

## **Gold**

### **Innovative Printing Technology Prints Directly on Rigid Containers**

*Plastipak Packaging, Inc. – USA; Contributor: P&G - USA*

Plastipak's Direct Object Printing is an innovative solution for printing ink directly onto a package. This technology eliminates the need for label substrates, reducing labels and glue from landfills and recycling streams and simplifying the supply chain. This environmentally-friendly process offers print-on-demand with unlimited graphic design capabilities. Speed to market is increased because printing plates and drums are not required. Manufacturing flexibility is increased because the system can print on different bottle sizes and shapes and can even print on the shoulder of any plastic container or print full-panel graphics.

The carbon footprint associated with manufacturing and transporting labels, glue and raw material components is avoided. Additionally, the UV ink used in printing is environmentally friendly with no VOC (volatile organic compounds).

***Won for Technological Advancement and Responsible Packaging***