

# **Shape up your packaging**

**Armin van Overbeek**

# SMARTER PACKAGING



Attracts consumers



Increases productivity



Lowers transportation costs



Reduces waste



Lowers environmental impact

# SMARTER PACKAGING WITH THE BEST MATERIALS

Sack paper



Kraft paper



3D paper



S/C fluting



White liners



Cup stock



BASED ON BILLERUD PREMIUM PULP



# SHAPE UP YOUR PACKAGING

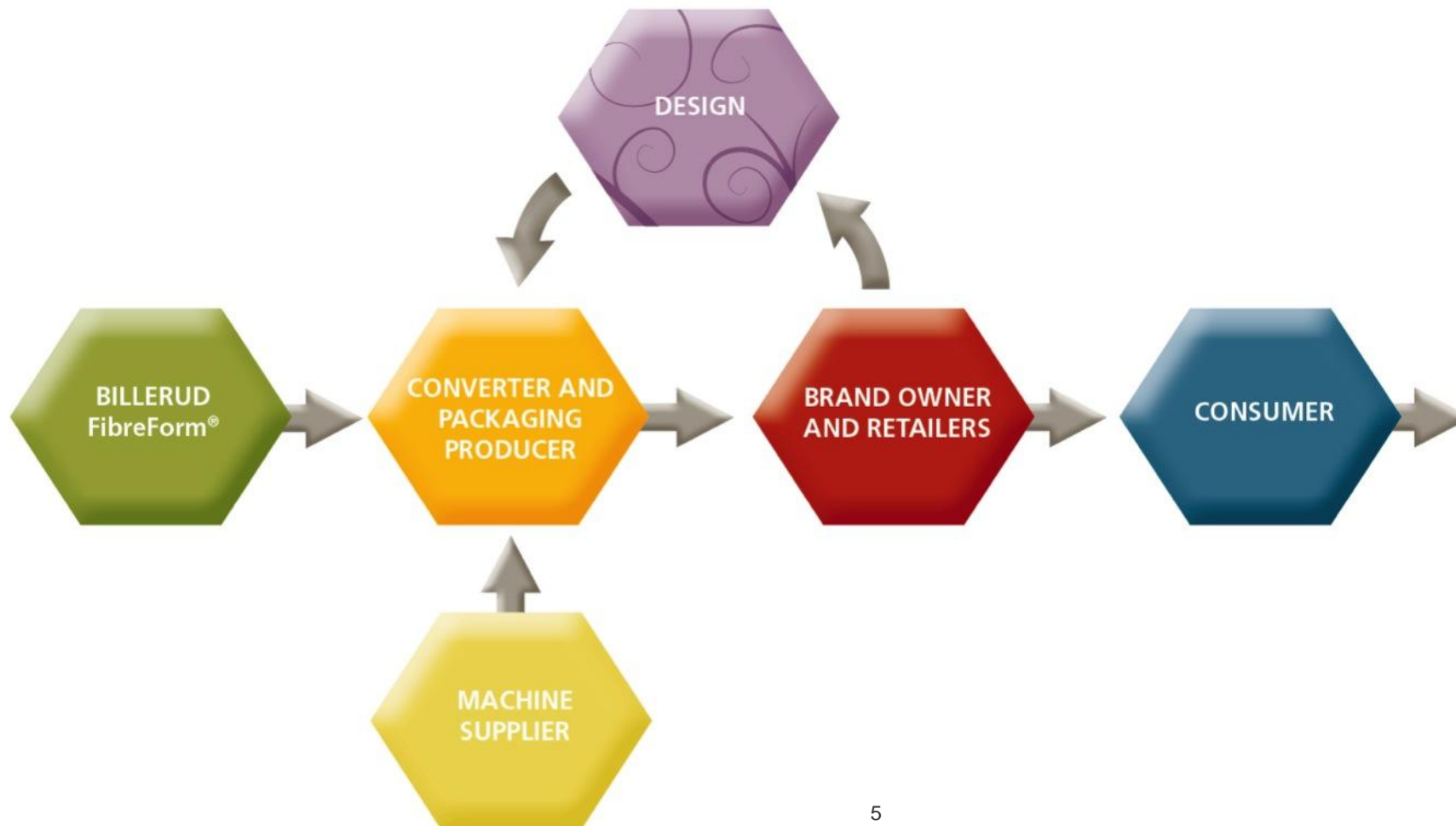
INNOVATIVE AND SUSTAINABLE PACKAGING BY BILLERUD





# THE VALUE CHAIN FOR PACKAGING SOLUTIONS

SECURED SUPPLY OF FIBREFORM®





# THE NEW PAPER FOR SHAPED PACKAGING

BILLERUD FIBREFORM®

- FibreForm offers revolutionary high stretchability
- FibreForm makes possible unique shapes and formed packaging designs
- FibreForm can replace plastics
- Forming can be converted on existing packaging lines by
  - » Thermoforming
  - » Press forming
  - » Embossing
- Can be applied with any barrier for required properties
- FibreForm is based on patented technology





# A RANGE OF OPPORTUNITIES

FIBREFORM® PACKAGING SOLUTIONS FOR EVERYONE



## TRAYS & BLISTERS

Beautiful thermoformed packaging while moving to a sustainable material



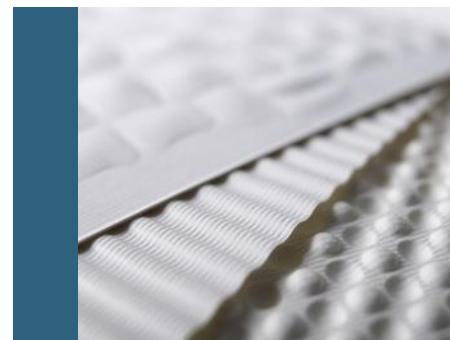
## BOXES & DISPLAY

Unique design with shapes and extended embossing



## PAPER CUP SLEEVES

Allow free shapes, textures, patterns and embossing



## POTENTIAL APPLICATIONS

Customer specified application fields



*” There has long been a demand for paper materials with barrier properties that can be formed in existing thermoforming lines. We can satisfy any barrier requirement with FibreForm ”*

Ingrid Lidbäck, Marketing Manager at Flextrus AB





# FOR ANY MANUFACTURING PROCESS

FUNCTION IN ALL CONVERTING AND PRINTING TECHNIQUES

- Converting
  - » Thermoforming
  - » Vacuum packing
  - » Press forming
  - » Embossing and hot foil
- Printing
  - » Flexographic print
  - » Offset print
  - » Digital printing possible
  - » Screen printing possible after forming



*Technical Support:  
Åke Reuterhage  
Project and Application Manager Billerud*



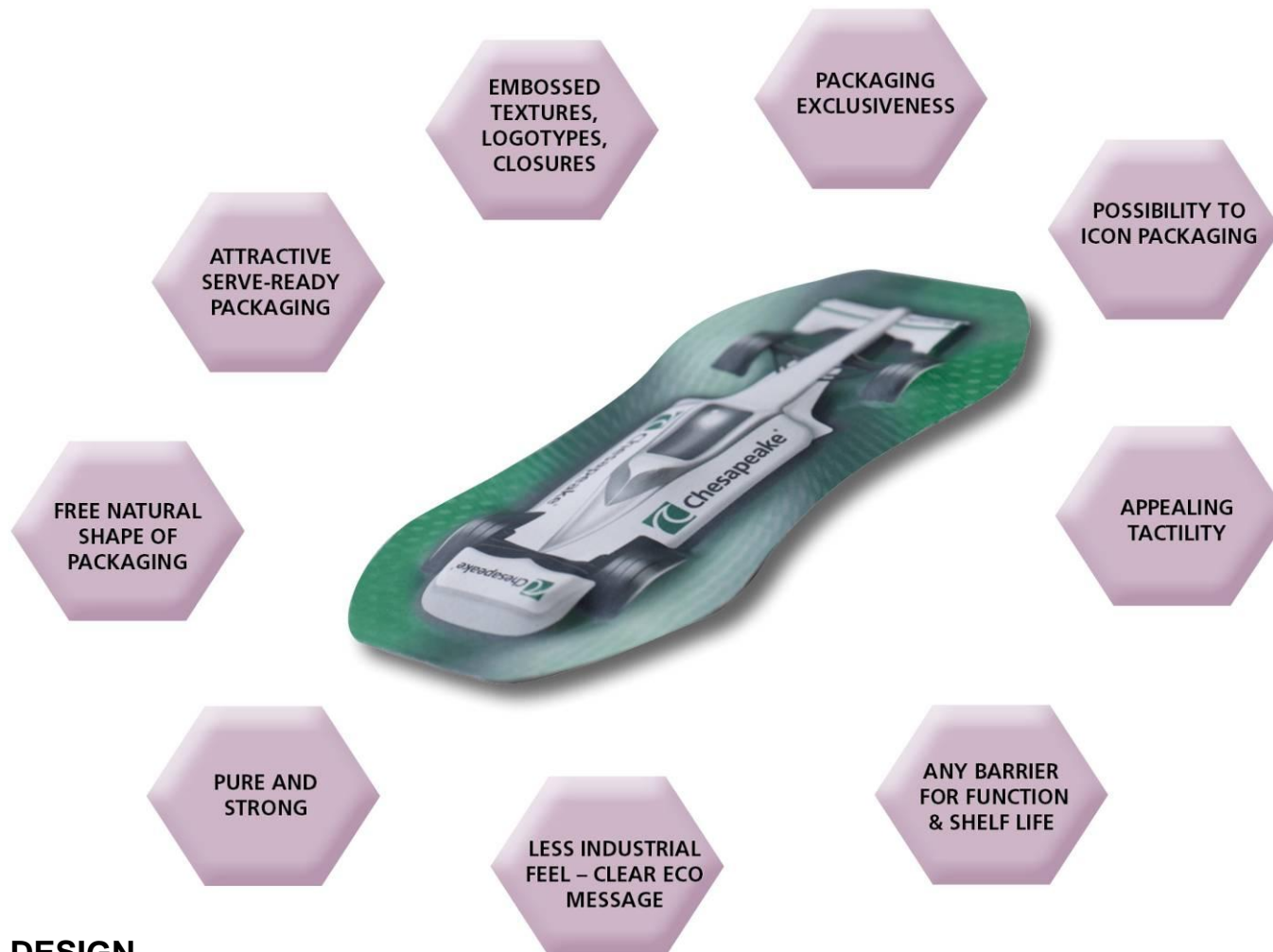
” *FibreForm enabled us to create a unique design that communicates environment* ”

Helen Key, Senior Manager, Creation Communication Design at Sony Ericsson



# YOUR IMAGINATION **SETS THE LIMITS**

CREATE UNIQUE PACKAGING THAT STANDS OUT





# OUR SERVICES FOR PACKAGING DESIGN

CREATION, INNOVATION, IMPLEMENTATION

- Billerud Pack Lab
  - » Billerud's development center for consumer related packaging
  - » Creates packaging prototypes in close collaboration with converters and brand owners
  
- NINE Total Packaging Partner
  - » Creator of unique packaging designs
  - » Implements the function of new solutions throughout the value chain





” *Thermoforming FibreForm material is a piece of cake – very easy for all* ”

Hans Lauridsen, CEO / Managing Director at Techno Tool A/S & Techno Trading A/S





# VALIDATED MACHINE SUPPLIERS

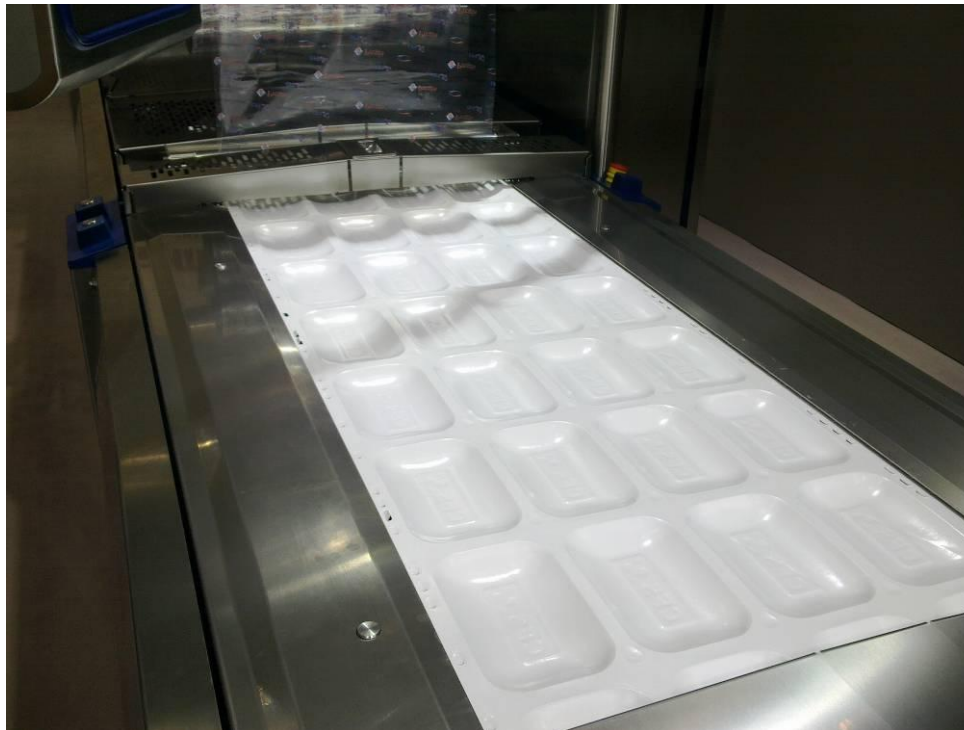
EASY TO CONVERT TO FIBREFORM

## Thermoforming

- » Multivac
- » Kiefel
- » Colimatic
- » CFS

## Embossing and hot foiling

- » Bobst
- » Hinderer & Müllich



## Corrugating

- » Bobst

## Printing

- » Windmøller & Hølscher
- » Fischer & Krecke
- » Heidelberg
- » Durst



# THE PAPER THAT CAN REPLACE PLASTICS

THERMOFORMED, FILLED AND SEALED IN ONE PROCESS

- FibreForm can be run in existing thermoforming machines
- A wide range of protective barriers can be applied on FibreForm
- Maintained packaging performance and productivity
- Short time to market
  - » Easy to convert to a FibreForm solution
  - » No expensive investments necessary





*“FibreForm is a lightweight product, suitable for food packing. It also has sustainable credentials through FSC accreditation.”*

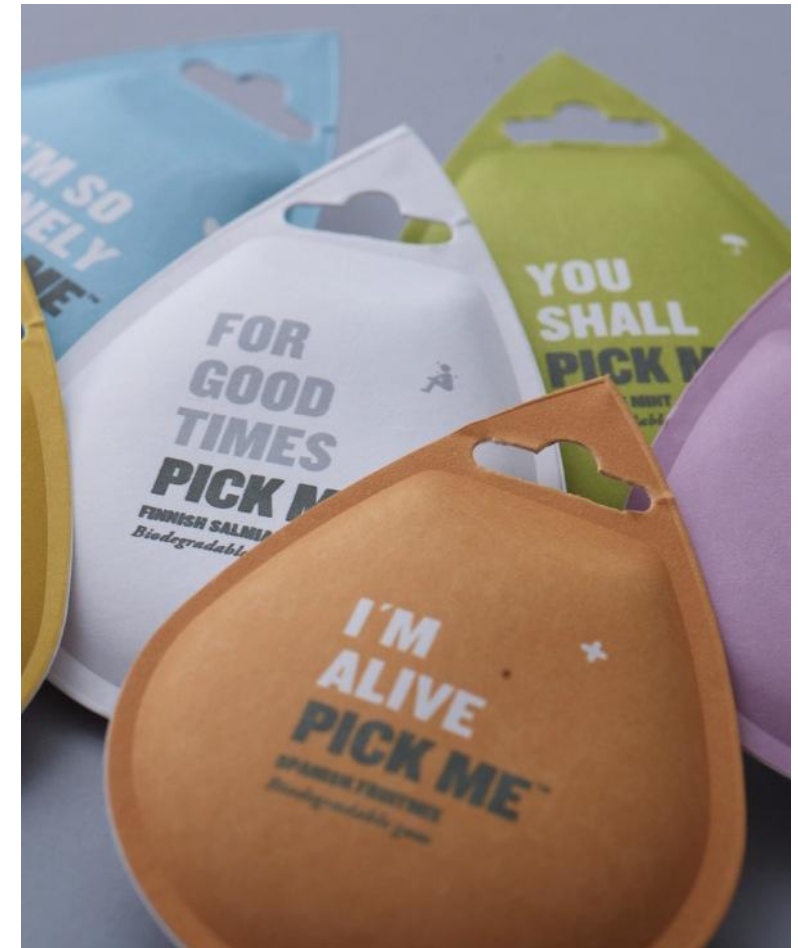
Dr Mark Caul, Packaging Technologists at Marks & Spencer



# THE SUSTAINABLE PACKAGING

BASED ON NATURAL MATERIALS

- Boosts your green profile
  - » A tactile packaging with a natural feel
- Biogenic beats fossil
  - » Biogenic material is part of the photosynthesis as long as re-planting is assured
  - » Fossil materials generate emissions of surplus CO<sub>2</sub> in the atmosphere
- Opportunities for light-weighting





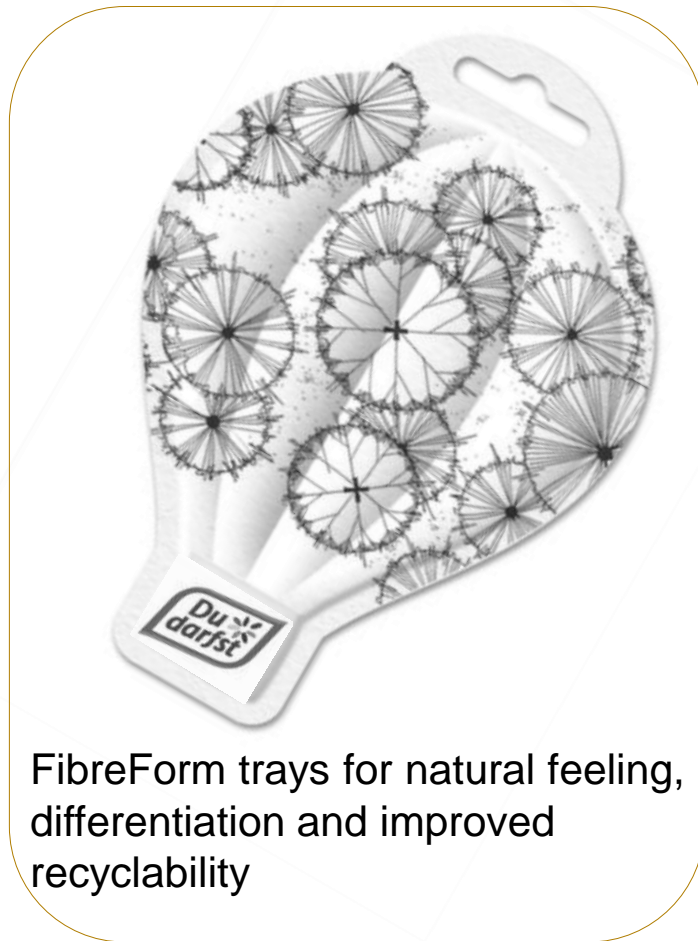
# FIBREFORM<sup>®</sup> PAPER IS A CARBON SINK

PAPER FROM BILLERUD GRUVÖN MILL IS AT -900 KG CO<sub>2</sub> PER TON PAPER



## Plastic tray

250µ plastic in thermo film  
70 µ plastic in top film



FibreForm trays for natural feeling, differentiation and improved recyclability

## FIBREFORM TRAY

- up to 65% plastic reduction
- Up to 75 % lower carbon footprint





# INCREASE CUSTOMER EXPERIENCE

## UNIQUE PACKAGING TO DRIVE BUSINESS

- Natural look
- Easy to spot
- Attractive shapes to show off
- Possibility to icon packaging



## CUSTOMER EXPERIENCE

- Tactility and printing of paper attract consumers
- Easy peel and easy to dispose
- Ready to serve packaging

## THE NATURAL CHOICE

- Light-weight and carbon smart
- Sustainable and compostable