Packaging Cluster

Report 2025

PACKAGING
CLUSTER

Summary report of the activities and projects carried out by the Packaging Cluster during the year 2025.

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Message from the President

A year marked by a widespread economic advance



As president, it is an honor for me to share with you the **Annual Report corresponding to 2025**. This year has been marked by a generalized advance in the economy, driven by the recovery from various impacts, such as the drought or the energy crisis, and by the positive evolution of the manufacturing sector.

Result of a job well done, the sector in our home has not stopped growing. It should be noted that in the last sector barometer we conducted last year from the cluster, nearly **60%** of companies stated that they had grown, and **80%** expected to do so soon. **Currently, we are also working on a new quantification of the sector** which we will make public next February, but let me advance that the data continues to be good: **In Catalonia, the packaging sector** has more companies, more employment, and growing turnover. These results confirm **the good moment of Catalan packaging**: a solid, competitive industrial sector in constant transformation.

Currently, **we are updating the study of the packaging**

sector together with ACCIÓ and the consultancy Cluster Development. On the one hand, this study quantifies the sector for us, and on the other, **it identifies the trends and challenges** we face.

In order to continue consolidating the cluster, I would like to mention that currently, from the Board of Directors, we are working on the entity's new **Strategic Plan for the next 4 years (2026-2029)**, which works to continue growing, impacting the sector, and above all, continuing to accompany you to face all the challenges we have as companies.

I would also like to remind you that the way we work from the cluster is not only recognized by all administrations (we are part of the **Catalonia Clusters** program of the Generalitat and the **Innovative Business Groups** of the Ministry of Industry since their inception), but its good functioning is also recognized internationally. We were one of the first clusters in Catalonia to obtain the **Gold Label** certification, the highest distinction for clusters at an international level, which we have recently renewed, certifying us as one of the leading clusters in the country.

This report is also a reflection of the rigorous work that has been carried out. Especially noteworthy is the good progress of innovation projects in crucial areas such as digitization and sustainability, as well as the boost in services related to internationalization, training, and the preparation of studies and reports.

All this effort has contributed to the growth of the organization, which currently has **160 members**.

In this report, you will find **a summary of all the initiatives—projects, activities, and services—developed together with our members throughout the year**.

Looking ahead to the next fiscal year, we aspire to continue adding value to the sector, helping companies increase their size, improve productivity, boost innovation, and expand internationally.

Because "doing cluster" is also a very profitable way of "doing business".

1 The Packaging cluster

1.1. Who we are



The Packaging Cluster is a **non-profit entity** that was constituted in 2012 by Catalan companies and today groups more than **160 members**, including companies, knowledge centers, and entities representing the entire value chain of the packaging sector.

The **main objective** of the entity is to help improve the competitiveness of the member companies, with the purpose of solving the challenges of the current context, boosting innovation, and generating new business opportunities.

1.1. Who we are

ACTIONS

As the highest representative of the container and packaging sector in Catalonia, the Packaging Cluster develops under 5 strategic axes, which are:

- The **creation of innovation projects and new business opportunities**.Promotion of collaborative initiatives with public funding support.
- **Strategy and market intelligence**. Showing trends, enhancing strategic changes, and fostering business growth.
- **Boosting international connections**. Guidance to access new markets and expand borders.
- **Training and talent acquisition**. New knowledge with our specific courses with innovative formats.
- **Networking and business cooperation**. Connection with the cluster's value chain to share experiences and best practices. Cooperation with other clusters, administration, and associations to improve market competitiveness.

1.1. Who we are

ACCREDITATIONS OF THE PACKAGING CLUSTER

The Packaging Cluster has positioned itself as a reference entity for the sector in Catalonia, representing the entire value chain, from R&D, circular economy, raw materials, container manufacturers, flexibles, printing, machinery, automation, and end-users.

At the Catalan level, it is recognized by the Catalonia Clusters program of ACCIÓ.

Catalonia Clusters: Granted by ACCIÓ, it aims to boost the competitiveness of the Catalan economy.

At the state level, it is part of the list of Innovative Business Groups (AEI) by the Ministry of Industry and Tourism.

AEI Innovative Groups: Granted by the Ministry of Industry and Tourism. It is oriented towards the execution of innovative projects.

1.1. Who we are

At the international level, the Packaging Cluster is part of the entities recognized for excellence in management through the Cluster Management Excellence accreditation. On the other hand, it is part of the European Cluster Collaboration Platform.

EUROPEAN CLUSTER COLLABORATION PLATFORM

Gold Label: The GOLD “Excel in Cluster Excellence” accreditation is awarded to clusters that demonstrate a high level of professionalism and management. This certification is awarded by the European Secretariat for Cluster Analysis (ESCA). In December 2025, we renewed the certification for the next 2 years.

GOLD Cluster Management Excellence PROVEN FOR CLUSTER EXCELLENCE

In collaboration with:

ACCIÓ Generalitat de Catalunya

GOBIERNO DE ESPAÑA MINISTERIO DE INDUSTRIA, COMERCIO Y TURISMO

European Commission

1.2. Team and Board

Directive board



Martina Font
President
FONT PACKAGING GRUP



Artur Costa
Vice President
GRUPO CARNISA



Pere Coll
Second Vice President
ENPLATER GROUP



Sergi Artigas
Secretary
LEITAT



Armand Marcé
Treasurer
KAO CHIMIGRAF



Hansulrich Zellmer
Vice Secretary
MENSHEN IBER



Santiago Tesi
Member of the board
LECTA



Patricia Berga
Member of the board
ALZAMORA GROUP



Ignasi Montfort
Member of the board
DS SMITH



Núria Betriu
Member of the board
PASTISART



Xavier Pifarré
Member of the board
ABB



Jordi Sahun
Member of the board
COMEXI CTEC

1.2. Team and Board

Team



Àlex Brossa
Cluster Manager



Mònica Riera
European Projects & Entrepreneurship



Judith Martí
Marketing and Communication



Mercè Gorina
Sustainability Project Manager



Carla Lopez-Ilauder
Event Planner



Joana Massaguer
Project Manager

The cluster team serves the members, sized with one person for every 25 members, in order to maintain proximity to the sector and provide good service delivery.

1.3. Strategic Plan 2022–2025

In order to carry out the objectives of the Strategic Plan (approved by the members in the assembly) the Board of Directors monitors the main indicators to guide the entity towards the set challenges.

Below is a list of the 10 monitoring indicators for 2025 of the Packaging Cluster's Strategic Plan, with their respective results:

	INDICATOR	RESULT
1	**Strategic Plan.** Preparation of the proposal for Strategic Plan 2026-2029 and validation by the Board.	Strategic Update Draft and Strategic Plan done. Pending confrontation with the Board and preparation of the final version.
2	**Entity impact.** Annual Report and Packaging Guide. Greater impact in general press.	Annual report published in 3 languages (January). Packaging guide done in web format.

1.3. Strategic Plan

	INDICATOR	RESULT
3	**Seals.** Maintenance of 3 current seals.	Audit prepared and carried out favorably with a higher score than the previous one.
4	**Revenue risk diversification.** Membership fees as primary income, and projects + services > 51%.	Forecast closing 12/31. Membership fees 51% - Projects 39% - Services 10%.
5	**Strategic orientation.** Promote actions to increase the size of companies.	Growth session held. Different sector projects processed at ACCIÓ.
6	**Impact activities.** Packaging Talks and Nit Packaging (Packaging Night). And new activity associated with AI. Packaging Coffees to boost networking. And Prevention Week attractive activity.	Packaging Talks and Nit Packaging program carried out with good attendance and valuation. Prevention Week not carried out due to last-minute impossibility of the company.

1.3. Strategic Plan

	INDICATOR	RESULT
7	**European projects.** Maintenance of European projects as primary income and always having 4 projects underway.	Obtained new European project (satisPHAction). Preparation of 3 other proposals and 1 pending resolution.
8	**Entity revenue and result.** Stabilization at €600,000 revenue and investing the majority in service to the member.	Forecast to achieve revenue of €555,344.85 (95%) with a small positive result (€1K). Remaining revenue (5%) practically obtained but execution postponed to 2026.
9	**Relationship with members.** Have an associative fabric with active members. Visit/meet with half of the members.	Update of indicators for Gold Label audit. Visits and meetings held with different members by the whole team.
10	**Members.** Critical mass growth of associates.	160 members (24 new registrations - 14 cancellations = +10).

1.3. Strategic Plan

THE PACKAGING CLUSTER PROMOTES ITS NEW STRATEGIC PLAN 2026–2029 WITH THE PARTICIPATION OF ITS MEMBERS



cluster

24 October 2025

The Packaging Cluster promotes its new Strategic Plan 2026–2029 with the participation of its partners

The Packaging Cluster promotes its new Strategic Plan 2026–2029 with the participation of its members

The business association is also working on a new study of the sector in Catalonia with ACCIÓ

This Friday, October 24, the Packaging Cluster held a participatory workshop at its headquarters with companies in the sector to define the new Strategic Plan 2026–2029, with the participation of ten representatives from the entire value chain of the packaging sector.

he session, facilitated by Ivan Borrego (IB Corporate Growth), was a collaborative and inspiring space to



1.4. Economic Balance

The entity's income comes from three different sources, which are membership fees **(51%)**, projects obtained through competitive tendering **(39%)**, and services **(10%)**. It should be noted that the majority of the income comes from private sources and the rest is from public sources (state and European).

The intention of the Board is to prepare accounts where practically **the entire income obtained is executed**, to maximize the **service to the member and the sector**. As a service entity, investment in personnel stands out **(55%)**, service providers who accompany us **(44%)**, and finally amortizations and others **(1%)**.

The economic resources of the entity originate from three main channels: contributions from members, projects obtained through competitive tendering, and the provision of services. During the analyzed year, there has been an increase in revenue compared to 2024 of **€32,247.16**, representing a global increase of **+6.11%**.

1.4. Economic Balance

Regarding **membership fees**, which constitute the majority of income, an increase of 5% has been recorded. The year has closed in accordance with the forecast for new registrations, with the incorporation of **24 new members**, placing the billing of fees **3.71% above the initial forecast**.

Regarding **projects**, which represent approximately **39% of income**, **four European projects** have been managed, one of which is a new incorporation, which continues to position us as a well-connected entity internationally.

Regarding **services**, services have been developed for the **local administration**, **training actions**, **international missions** (to Colombia and Italy), investment in **databases** to have quality information, as well as various actions with other clusters that allow generating value activity for the sector.

Finally, it should be noted that the entity works from its inception **without debts** in the short or long term, operating with the **own funds** it has to manage the treasury, which allows for greater economic capacity by not having financial costs. These **accounts are annually audited** and presented to the annual assembly of members for their approval.

10% Services

39% Projects

51% Fees

Incomes

32.247,16 €

1.5. Communication



Judith Marti Porta
Marketing and communication of the
Packaging Cluster

Communication and social networks represent an **essential tool** to amplify the impact of initiatives promoted by the Packaging Cluster and to consolidate our strategic positioning within the packaging sector. For this reason, we have various channels and platforms, both digital and face-to-face, through which the activities, projects, and collaborations arising within the Cluster are made known, thus fostering **constant interaction with our ecosystem**.

The Cluster's communication team, with the support of the agency Lidera Comunicació, began an intense task starting in 2023 to generate genuine, attractive, and relevant content for the packaging community.

Through daily publications on the organization's different channels, the importance of the industry has been highlighted, and the most outstanding innovations of the sector have been disseminated.

1.5. Communication

Social Networks

The Cluster works together with its members to understand what is happening in the world and adapt as quickly as necessary to changes in the environment. In this process, social networks become a complementary tool to achieve this purpose.

Below, some data that exemplifies the magnitude of the Cluster community in the digital sphere is presented.

Web

+9,900 users

Accumulated access to all content generated through the website, reaffirming the portal as a space for consultation and reference for the packaging community.

Newsletter

+800 readers

A loyal audience that receives recurrent information on activities, projects, and sector news.

LinkedIn

12,834 followers

+1,575 followers compared to last year. Continues to be the platform with the most solid community, reinforcing the Cluster's visibility in the professional sphere.

Instagram

+900 followers

+300 followers compared to last year. Third year on the network, consolidating itself as a visual channel to highlight activities, events, and the more creative side of the sector.

X

2,300 followers

+50 followers compared to last year. Maintains a stable and active community in the sector's digital conversation.

Youtube

+200 followers

Progressive growth of the audience interested in audiovisual content, including interviews, projects, and informative sessions.

1. The Cluster

1.5. Communication

Visit to members, Duni Group

Packaging Cluster
13.886 seguidores
11 meses •

Joana Massaguer Colomer, Project Manager del Packaging Cluster s'ha reunit amb el nostre soci Duni Group

En Duni Group, subministren conceptes innovadors per a la taula, així com solucions creatives d'envasat i per emportar, dirigides a professionals i consumidors. Tot el que ofereixen està dissenyat per crear goodfoodmood i és el reflex de diverses dècades d'especialització en materials i disseny. Els productes de Duni, majoritàriament d'un sol ús, estan disponibles en més de 40 mercats de tot el món.

Moltes gràcies a Francesc Enrich, Núria Martínez Petit i a tot l'equip #Duni per compartir amb nosaltres el vostre #coneixement i #experiències. La vostra participació en la cadena de valor del #PackagingCluster és d'una gran importància i valor per a tots nosaltres.

Coneix el nostre soci https://lnkd.in/dS_B7qy4



70 3 veces compartido

Reacciones +62

Business Mission to Bogotá

Packaging Cluster
13.886 seguidores
9 meses •

Primer dia de visites de la missió empresarial a Bogotà, Colòmbia en el marc del projecte GREEN IMPACKT finançat per AL-INVEST Verde: la planta de ESENTTIA productors de PP, HDPE i masterbatch on produeixen pellets 100% rHDPE; i Grupo Plastilene (reciclene) productors de rLDPE per packaging flexible.

Posem cara a tota la delegació europea 👇
Estefania Parra Villarrubia (TRADING FILMS, S. L.), Eva Fité (Eurecat - Centro Tecnológico), Antoni Graupera, Jaume Berengueras Sánchez (tai smart factory), Josep Orozco Martínez (EC-CONVERT), Joan Roig (Leitat Technological Center), Pablo Sosa Domínguez (Oscillum), Ángela Bermúdez (AIMPLAS - Instituto Tecnológico del Plástico), Robert Dichtl ♻️ (kleen hub | TAP&REUSE™ ⚡), Philip Staib (Digi Eye), Lukas Moravek (Sabbia), Giovanni Formentini (Circular Momentum) i Jonathan Moore (WRAP)

Mostrar traducción



2 veces compartido

+22

Presentation of the Meatpack sectorial guide

Packaging Cluster
13.886 seguidores
10 meses •

Coneixes les dades de la Guia sectorial MEÆTPACK? 🔍

L'estudi, finançat per l'Agència de Residus de Catalunya a través de la convocatòria de #Projectes de foment de l'economia circular, ha analitzat les diferents solucions d'envasos sostenibles d'una manera holística, en tot el seu cicle de vida: tant per la petjada ecològica del propi packaging, com pel malbaratament alimentari del producte que contenen i que aquests envasos puguin evitar.

#MEÆTPACK és una iniciativa promoguda pel Packaging Cluster juntament amb INNOVACC Clúster català de la carn i la proteïna alternativa, i executada per inèdit.

Ja et pots descarregar la Guia sectorial dels envasos carnis i de la proteïna alternativa al context de l'Economia Circular i l'Ecodisseny. https://lnkd.in/dErNCrzw



8

Reacciones

Visit to member Hamer Packaging

Packaging Cluster
13.886 seguidores
9 meses •

Àlex Brossa Enrique, Cluster Manager i Mònica Riera, European Projects & Entrepreneurship del Packaging Cluster van visitar el nostre soci Hamer Packaging Technology

Hamer Packaging Technologya fabrica equips per a la industria del plàstic des de fa més de 30 anys, sent a dia d'avui una empresa de reconeguda capacitat tecnològica que compte entre els seus clients amb les firmes més conegudes del mercat, tant a nivell nacional com internacional. El rang d'equips fabricats per Hamer a l'actualitat consisteix en termoformadores per buit i pressió per a la fabricació d'envasos d'un sol ús en plàstic, així com línies automàtiques i semiautomàtiques per a la fabricació d'envasos i embalatges en blister.sostenibilitat.

Moltes gràcies a Cristina SCHIESS i a tot l'equip Hamer Packaging Technology. La vostra participació en la cadena de valor del #PackagingCluster és d'una gran importància i valor per a tots nosaltres.

Coneix el nostre soci https://lnkd.in/dCJmDxPk



42 1 vez compartido

1.5. Communication

Adaptation of the web to easy-to-read



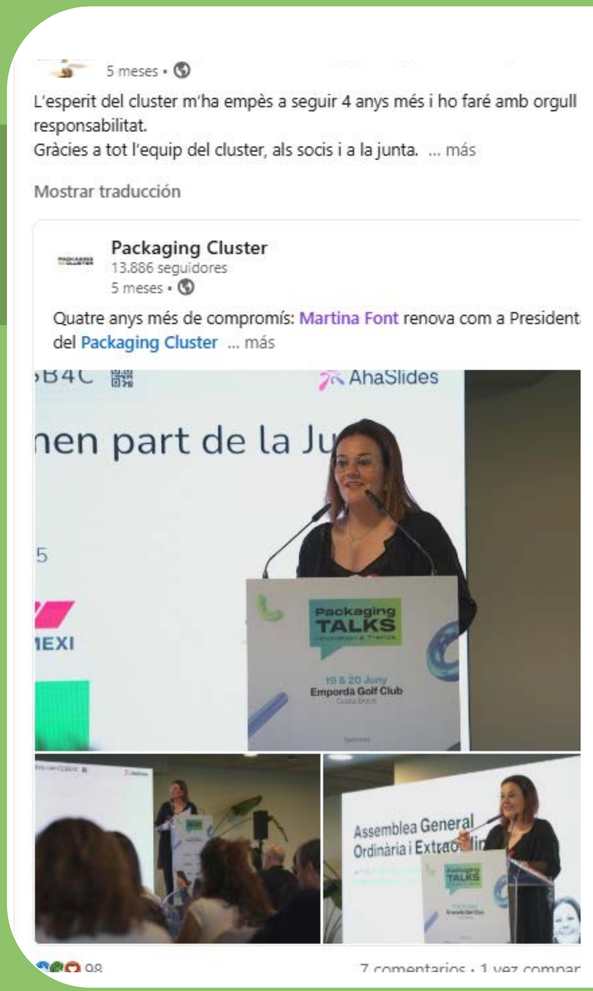


Celebrate the Packaging Coffee with the president and Judith Viader

Four more years of commitment: Martina Font renews as President



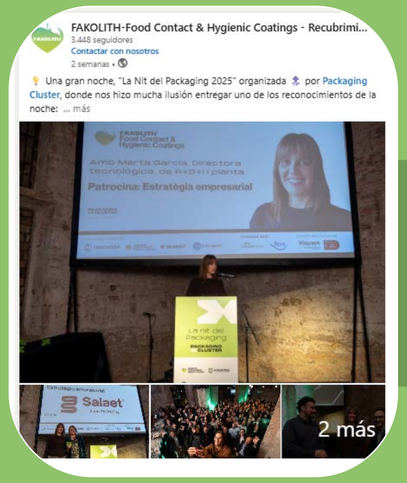
Martina Font in El Periódico



1.5. Communication



Martina Font in Diari Ara



Fakolith, Nit del Packaging premium sponsor

Fruselva participates in the Nit del Packaging





Visit to our member Pere Valls

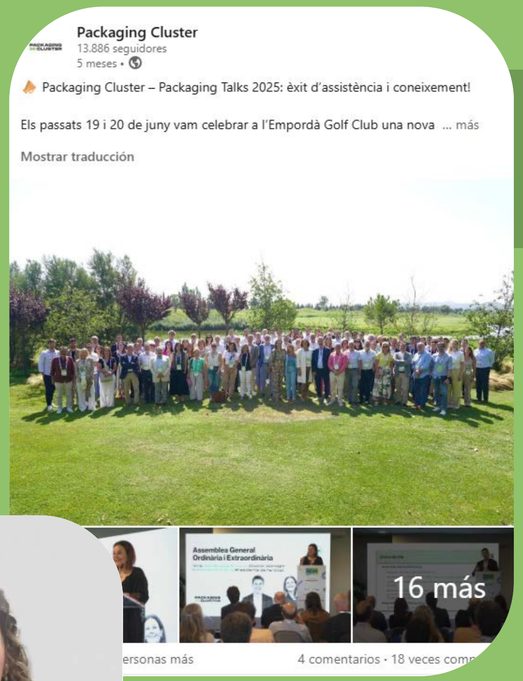


Start of the Satisphaction project

1.5. Communication



We make the OrganicUP project known



Celebrating the Packaging Talks

Martina Font invites us to La Nit del Packaging

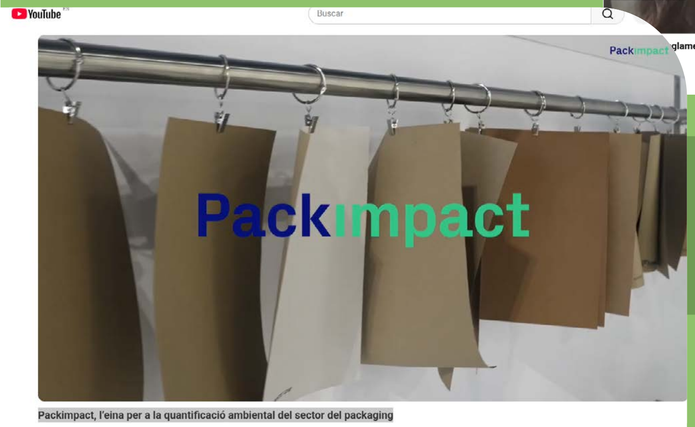


New packaging regulations





Alex Roca, speaker at Packaging Talks



Packimpact, the tool for environmental quantification of the packaging sector

1.5. Communication

Media and Press

The daily dynamism of the Cluster has been evidenced through the broad presence in media, both generalist and specialized. Throughout 2025, the activities, projects, and initiatives of the Packaging Cluster have echoed in reference publications such as Interempresas, IDE, InfoPack, Via Empresa, among many others.

During this period, more than 60 press releases have been disseminated, contributing to reinforcing the Cluster's visibility and positioning it as a key actor within the packaging sector.



INDÚSTRIA

MARTINA FONT, EMBALATGES EN UN SECTOR DE 13.000 MILIONS

L'empresària de Font Packaging Group i Kartox optarà a la reelecció com a presidenta de la patronal Packaging Cluster

AGUSTÍ SALA

Els envasos i l'embalatge, que coneixem com a *packaging*, els trobem tant als productes amb què omplim el rebost de la compra com als paquets que ens arriben quan fem comandes de comerç electrònic. Però, tot i la seva quotidianitat, és bastant desconegut com a sector econòmic, lamenta Martina Font, directora corporativa de Font Packaging Group i consellera delegada de Kartox, que es presentarà a la reelecció com a presidenta del Packaging Cluster a l'assemblea que celebrarà l'entitat el 19 de juny. Aquesta organització aplega una part important del sector, amb un total de més de 150 socis i amb l'objectiu de tancar el 2025 amb almenys 160, entre empreses, centres de coneixement i entitats que representen tota la cadena de valor de l'embalatge.

Es tracta d'una activitat econòmica que factura a Catalunya uns 13.000 milions d'euros anuals, el 25% de tot el negoci a Espanya i entre el 4% i el 5% del producte interior brut (PIB) català, amb més de 720 empreses –moltes de les quals familiars– i amb més de 50.000 treballadors en total. El negoci ha crescut els darrers anys impulsat per la indústria i pel comerç electrònic, la qual cosa ha suposat un augment de la contractació. De fet, un dels reptes sectorials, que Font incidirà en el pròxim pla estratègic 2026-2030, en el qual treballa amb el secretip, és captar talent jove, atès que les plantilles s'estan envellint. "Calen rellevas en els oficis més especialitzats", en un sector que requereix molta recerca i desenvolupament per complir els mandats de la llei de ressenyes i residus. L'activitat de les embalatges afronta reptes com ara la reducció de l'impacte ambiental i la reutilització.

El fet és que cal renovació de personal. Desapareixen tasques feixugues, però en neixen de noves vinculades amb la digitalització. Una altra de les assignatures pendents és guanyar dimensió –perquè el principal teixit productiu és format per petites empreses–, així com l'exportació no solament de productes com passa fins ara, sinó també de serveis. Una de les vies és potenciar els projectes col·laboratius.

Packaging Cluster lidera o participa en alguns projectes d'àmbit europeu, com el Value4Pack, per reforçar les col·laboracions entre regions europees per impulsar la innovació en la cadena de valor dels envasos alimentaris; i Epic, que busca desenvolupar la capacitat d'innovació en regions menys desenvolupades, connectant els actors de la cadena de valor del *packaging* per impulsar solucions sostenibles. Un altre dels projectes és Oxicook, per estudiar diferents estratègies per minimitzar el malbaratament dels productes carnis cuits tallats i envasats en atmosfera protectora durant la seva vida útil comercial. És multisectorial. Hi participen, d'una banda, empreses de la cadena de valor de la indústria agroalimentària (Carinsa, La Selva, Monells i Noel) i altres productors i envasadors, i, de l'altra, firmes del sector del *packaging* (Enplater, TPI, Kao Chimigraf, Ulma i Multivac) i representants de la investigació tecnològica col·laborativa amb l'Institut de Recerca i Tecnologies Agroalimentàries (IRTA), establiments especialitzats en alimentació (BonPreu Esclat i Ametller Origen), i agrupacions empresarials, amb el Packaging Cluster com a coordinador, i Hispack i FECIC.

TOTA MENA DE MATERIALS

El sector està format per companyies que treballen amb tota mena de materials, des del cartó fins al plàstic, el vidre i el metall, i que, per tant, tenen diferents necessitats. Un dels seus trets és l'aposta per la innovació i la reducció de l'impacte ambiental, amb la incorporació per exemple de material reciclat. En tot cas, "hi ha d'haver un equilibri entre el fet que les innovacions siguin sostenibles i la competitivitat".

Tot i que inicialment els passos de Martina Font no semblaven encaminats cap al negoci familiar a través de Font Packaging Group, finalment va acabar en aquesta empresa, fundada pel seu avi, i ha trencat el vell principi segons el qual la primera generació de l'empresa familiar crea el negoci, la segona el consolida i la tercera se'l carrega. Ha estat tot el contrari, perquè hi treballa com a directora corporativa, amb el seu germà Francesc de director general i la seva germana Maria com a responsable d'innovació. Les vendes arriben als 60 milions d'euros.

Però Martina Font, que també és vicepresidenta segona de la Cambra de Comerç, forma part de la junta directiva de Pimec i és vocal de Fira de Barcelona, no en tenia prou. Després d'estudiar un any a Suècia va voler importar un model de negoci de *e-commerce* d'embalatges, però el mercat encara no estava preparat, recorda. Hi va insistir i finalment va constituir el 2013 Kartox, de la qual forma part també la família: ni és la consellera delegada i ha completat ja la seva primera dècada facturant actualment uns 5 milions d'euros.

E | EMPRESES i ENTORN El suplement econòmic de l'ARA

Diumenge 4 de maig del 2025

Diari ARA



SIEMANA DEL 14 AL 20 DE JULIO activos P.18

Horizontes

Crecer hasta el 30% gracias a un buen 'packaging'

El sector de los envases y los embalajes, que factura al año 40.409 millones, reivindica su importancia industrial en un momento de cambio marcado por la sostenibilidad y la falta de talento

NATÀLIA RÍOS

Un buen *packaging* puede llegar a incrementar las ventas de un producto entre el 5% y el 30%, en función del sector, la innovación y la calidad del diseño. Por lo menos así lo indica uno de los últimos estudios realizados desde el Packaging Cluster, entidad referente en el sector del envase y el embalaje de la cual forman parte 152 empresas, la gran parte de ellas catalanas. Solo en el sector alimentario, en España, se fabrican 23 millones de envases el año pasado, cifra que supone cerca de 2,5 envases por persona y día.

Según la empresaria **Martina Font**, que acaba de renovar como presidenta del clúster para los próximos cuatro años, este sector aporta el 4,77% del PIB en Catalunya, donde un total de 723 empresas se dedican a la producción de envases y embalajes. Facturan cerca de 13.000 millones y generan 50.000 puestos de trabajo de forma directa. Unos números que, según el último estudio de Packaging Cluster y la empresa de investigación de mercado marketAD, reflejan un aumento de más del 40% respecto a los niveles prepandemia de 2019 y «que crece año tras año gracias al impulso que supuso el boom de comercio electrónico». La previsión para este 2025 sitúa el crecimiento del sector en el 2%.

En el conjunto de España, la industria de envase y el embalaje genera 40.409 millones de volumen de negocio. El número de empresas ha aumentado el 8,3% , hasta las 3.447, el 90% de las cuales son pymes. Además, el negocio ocupa a 118.500 personas, que representan el 5,32% del empleo del sector industrial.

Tot i que moltes de les empreses catalanes, 227 están especializadas en el subsector del plástico, seguido del cartón, que destaca como segunda área de actividad más importante con 26 empresas en el territorio. En conjunto, las compañías de envase y embalaje siguen incrementando la contratación de personal pero, junto a la necesidad de renovar sus tecnologías y mentre y hacer frente a la sostenibilidad, se enfrentan al «gran reto de atraer talentos». Jo lo es **Font**. «Cada vez necesitamos más tecnología y diseño –argumenta– y para eso necesitamos talento joven. Nadie acaba la universidad pensando que se va a dedicar al *packaging* y hay que conseguir revertir esta situación. Un buen envase puede marcar la diferencia respecto a tu competencia. A veces, se olvida que en el mundo de los negocios los detalles son lo que te distinguen del resto».

En esta línea, la presidenta del clúster añade que el sector vive un momento de cambio originado por la normativa europea que entrará en vigor en 2030, según la cual todos los envases se tendrán que poder reciclar o reutilizar, a lo que se le suma un cambio de hábitos en el consumidor, «que es mucho más sensible al impacto medio ambiental». «Esto requiere mucha formación legislativa, investigación sobre materiales nuevos y digitalización para automatizar procesos. También hay que analizar cómo la inteligencia artificial (IA) puede impactar en nuestras formas de trabajar con retorno. Sostenibilidad y tecnología son los dos grandes ejes de trabajo del clúster para impulsar el sector», explica.

Objetivo claro

El Packaging Cluster, con sede en Sabadell, se creó hace 10 años para «transformar el sector, darle la importancia que necesita, innovar conjuntamente y llevar a cabo proyectos alineados hacia su futuro».

El Packaging Cluster agrupa a 152 firmas que comparten formación, proyectos e investigación para llegar más lejos

No tiene un homólogo español pero ya hay algunas empresas del resto de España que se han unido, y **Font** destaca que está demostrado «que las compañías que están dentro del clúster crecen más que las que no forman parte de él».

Font, que también ejerce la empresa familiar Font Packaging Group, ha sido la presidenta de la entidad los últimos cuatro años. El pasado junio fue reelegida como presidenta hasta 2029. Desde que empezó a liderar el clúster en 2021, ha conseguido aumentar el número de socios en un 38%. En los próximos seis meses, espera sumar ocho nuevos socios y cerrar 2025 con unos 160 miembros. También ha conseguido doblar la facturación de la entidad hasta los 600.000 euros, un importe que se consigue gracias a cómo segunda área de actividad más importante con 26 empresas en el territorio. En conjunto, las compañías de envase y embalaje siguen incrementando la contratación de personal pero, junto a la necesidad de renovar sus tecnologías y mentre y hacer frente a la sostenibilidad, se enfrentan al «gran reto de atraer talentos». Jo lo es **Font**. «Cada vez necesitamos más tecnología y diseño –argumenta– y para eso necesitamos talento joven. Nadie acaba la universidad pensando que se va a dedicar al *packaging* y hay que conseguir revertir esta situación. Un buen envase puede marcar la diferencia respecto a tu competencia. A veces, se olvida que en el

Martina Font, presidenta del *packaging* Cluster y vicepresidenta de la Cambra de Comerç de Barcelona. | Ifsenda Pons

El Periódico

Expansión

12 Expansión Miércoles 25 junio 2025

CATALUNYA

La empresaria Martina Font renueva su cargo como presidenta de la entidad

PACKAGING CLUSTER Martina Font Olivé renueva su cargo como presidenta de la entidad catalana de envases y embalaje al frente de una junta directiva que tiene como novedad la incorporación como vicepresidente segundo de Pere Coll, quien hasta ahora ejercía como vocal. Font, directora corporativa de Font Packaging Group, asumió la presidencia de la asociación en junio de 2021, y, durante su mandato, Packaging Cluster se ha implicado en diversos proyectos enfocados a la sostenibilidad, la digitalización y la innovación en el sector del envase y el embalaje.

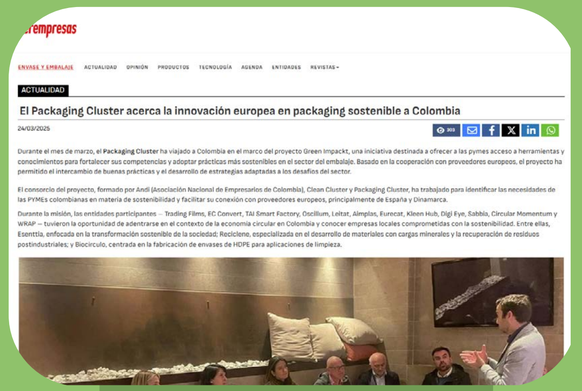
We published in 2025

+ 60

press releases

1. The Cluster

1.5. Communication



Interempresas



LA DIRECTORA CORPORATIVA DE FONT PACKAGING GROUP, MARTINA FONT.

A VEGADES ENS EN SORTIM

MARTINA FONT: "SI NO SOMOS NI LOS MÁS GRANDES NI LOS MÁS BARATOS, TENEMOS QUE SER LOS MÁS

TheNew BarcelonaPost



Tecno bebidas



Europa Press



Infopack



Alimarket



News Packaging

More impacts on the press clipping

2 Activities

virtual activity in-person activity

Activities

This 2025, the Packaging Cluster has organized **+28** **events and activities** both in-person and virtual.

Which will represent an opportunity to connect, exchange ideas, and boost business and talent in the packaging sector in Catalonia.

January

29 / Webinar | New regulation on electronic invoicing

February

13 / Growth strategies in the packaging sector

14 / Training | New European regulation on packaging and packaging waste

18 / Explanation of the Mission to Italy

20/ Explanation of the Mission to Colombia

24/ Board of the Packaging Cluster

March

5 / Automation of Administrative Processes with AI

10-14 / International Mission to Colombia

25 / The packaging coffee

April

9 / Innovation Tour at ADVANCED FACTORIES 2025

9-16 / Training | Persuasive communication and effective presentations

28 / Board of the Packaging Cluster

May

13-15 / PICK & PACK for Food Industry

15 / Inter-cluster day with client sector

26-30 / International Mission to Bologna

2. Activities

virtual activity in-person activity

June

4 / Webinar Sustainable innovative solutions in packaging and advanced materials

19-20 / Assembly and Packaging Talks 2025

July

4 / Day AI applied to the packaging sector

September

8 /Board of the Packaging Cluster

16-19 / Visit and tour Labelexpo Europe (Barcelona)

17-3 octubre / Training | Packaging Ecodesign and adaption to European regulation

October

8-15 / Visit and tour for K fair (Düsseldorf)

15-16 / Empack Madrid | The future of packaging

27 / The packaging coffee

November

26 / La Nit del Packaging

December

4 /Cluster Day with ACCIÓ

15 /Board of the Packaging Cluster

2. Activities

2025: + of 28 activities

aimed at members



Carla López-Llauder Marcet,
Event Manager

JANUARY

- WEBINAR **New regulation on electronic invoicing** (January 29, 2025)
  More information

FEBRER

- PRACTICAL SESSION **Growth strategies to increase the size of your company** (February 13, 2025)
  More information





2. Activities

MARCH

- WEBINAR **Decarbonization strategies and carbon footprint measurement** (March 19, 2025)

  More information

- THE PACKAGING COFFE **with Pau Relat** (March 25, 2025)

  More information

APRIL

- Participation in the EVENT **Technologic Tour at Advanced Factories** (April 8/10, 2025)

  More information

MAY

- INTER-CLUSTER DAY **Use of polymeric waste in packaging** (May 15, 2025)

  More information



2. Activities

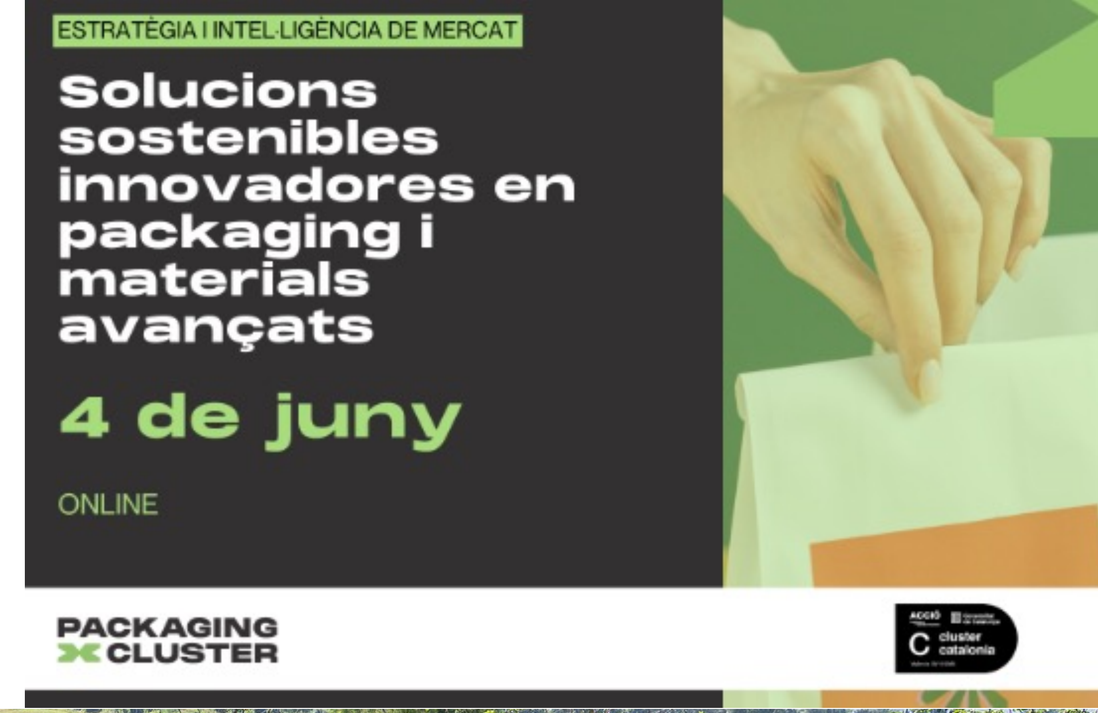
JUNE

- WEBINAR **Sustainable innovative solutions in packaging and advanced materials** (June 4, 2025)

  More information

- **Assembly** and **Packaging Talks 2025** (June 19/20, 2025)

  More information





2. Activities

JULY

- DAY **Discover MareNostrum 5: an exclusive immersion in the supercomputing of the futurer** (July 4, 2025)

  More information

- WEBINAR **Digital Revolution in Packaging** (July 8, 2025)

  More information





SEPTEMBER

- EVENT **Guided tour at Labelexpo** (September 18, 2025)

  More information



2. Activities

OCTOBER

- THE PACKAGING COFFEE **with Judith Viader** (October 7, 2025)

  More information

- EVENT **Empack 2025** (October 15/16, 2025)

  More information







2. Activities

OCTOBER

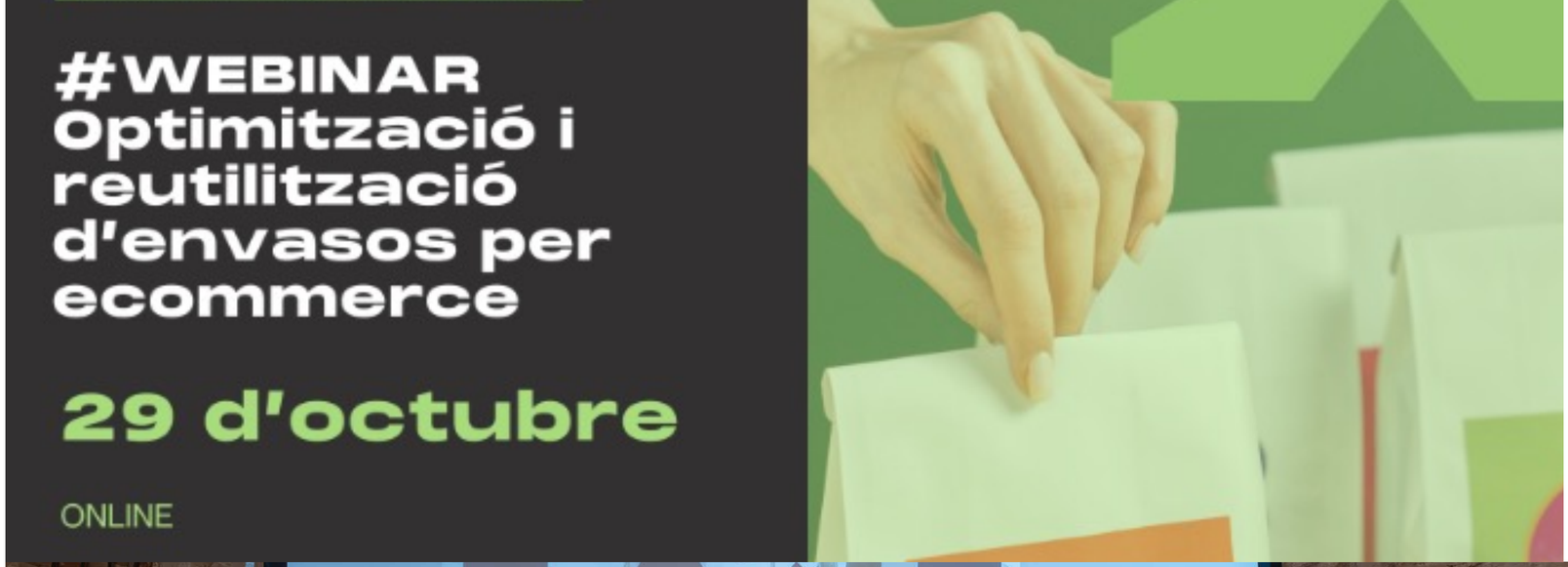
- WEBINAR **ecommerce** (October 29, 2025)

  More information

NOVEMBER

- EVENT **La Nit del Packaging 2025** (November 26, 2025)

  More information





2. Activities

DECEMBER

- WEBINAR **for start-ups with Cluster de Envase y Embalaje** (December 3, 2025)

  More information

- INTER-CLUSTER DAY **Weaving synergies to foster the circular economy** (December 11, 2025)

  More information







3 Projects

3. Projects

From the Packaging Cluster, we promote **R&D&I projects at national and international levels**, fostering synergies and the creation of consortia with complementary companies and knowledge centers.

We offer comprehensive management of each project, with the aim of impacting the improvement of competitiveness and increasing the value of the participating entities.

The Power BI platform is a Microsoft tool for business intelligence (BI). It serves to analyze data from different sources and convert them into easy-to-understand visuals. Discover the data and track the initiatives we promote from the Packaging Cluster.

Know the POWER BI platform:

https://www.packagingcluster.com/powerbi/

Mònica Riera Gimeno, European Projects & Entrepreneurship



Mercè Gorina Pradas, Sustainability Project Manager



Joana Massaguer Colomer, Project Manager



3. Projects

The main public funding lines the cluster works with are:

Catalan

- **ACCIÓ:** Grants for growth and strategic change projects; Cooperative cluster projects.
- **Waste Agency of Catalonia (ARC):** Circular Economy Promotion Projects.
- **Agriculture, Livestock, Fishing and Alimentation Department:** Operational Groups (GO).
- **Generalitat de Catalunya's Business and Work Deparment:** Programa RETECH, composed by activities to boost the ecosystem of entities that develop and integrate, implement or offer technological solutions in the field of AI.

Spasnish

- **Ministry of Industry and Tourism:** Innovative Business Groups (AEI).

European

- **Single Market Programme (SMP-COSME)**
- **European Regional Development Fund (ERDF):** Interregional Innovation Investments (i3).
- **Global Gateway:** AL – Invest Verde
- **Horizon Europe:** European Innovation Council (EIC)

3. Projects

Executed projects:

1. SP BACK

Funding line: **Waste Agency of Catalonia (ARC):** Circular Economy Promotion Projects (ARC).

Budget: €79,863

More information

2. MeatPack:

Funding line: **Waste Agency of Catalonia (ARC):** Circular Economy Promotion Projects (ARC).

Budget: €40,000

More information

3. Green Impackt

Funding line: **Global Gateway: AL – Invest Verde:** Component 1. Innovation and green transition of SMEs

Budget: €358,386

More information

4. Value4Pack:

Funding line: **Interregional Innovation Investments (i3) -** Capacity Building Strand 2b

Budget: €1,477,721

More information

5. EPIC

Funding line: **Interregional Innovation Investments (i3) -** Capacity Building Strand 2b

Budget: €1,212,414

More information

6. OXICOOK

Funding line: **Operational Group (GO).**

Budget: €256,066

More information

Click to open link with more information about each project.

7. OrganicUP

Funding line: **Grants for growth and strategic change projects:** Cooperative cluster projects

Budget: €99,915

More information

8. Plataforma Traçabilitat

Funding line: **Grants for growth and strategic change projects:** Cooperative cluster projects

Budget: €99,929

More information

9. Satisphaction

Funding line: **European Innovation Council (EIC).** Pathfinder Challenge

Budget: €3.700.000

More information

10. SINTEC

Intersectoral Synergies for the Circular Economy.

Funding line: **Waste Agency of Catalonia (ARC):** Projects for the Promotion of the Circular Economy.

Budget: 39.982€

More information

11. SIGMA

Funding line: **ACCIÓ.** Grants for cooperative cluster projects.

Budget : €99,852.19

More information

12. R-CIRCULA

Funding line: **ACCIÓ.** Grants for cooperative cluster projects.

Budget: €99,686

More information

Pending resolution: **(I3) Packimpact**

13. BREF

Funding line: **ACCIÓ.** Grants for cooperative cluster projects.

Budget: €99,949

More information

14. DesLamTin (ARC)

Funding line: **Grants for projects to promote the circular economy from the Waste Agency of Catalonia.**

Budget: €79,983.85

More information

15. 2IN1EFLAT (ARC)

Funding line: **Grants for projects to promote the circular economy from the Waste Agency of Catalonia.**

Budget: €39,986

More information

16. AI MISSION TO CHINA

RETECH Program - Activities to invigorate the ecosystem of entities that develop, integrate, implement, or offer technological solutions in the field of AI.

Funding line: **Generalitat de Catalunya's Business and Work Department.**

Budget: €59,760

17. AI CONGRESS

RETECH Program - Activities to invigorate the ecosystem of entities that develop, integrate, implement, or offer technological solutions in the field of AI.

Funding line: **Generalitat de Catalunya's Business and Work Department.**

Budget: €116,308

31 Participating members (directly as beneficiaries)

Controlpack, Inèdit, Carinsa, IRTA, Batllegroup, BAU, Blue Room, Tallers Soteras, Ecolignor, Font Packaging, Enplater, AINIA, CactusIoT, Rotorprint, AIMPLAS, Capsa, IFLEX, Quadpack, Fakolith, Copy Valls, Lepamap, TAI, WYS, Rieusset, Pots, Bertia, Zertifier, TAI Smart Factory, Framun, MArket ADD.

28 Participating members (in-directly or subcontracted)

Repaq, Trading Films, Inèdit, AIMPLAS, TAI, Oscillum, Leitat, Eurecat, EC-Convert, Enplater, TPL, Kao Chimigraf, Multivac, Oiko, Go Zero Waste, Lang Laser, Lecta, Rotimpres, IFLEX, AINIA, Rafesa, Tallers Soteras, Comexi, Mespack, Pack2Earth, PAKA, Retexcycle, Ecoembes,

25 Other beneficiary companies

La Selva, Monells, NOEL, Ulma, Bon Preu Esclat, Ametller Origen, Flipo, Mafrica, Obach 1915, Natureplast, Polykey, Normec OWS, Porto Muiños, Frit Ravich, Mesbook, Manc Recyclaplast, Abadal, Ambimetrics, Pigmea, Babaria, KPMG, Quantis, RNB Cosmetics, Siropack, Drimpack

41 Clusters, universities and technology centers (ctec)

INNOVACC, ANDI (Colombia), CLEAN (Denmark), Natureef (Poland), Pack4Food (Belguim), Flanders'Food (Belguim), Litmea (Lithuania), Valorial (France), Agrifood Clust-ER (Italy), Università di Bologna (Italy), DBH (Hongria), CLIC Innovation (Finland), Packbrdige (Sweden), Clusaga (Galicia), Polymeris (France) LPUF (Latvia), Baltic-Net PlasmaTec (Germany), Mech Clust-ER (Italy), BIC (Poland), Feeling Innovation (Madrid), CIB-CSIC, Nova University (Portugal), King's College (UK), NAITEC, CREC, MAV, Tèxtils.Cat, Cluster Digital, Cluster Envase (Valencian Country), Nagrifood (Navarre), BDI (França), ITC (Slovenia), Food&Bio Cluster (Denmark), Campania Bioscience (Italy), Agrifood Capital (The Netherlands), Innovi, InovCluster (Portugal), UAveiro (Portugal), UBI (Portugal), INEGI (Portugal), PlastiCluster (Andalusia)

3. Projects

TOTALS:

The Packaging Cluster has managed 17 projects in different calls, focused on key areas such as sustainability, digitalization, and internationalization, fostering sector innovation and development.

+80 entities participating between direct and indirect beneficiaries

Total budget of 10,5 M€ in projects:

- **7,8 M€ executed**
- **2,7 M€ pending**

4 services

4.1. Trainings

Services represent one of the entity’s most recent strategic pillars and project significant annual growth, thanks to actions such as training, market intelligence through the observatory, and internationalization.

This is the fourth consecutive year that we have our own training plan, separate from the activity plan.

The Packaging Cluster’s training is organized in different formats to respond to the diverse needs of the sector,.

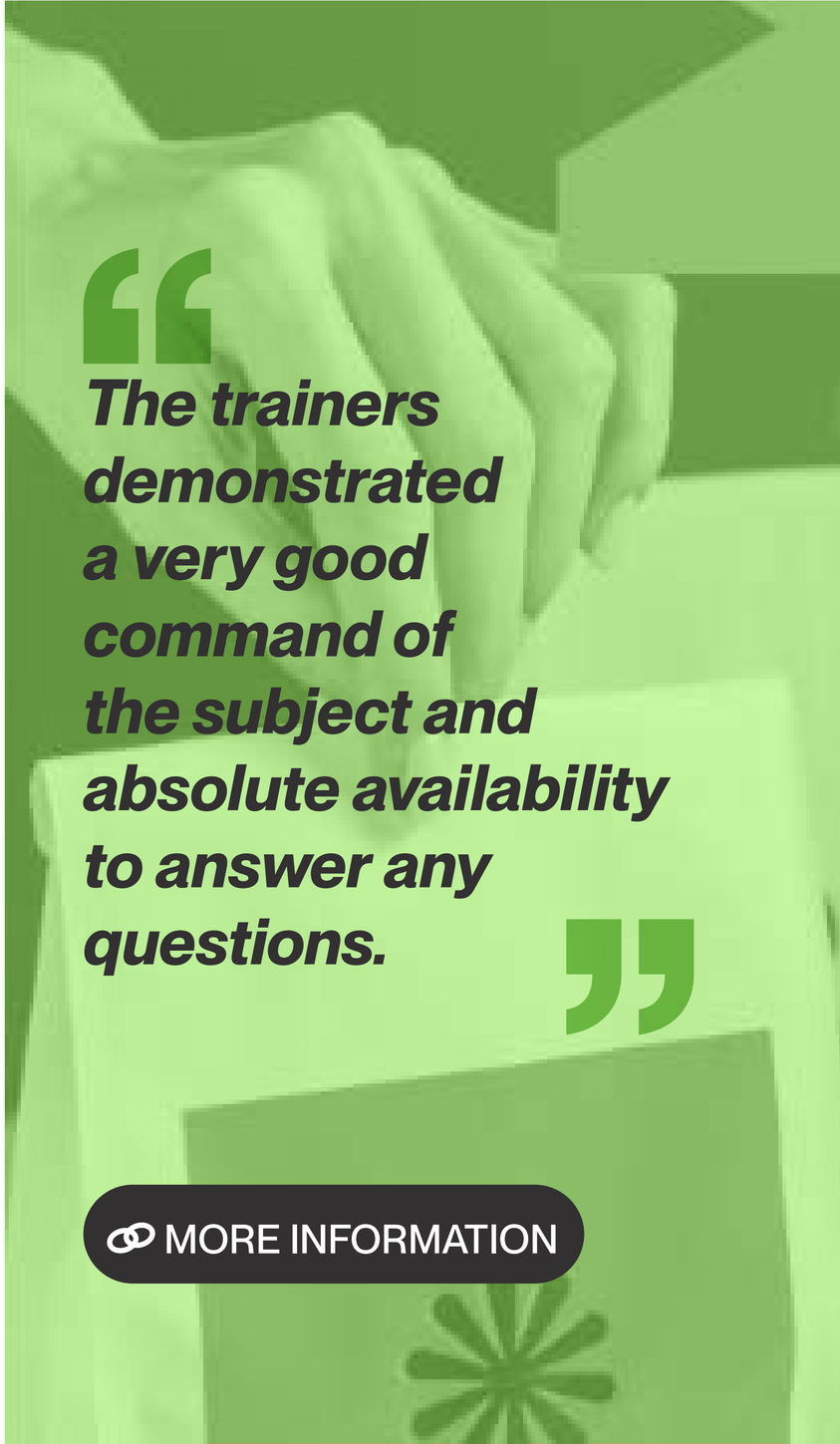
The trainings offer dynamic and eminently practical content, elaborated by professionals teachers.



4.1. Trainings

New European Packaging and Packaging Waste Regulation. Comparison with RD 1055/2022: – Friday, February 14, 2025 9:30 – 13:30 in Clúster's office

The training addresses the circular economy in packaging, restrictions on hazardous substances, and prevention, reuse, recycling, and composting objectives. It also covers labeling and sustainability communication, legal obligations, infringements and sanctions, and waste management through Extended Producer Responsibility (EPR) and the Deposit and Return System (DRS).



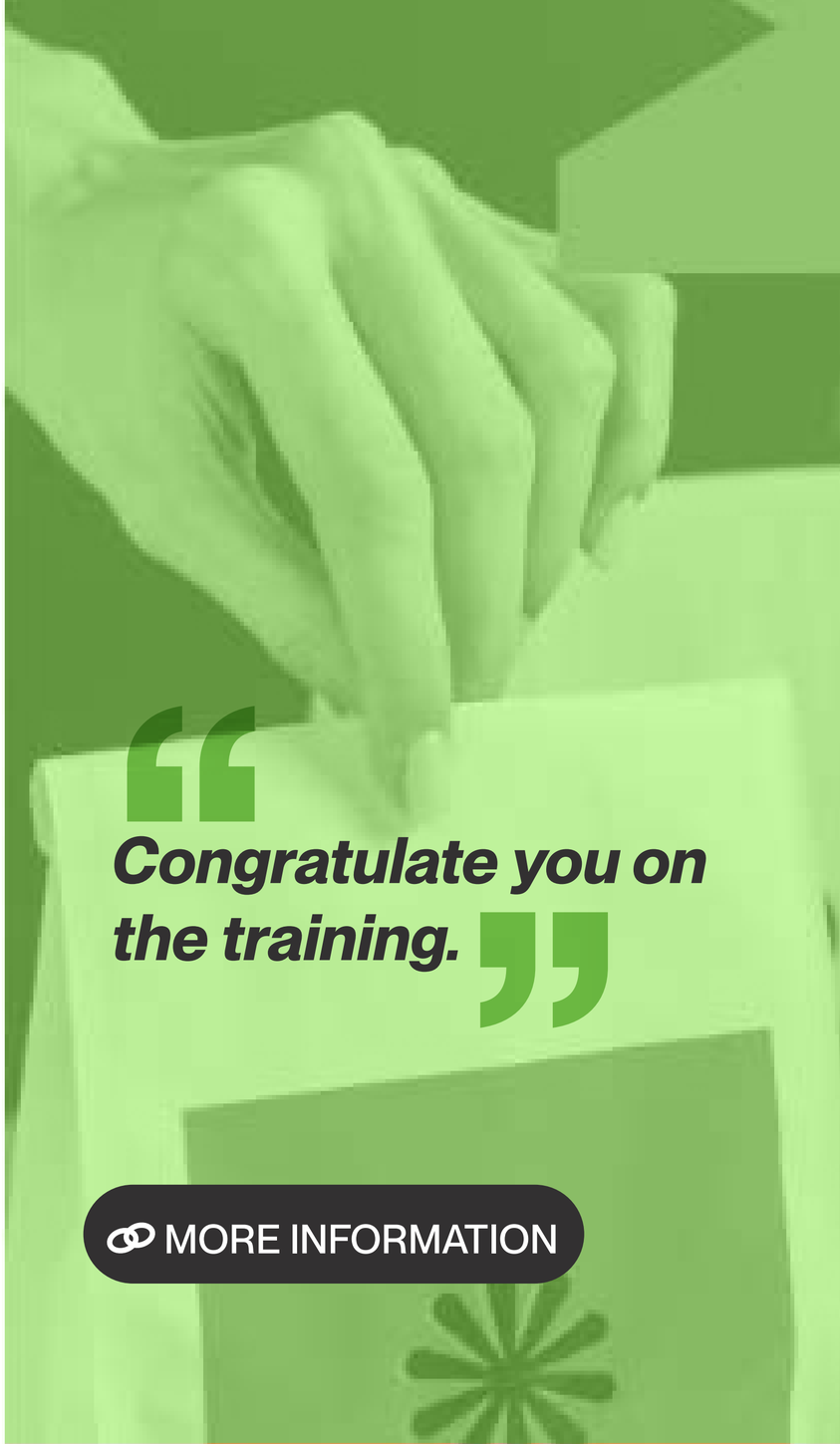
"The trainers demonstrated a very good command of the subject and absolute availability to answer any questions."

MORE INFORMATION

Training | Automation of Administrative Processes with AI

March and April 2025

In an environment where technology advances at great speed, automation and Artificial Intelligence (AI) have become key tools for optimizing administrative operations and improving efficiency in business management. This course is designed to equip you with the necessary skills to implement automations in data management tasks, invoice processing, and email, using tools like MAKE (Integromat) and AI technologies that increase productivity and precision in these tasks. Through 15 hours of intensive training, you will explore how to apply AI and automation to facilitate key administrative processes, learning to configure workflows that reduce manual workload and allow focusing on higher value-added activities.



Training | Packaging Ecodesign and adaptation to the European packaging and packaging waste regulation

July

Circular economy policies seek to minimize waste and optimize resources through the reuse and recycling of packaging. The European regulation and RD 1055 establish recycling and reduction objectives for single-use packaging, promoting producer responsibility. Ecodesign methodologies, such as gap analysis and LCA, help identify improvements in packaging sustainability. Workshops facilitate collaboration to develop action plans. Communication of circularity measures must be clear and verifiable, following the Green Claims Directive and using ecolabels to inform consumers. For more information here!



4.1. Trainings

Training Plan 2025:



Click the image to access the Training Plan



Montse Castillo
Director of the Training Plan

4.2. Studies and reports

A service aimed at providing added value to the companies comprising the sector, with updated information, news, reports, and market studies.

Growth strategies to increase the size of your company

MORE INFORMATION

Grants for productive investments in Catalonia:

MORE INFORMATION



4. Services

Grants for high–impact business investments from ACCIÓ

MORE INFORMATION

Meatpack: Guide to Sustainable Packaging for the Meat and Alternative Protein Sector.

MORE INFORMATION





4.3. Internationalization

The cluster model allows establishing links with similar organizations at an international level, jointly analyzing emerging trends and working in a coordinated manner in the resolution of concrete challenges.

Annually, trade missions linked to top-level sectoral fairs are carried out, with the aim of consolidating relationships in the medium and long term that favor the internationalization of the economy through imports, exports, and foreign direct investment, and of positioning the cluster companies as providers of high added value solutions.

These missions are organized with personalized agendas and adapted to each participant, in collaboration with entities specialized in internationalization, which allows accessing international markets with more security and efficacy.

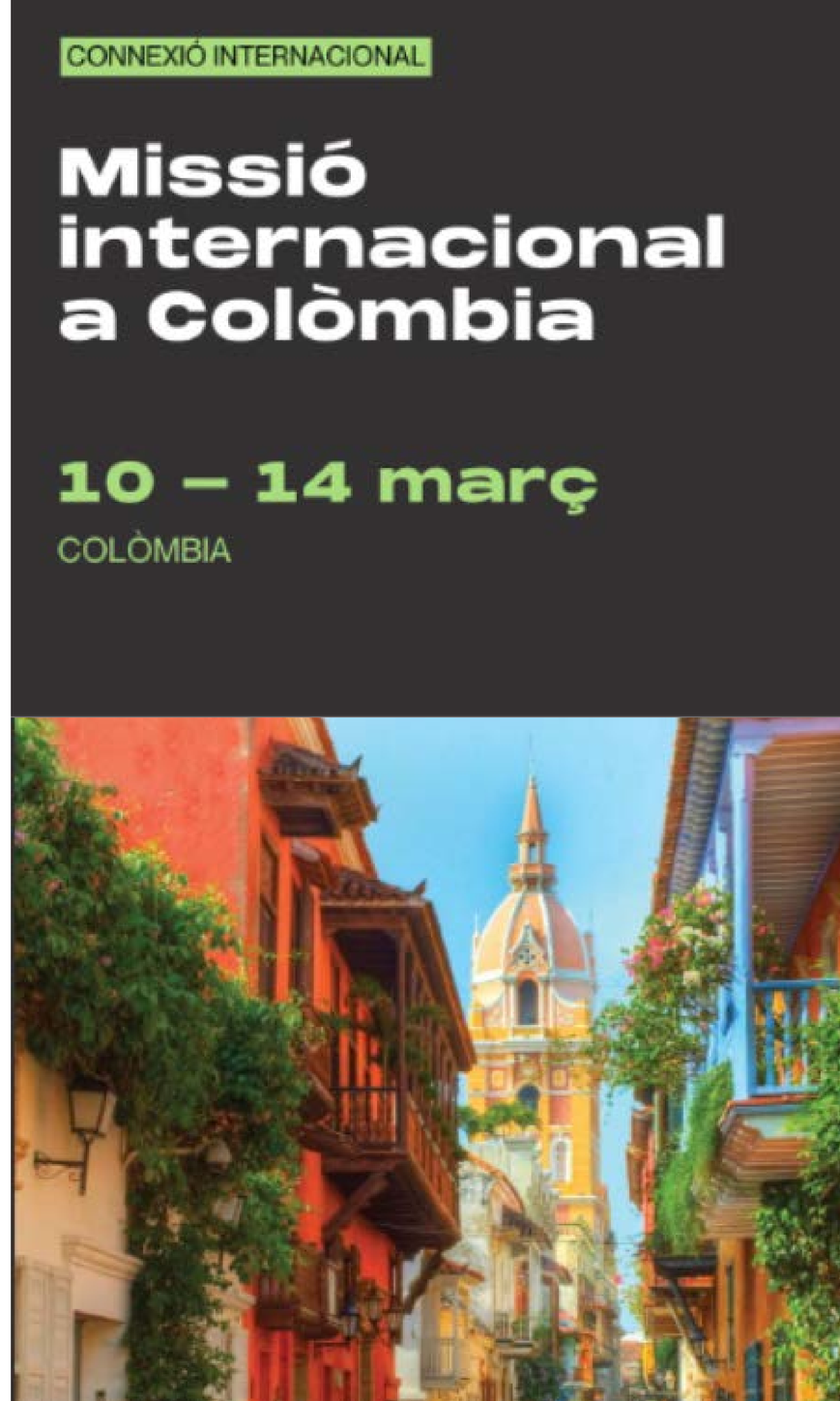
14 MEMBERS HAVE PARTICIPATED IN MISSIONS IN 2025

Leitat, Comexi, Eurecat, Hinojosa, Tai, Trading films, Ainia, Aimplas, Ec-convert, Mapex, Fakolith, Oscillum, Copy Valls i Lepamap-Prodis

MARCH /

INTERNATIONAL MISSION IN COLOMBIA

In the context of Green Impackt Project, the central idea is to offer SMEs access to tools and knowledge to strengthen their competencies and adopt more sustainable practices, based on cooperation with European suppliers. The project includes capacity building in circular economy, development of roadmaps, and access to funding sources.



4. Services

4.3. Internationalization

The project consortium is analyzing **the needs and challenges in sustainability of Colombian SMEs to facilitate their connection with European suppliers, mainly from Spain and Denmark. If you are interested in offering your solutions to the Colombian market or want to discover the opportunities that Latin America can offer, do not hesitate to contact us.**

KNOWING MORE

LinkedIn

Target audience: Companies with an interest in establishing or consolidating collaborations with Latin America, whether they already have active ties or want to explore new opportunities.

International mission in Colombia



4.3. Internationalization

JUNE / BENCHMARKING TRIP TO BOLOGNA

From the Packaging Cluster, different Benchmarking trips are carried out annually, with the aim of reinforcing medium and long-term relationships that increase the internationalization of the economy (through imports, exports, and foreign direct investment) and that allow positioning the cluster members as providers of advanced solutions.

he organization of the benchmarking trips is accompanied by personalized and made-to-measure agendas, carried out in collaboration with other reference entities in internationalization, which facilitates reaching global markets with guarantees. After the success of the first innovation mission to Finland, in 2025 we are going to Italy hand in hand with ACCIÓ and Clust-ER Mech.

During the benchmarking trip, the focus will be placed on innovations in packaging machinery, as well as on the development of materials and biomaterials for the pharmaceutical and food sectors, with a clear commitment towards sustainability and the search for innovative and advanced solutions.

Potential companies and entities to explore: Tetra Pack, Cpap, DS Smith.

4.3. Internationalization

Feedback of the mission in Italy:

"I find it interesting to take advantage of an event and have networking time there, but the visit to the museum was too long and there was no time left to interact with the start-ups in that timeframe."



KNOWING MORE

NOVEMBER / — THE PACKAGING CLUSTER PARTICIPATES IN THE STRATEGIC CLUSTER WEEK 2025 IN SWITZERLAND

The Packaging Cluster participated in the Strategic Cluster Week 2025 in Switzerland, an initiative by ACCIÓ that connects Catalan clusters with industrial innovation ecosystems of international reference. It has been a week of strategic immersion with joint sessions and personalized agendas that has allowed us to detect trends, identify collaboration opportunities, and strengthen the competitiveness of the Catalan packaging sector.



4. Services

The Packaging Cluster participated in the Strategic Cluster Week 2025 in Switzerland, an initiative by ACCIÓ that connects Catalan clusters with industrial innovation ecosystems of international reference. It has been a week of strategic immersion with joint sessions and personalized agendas that has allowed us to detect trends, identify collaboration opportunities, and strengthen the competitiveness of the Catalan packaging sector.

KNOWING MORE

4.4. New exclusive services for members

GRANT FINDER PORTAL:

MORE

From the Packaging Cluster, we accompany members in the search for funding for their projects and in the management of public grants and subsidies.

JOB BOARD

MORE

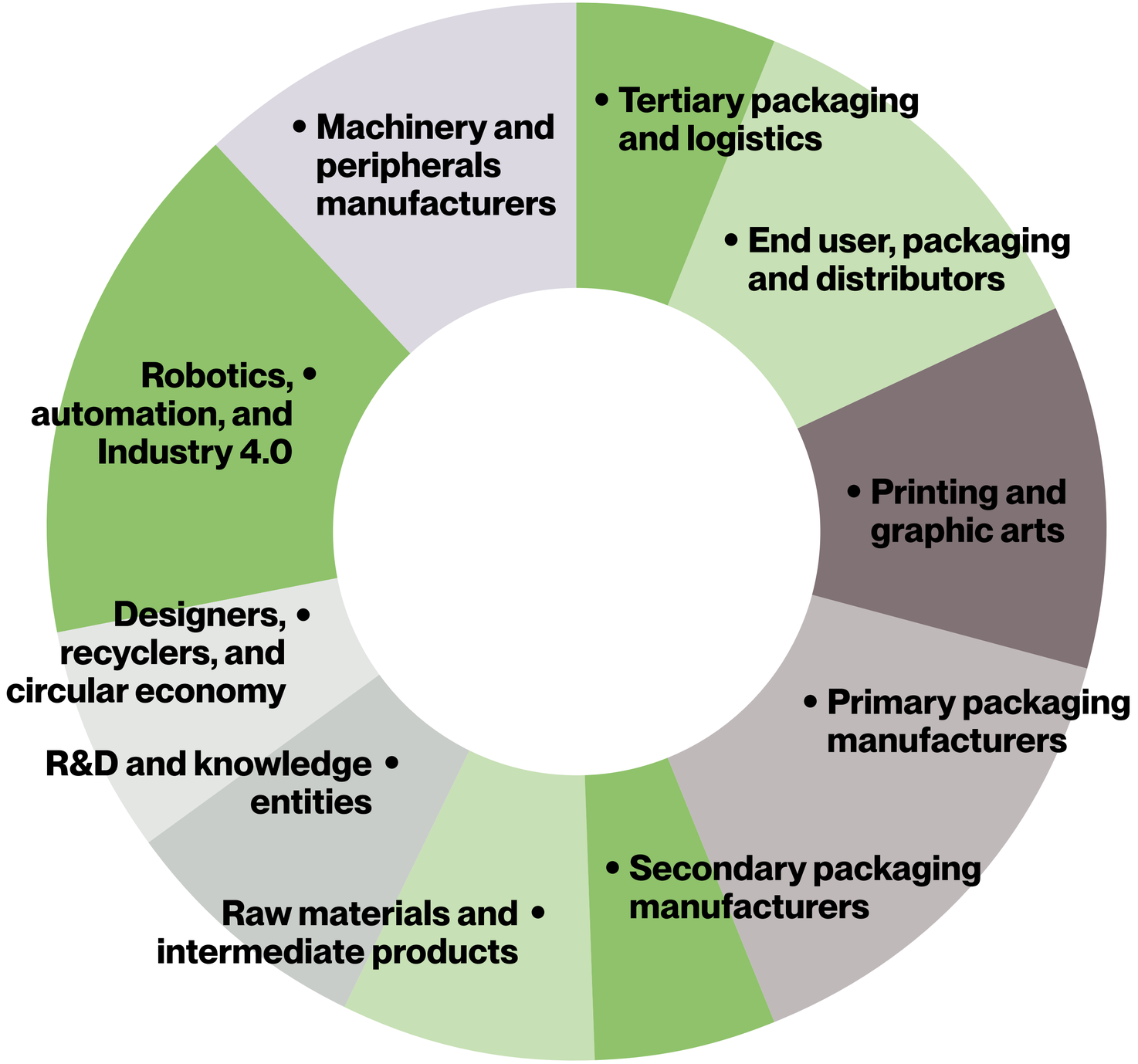
For the organic growth of talent within the packaging sector, the promotion of new jobs is necessary. This new service will show all the needs, in terms of hiring, that the cluster member companies have. Are you actively searching for a job or for new talent? If you are a company, you can now publish your job offer in the ‘Publish your offer’ section. If you are a professional/student of the sector, you can consult the offers in the ‘Search for employment’ section.


5 Members

5. Members

This year we have reached the record figure of **160 members**, 10 more than a year ago.

A huge thank you to all the professionals who trust in the Packaging Cluster.



5. Members

More information about each company or entity by clicking on the logo.





























































5. Members

More information about each company or entity by clicking on the logo.





























































5. Members

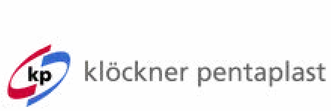
More information about each company or entity by clicking on the logo.



5. Members

More information about each company or entity by clicking on the logo.





























































5. Members

More information about each company or entity by clicking on the logo.

PACK2EARTH
CHANGE IS CONSTANT

PAKA®

PALETS PENEDÈS

pastisart
~ 1990 ~

PERE VALLS

PLASTICBAND
Customized Strapping & Wrapping

POTS®
Let's reuse, let's reduce!

PRODEN GROUP

QUADPACK

Quimovil
GRAPHICS INDUSTRY INKS
Water-based inks experts

RAFESA

Ramon Clemente

REPAQ
PACKAGING CONSULTING

RETEXCYCLE

Ribawood
PLASTIC RE-EVOLUTION

rieusset GEROSA Group

ROTIMPRES
printed electronics

rotorprint

SAICAPACK

Samtack
Industrial Adhesives

SICK
Sensor Intelligence.

simon
LIGHT UP EMOTIONS

spack

spora

synaptik

tai smart factory

TALLERS Soteras

teb 100% capaces

tepsis

5. Members

More information about each company or entity by clicking on the logo.

6 2025 in figures

2025 in figures

160
members

28
activities

3
trainings

+50
sector activities

2025 REPORT

PACKAGING CLUSTER

www.packagingcluster.com