 – Greenspence - [www.greenspence.com](http://www.greenspence.com)

11.00 – R.O.P - [www.rop-ltd.com](http://www.rop-ltd.com)

11.05 – TIPA - [www.tipa-corp.com](http://www.tipa-corp.com)

11.10 – W-Cycle - [www.w-cycle.com](http://www.w-cycle.com)

11.30 – Summary and End of Program





# EVIGENCE SENSORS®

[EVIGENCE SENSORS®](https://evigence.com/) provide brands, retailers and consumers a new way to monitor the shelf life of perishable products in real time. These revolutionary, low cost Visual Freshness Sensors are designed to indicate the true shelf-life of the product they are monitoring. They can be calibrated to suit all food and beverage types, whose shelf lives are affected by temperature, including proteins, produce, dairy products, baked goods and more.

Website - <https://evigence.com/>





# GreenSpense™

[GreenSpense](#) is bringing to market the first gas-free and cost-effective alternative to aerosol packages that eliminates their environmental, health and safety issues, opens a new world of recyclable packaging design and differentiation opportunities for brands and can be seamlessly implemented on existing production lines.



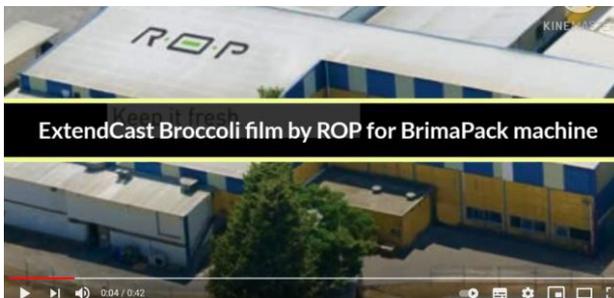


# ROP

[ROP](#) is a privately owned, reputable, low-tech yet innovation-oriented, vertically integrated manufacturer of cast polypropylene-based packaging material with production facilities in Israel and the Check Republic.

ROP services the entire industry with roll stock and pre-made bags, super clear or full-color printed. The company is a world leader in development, production and marketing of advance packaging solution for the fresh produce industry.

Following its environmentally consciousness philosophy the company focuses on development of modified atmosphere, modified humidity packaging which enables preserving the freshness and reducing waste using recyclable materials.





TIPA®, an Israeli startup co-founded in 2010 by Daphna Nissenbaum, develops and produces fully compostable flexible packaging through breakthrough technology. TIPA® offers viable solutions for the replacement of conventional flexible plastic, covering a wide array of applications -- from fresh produce to apparel -- and ensuring that packaging requirements are met in terms of durability, transparency, print and barrier. TIPA® packaging emulates conventional plastic with a certified fully compostable end-of-life, undergoing the same degradation process as organic matter. TIPA® is a company tackling the plastic issue head-on, with an active preventative solution to end conventional flexible plastic accumulation and pollution.





# w-cycle

naturally replacing plastic

W-Cycle. Finally, a no-compromise solution to food grade compostable packaging.

We created and patented a compostable, non-coated food packaging solution from a new material called SupraPulp™.

SupraPulp™ packaging can be used for hot, wet and greasy foods. It will not leak nor absorb liquids and oils. You can heat food in SupraPulp™ in up to 270°C and freeze it in as low as -40°C.

