

BRINGING FLEXI BACK

Turkey's leading flexible packaging company, Bak Ambalaj, has produced printed, unprinted and laminated flexible packaging, predominantly for food and beverage applications, since 1973. To cement itself amongst Europe's flexible packaging elite, Bak Ambalaj aims to reach more customers by offering high-quality products and services, underpinned by healthy, sustainable growth. Jack Salter reports.

Bak Ambalaj's flexible packaging operations take place across five modern production facilities in the Izmir Atatürk Organised Industrial Zone (IAOIZ), one of the largest and most modern organised industrial zones in Turkey.

Flexible packaging is produced, adding value to a wide variety of substrate materials, including plastic films, paper and aluminium foil, ideal for retail food packaging as well as non-food packaging applications such as pet food and cosmetics.

Bak Ambalaj produces printed, unprinted and laminated flexible packaging for more than 200 customers in over 40 countries, mainly across Western Europe and the United States; it boasts a proven track record of product quality in the global marketplace.

"By focusing on customer satisfaction, quality and adopting a sustainable approach, we are on our way to becoming a global company that creates value in each initiative," said Mehmet Emin Bozdağ, General Manager at Bak Ambalaj.

Through the implementation of a continuous investment strategy, Bak Ambalaj has steadily increased its production capacity and product portfolio - more than 70% of which is exported to foreign countries - representing a major contribution to Turkey's domestic export activities.

With additional warehouse capabilities in Europe and the US, the company quickly delivers across the globe and offers customers a wide range of logistics solutions, including door-to-door deliv-



eries worldwide in collaboration with leading logistics partners, as well as other services such as central storage and consignment inventory management capabilities.

"With the help of our geographical location, we promote the logistics side of our business to provide both convenience and speed to our customers," Mr Bozdağ added.

Creating the perfect packaging

Bak Ambalaj, a vertically-integrated subsidiary of parent company Bakioglu Holding, is making rapid progress towards being a global brand in the packaging industry, and in the medium- and long-term, it is aiming for a permanent place amongst the leaders of the sector in Europe.

To do so, the company aims to reach more customers with its high-quality flexible packaging products. From bakery and biscuits, dry foods and powders, to snacks and nuts, coffee and tea,

Bak Ambalaj has a flexible packaging solution for almost any food and beverage product on the market.

As a particularly prominent provider of food packaging, the company serves the market with a wide range of solutions including laminated and printed multi-layered film and foil substrates.

With macro, micro and laser perforation capabilities, the company also provides premium packaging that preserves and guarantees the quality of fresh foods, such as fruit and vegetables, courtesy of flexo or rotogravure technologies.

Bak Ambalaj has become one of the few plants which can apply polyethylene rotogravure printing processes and has fully met the ever-increasing expectations for flexo printing thanks to its G7 Master Colorspace Certificate (Absolute), which the company obtained in July 2021.

"We are the first and only organisation ever in Turkey to receive the G7 Master Colorspace Certificate (Absolute) in flexo."



ography and have gained a position as one of the exclusive companies in the international market," acclaimed Mr Bozdağ. "As a result, we are one step closer to creating the 'perfect packaging in every way', which we aim for with our understanding of continuous development and sustainability.

"In addition to our investments made in rotogravure, flexo and lamination machinery this year, we are planning to increase our capacity even more with targeted investments in 2022," he revealed.

Innovative approach

As an Executive Committee Member of Flexible Packaging Europe, a leading European organisation representing the interests of the flexible packaging sector, Bak Ambalaj continues to contribute to industrial developments across Europe.

High quality and full customer satisfaction are the key driving forces behind the company's innovative approach, whose multi-disciplinary, experienced and dynamic R&D team - working in the first ministry-approved R&D centre in its sector in Turkey - combine creativity, enthusiasm and technical know-how to assist customers with discovering sustainable, reproducible and cost-effective solutions.

Chemical, thermal, barrier and mechanical analysis, meanwhile, can be performed at Bak Ambalaj's wide range of R&D testing facilities. Research is being conducted on a continuous basis by the company in order to innovate and create added value for customers, business partners and shareholders.

"We emphasise our R&D operations provide the best solutions for customer demands, and take pride in being an industry pioneer within numerous fields," stated Mr Bozdağ, who noted that



duction processes and raw materials whilst closely following the latest in scientific and environmental advancements as part of the circular economy. Bak Ambalaj is committed to 100% environment-friendly production and further carbon footprint reductions, as evidenced by its investment in two solvent recovery plants.

"Bak Ambalaj looks into and applies new methods to reduce waste and increase recycling during new product design activities and the development of existing products," said Mr Bozdağ. "We are aware of the carbon footprint that results from our products, so we are doing all that we can to decrease it."

The Aegean Forest Foundation is one of Bak Ambalaj's key stakeholders in this regard, initially established by the company in 1995 to contribute to reforestation efforts in the city of Izmir. The foundation today aims to leave a more inhabitable world for the next generation by planting 12 million trees.

Bak Ambalaj has also enrolled in the Carbon Footprint Project, fuelled by a belief that the flexible packaging industry should be a leader in the battle for a better ecological environment and therefore should set an example in striving for a low-carbon economy.

Through the Carbon Footprint Project, Bak Ambalaj aims to achieve carbon footprint certification from Carbon Trust, a global leader in carbon management and a partner in the project. Other aims of the project include the integration of sustainable product development, the optimisation of production processes, and the improvement of sustainable packaging through continuous innovation.

Furthermore, as it is the first Turkish shareholder in the Ceflex initiative to boost the performance of flexible packaging in a circular economy, and part of the US-based Sustainable Packaging Coalition, Bak Ambalaj adheres to a sustainable approach throughout the production process.

With the help of these international stakeholders in the field of sustainability, Bak Ambalaj supports customers in transforming their product lines through sustainable means.

"We have been awarded with the I-REC zero carbon emission green electricity certificate, accrediting the fact that the electricity we consume is produced from 100% renewable resources," Mr Bozdağ shared. "We make it a must to comply with our own sustainability policies to reduce our carbon footprint," he concluded.

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