**Amcor and Flügger introduce paint container with 50% recycled material and a fresh new look**

Danish paint producer Flügger and Amcor launch new packaging solution that reduces virgin plastic use and enhances the customer experience.

**ZURICH, August 19, 2025** — Amcor (NYSE: AMCR, ASX: AMC), a global leader in developing and producing responsible packaging solutions, has launched, in partnership with Flügger, a new, more material-efficient and eye-catching paint container made with 50% post-consumer recycled (PCR) plastic, featuring a custom blue color that aligns closely with Flügger’s brand identity.

The new container is part of Flügger’s strategic ambition to reduce the use of virgin plastic by increasing the share of recycled materials in its packaging without compromising product quality or user experience. It also meets the requirements of several voluntary labelling schemes, such as the Nordic Swan Ecolabel, widely used across Scandinavia.

**Created with recycling and quality in mind**Flügger uses the new container across its product portfolio, serving both professional painters and private customers. Casper Paggio Hansson Felt, communications & culture manager at Flügger, said, "We wanted a solution that delivered on quality and visual appeal, while also being made with recycled materials. Using 50% PCR was a natural choice — it’s a proven packaging solution that we already use for other products, developed in collaboration with Amcor, and it helps us meet the requirements of our eco-labeling schemes."

**Color-matched packaging that supports the customer experience**
In addition to meeting functional and recyclability goals, the new container also supports brand recognition. It helps strengthen the recognizability of the Flügger brand, with a distinctive blue design and colored lids.

“Feedback from both consumers and our retail partners has been overwhelmingly positive — especially in terms of the color,” said Casper Paggio Hansson Felt. “The blue container is visually appealing and the lids in different colors help users quickly identify the right type of paint, which adds practical value, especially for our professional customers.”

**Longstanding partnership enables smooth transition**Amcor has been a trusted packaging partner for Flügger for many years, a long-standing relationship that was instrumental in developing the new solution.

“It made a real difference that Amcor understood our needs and could deliver a high-quality solution,” said Casper Paggio Hansson Felt. “That’s why they were the right partner for this transition.”

The new container was introduced in autumn 2024 and has been rolled-out in Flügger’s markets across Europe and Asia.

**About Amcor**

Amcor is a global leader in packaging solutions for consumer and healthcare products. With industry-leading innovation capabilities, global scale and technical expertise, we help our customers grow and meet the needs of millions of consumers every day. Our teams develop responsible, more sustainable packaging in flexible and rigid formats across multiple materials. Supported by a commitment to safety, ~70,000 colleagues across ~140 countries bring our global capabilities to local customers and provide local access to global brands. Our work is guided by our purpose of elevating customers, shaping lives and protecting the future.

NYSE: AMCR; ASX: AMC [www.amcor.com](https://www.amcor.com/) | [LinkedIn](https://www.linkedin.com/company/amcor/) | [YouTube](https://www.youtube.com/user/amcorpackaging)

**Contact**

amcor@nmpr.co.uk