



Sabert joins Alliance for Fibre-Based Packaging to support UK's waste and recycling ambitions

“We are proud to be working with other businesses across the fibre-based packaging value chain.”

Sabert Corporation Europe has become a founding member of the newly formed Alliance for Fibre-Based Packaging, which has been created to provide an expert voice for the fibre-based packaging industry in the development and implementation of waste and recycling policy the UK.

Other members of the new organisation include: McDonald's; Costa Coffee; M&S; Huhtamaki; Seda; Benders; Colpac; Sonoco; ProAmpac; Coveris; Graphic Packaging; and the European Carton Makers Association (ECMA).

“We are proud to be working with other businesses across the fibre-based packaging value chain,” says Alex Noake, Senior Vice President and Managing Director of Sabert Corporation Europe. “The Alliance will focus on the benefits of fibre-based and fibre-based composite (FBC) packaging, which perform critical packaging functions to protect food and other consumer goods, provide consumer safety and hygiene, and enable convenience and efficiency.”

The Alliance has been created at a critical time for the development of waste and recycling policy in the UK, with the introduction of Packaging Extended Producer Responsibility (pEPR) this year and the ongoing implementation of Simpler Recycling, which will standardise business and household recycling collection across England.

The Alliance has been established to facilitate representation in the development of pEPR as the UK moves to the producer pays model, ensuring a level playing field between materials; ensure the maximum acceptability of fibre-based packaging within the UK's fibre

collection and recycling system; and provide representation for the fibre-based packaging sector in future recycling and waste policy development.

Setting the gold standard

“Sabert has over 40 years’ experience in manufacturing innovative, value-added products with manufacturing capabilities evolving to include all substrates,” proclaims Alex Noake.

“Over a decade ago, Sabert was the first to bring quality, functional Bagasse Pulp packaging solutions to the European market, setting the gold standard. In 2025 bagasse and paperboard remain at the heart of our R&D efforts as we aim to push the boundaries of what’s possible with fibre-based packaging. We will have some exciting announcements during the year.”

“We put particular emphasis on ensuring that all our foodservice packaging is renewably sourced and fully recyclable – and that wherever possible it contains a high proportion of recycled material. To close the loop, it is essential that as much fibre-based packaging material as possible is collected, sorted and recycled, so we are fully committed to working closely with the Alliance, the UK Government and stakeholders to ensure that the detailed implementation of waste and recycling policies supports this outcome.”

<https://www.sabert.eu/uk/>



Fibre-based packaging solutions from Sabert Corporation Europe.



Alex Noake, Senior Vice President and Managing Director of Sabert Corporation Europe.

For further information, please contact:

Bill Bruce

Suzanne Howe Communications

Tel: +44 (0)2034 680923

Email: bill@suzannehowe.com

Twitter: [@suzannehowecomm](https://twitter.com/suzannehowecomm)

Web: www.suzannehowe.com

Notes for editors

About Sabert

Sabert specialises in manufacturing and marketing food packaging, disposable high-quality tableware and compostable food packaging and tableware. Through various partnerships established with some of its customers, Sabert Corporation Europe commits to develop its products and its production's processes in a sustainable way. With 40 years of experience, Sabert provides innovative, value-added products to the highest quality standards supported by outstanding customer service. We have given ourselves the mission to offer our clients the best guarantees in terms of quality, safety and service. Today, our product solutions fulfill this vision and have earned the trust and loyalty of customers around the globe. As our employees and clients agree, Sabert makes food look great!

About The Alliance for Fibre-Based Packaging

The Alliance for Fibre-Based Packaging provides an expert voice for the industry on key topics relating to fibre and fibre-based composite packaging. We focus on the benefits of fibre-based and fibre-based composite packaging, which perform critical packaging functions to protect food and other consumer goods, provide consumer safety and hygiene, and enable convenience and efficiency to meet today's lifestyle needs.

Instinctif Partners and Dram Communications are acting as the Alliance secretariat.