

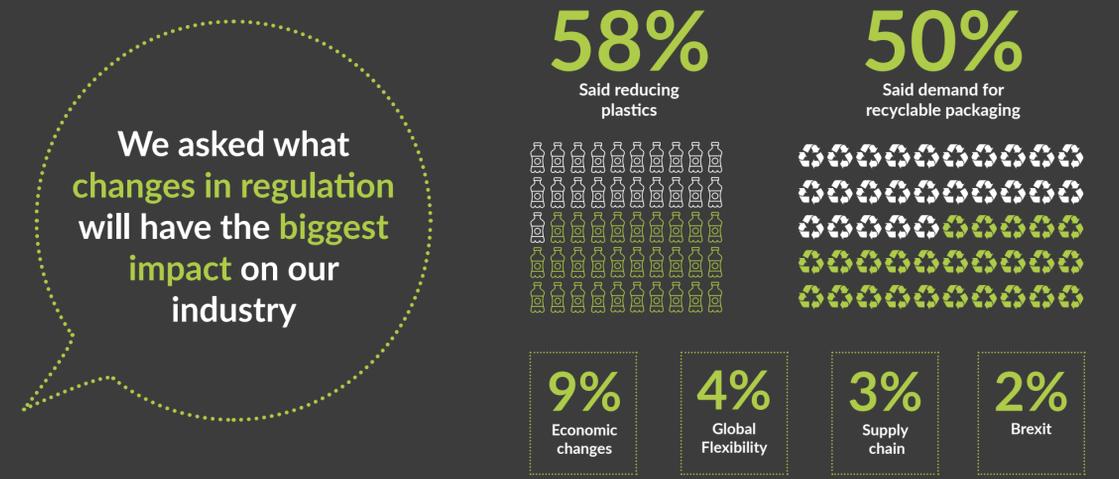
Empowering Brands to Do The Right Thing



API is a leading manufacturer and distributor of foils, laminates and holographic materials that empower brands to make a lasting impression.

Through an independent survey* of the senior decision makers behind some of the biggest global brands, API reveals the biggest trends and issues surrounding sustainability in packaging in 2018 and beyond.

Sustainability



Most brand owners and designers pick up their knowledge of packaging regulations through online channels



Only **36.6%** get information from relevant industry bodies



Operating from thirteen locations across Europe, America and Asia, API's packaging solutions empower brands across a wide-range of industry sectors including: premium drinks, confectionery, tobacco, perfumery, personal-care, cosmetics, and healthcare.

Find out how API can help to empower your brand, by visiting www.apigroup.com.

*Data gathered by 72 Point on behalf of API Group in March 2018. The independent study surveyed over 250 senior decision makers within the creative and marketing industries.

