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**TECHNOLOGICAL INNOVATION UNDER
REGULATORY PRESSURE:
SOLUTIONS FOR THE PACKAGING INDUSTRY**



The packaging industry is experiencing significant transformation driven by economic pressures, stricter environmental regulations, and recent legislative and judicial changes. The first part of the presentation outlines these developments and examines their operational implications. The second part highlights technical responses, including next-generation hot-melt application systems engineered for greater precision, lower adhesive usage, and enhanced production efficiency. Results from real-world trials will also be presented, demonstrating measurable gains in performance, cost-efficiency, and environmental sustainability.