

Boardpaper

Stora Enso Consumer Board
Newsletter 4|2017



A real eye-catcher!



One of the most exciting packages in this year's European Carton Excellence Award competition was the winner of the non-food category, the Yamasa cigar pack for Davidoff, manufactured by PAWI Verpackungen.

The Yamasa Star Pack consists of five individual packs assembled together to form a star that reflects the Yamasa logo. To achieve this, five diamond-shaped folded cartons are lined up together with a plug-in connection and a banderol. The Touchpoint folded carton offers a playful experience for the user.

"Very clever, attractive and eye catching. Each cigar is housed in its own distinctly shaped pack which, when clustered together and bound by the wrap, form a 'star' shape. We should all remember that Davidoff is a premium brand and clearly they believe that their brand values can be reflected and presented by carton board," said the jury.

The carton is made from Ensocoat™ by Stora Enso, which performed perfectly in the demanding printing and folding processes. The star-shaped graphics are offset printed, with hot foil finishing. Thanks to the graphics and shape, the package is a great eye-catcher and can be stacked as a pyramid at the point-of-sale.

The Carton Excellence Award is an annual contest organised by Pro Carton and ECMA (European Carton Makers Association), and the winners in different categories are selected by an expert jury. This time the awards were presented at the ECMA Congress in Salzburg in September.

Warm congratulations to all of Stora Enso's customers who made it to the finals in the 2017 European Carton Excellence Awards!

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Luxe Pack award goes to bio-based packaging solution

Sulapac, a start-up company accelerated by Stora Enso, won the Luxe Pack in green award in Monaco in October with a fully biomaterial-based primary packaging solution for cosmetics and beauty care products.

The complete packaging solution is called Sulapac® and is intended for beauty care products such as creams, lotions, oils and balms. It is designed for environmentally conscious brands, brand owners and consumers who value premium design.

Sulapac is fully based on biomaterials from renewable sources. Its patent-pending recipe consists of wood combined with other natural and biodegradable binders. The fully biodegradable package contains 0% plastic, yet it has the functionality, durability and formability that make it unique. While maintaining biodegradability, it offers a barrier for water, oil and oxygen. It can be shaped into different forms and processed and mass produced like plastic, using conventional equipment.

Currently, huge quantities of plastic packaging are polluting the planet and oceans, so the world desperately needs new material options and packaging solutions based on renewable, recyclable or compostable materials. When the co-operation between Stora Enso and Sulapac started, it was natural to seek solutions based on sustainably managed forests and renewable raw materials based on wood.

Suvi Haimi, CEO of Sulapac, received the trophy from His Serene Highness **Prince Albert II of Monaco**.



Image: Sulapac

Smooth like skin

The winner of the volume market category at the 2017 European Carton Excellence Awards was Edelmann with its packaging for Dr. Babor skin moisturizer ampoules – packed in a box that feels like smooth skin.



Image: Pro Carton

The basic black colour on the folding carton reflects high quality, luxury and elegance and perfectly highlights the ampoules, which are printed in different colours. Blind embossing of the ampoule on the front panel and the Babor logo enhance the effect. A soft touch varnish finishes up the tactile experience with a smooth-skin feel. The package is made from Ensocoat™ by Stora Enso and fully utilises its excellent printability and smoothness.

The packaging is also efficient to manufacture as it is made from a single piece of carton board.

“The product content is about luxury and skin care, about self-indulgence. The colours also suggest premiumness. When you open the pack, the ampoules rise within the packaging for ease of access,” the jury noted.



Natural brown cartons for Arla EKO

Elopak and Stora Enso have introduced the first gable top cartons made from natural brown unbleached paperboard called Natura Life™ by Stora Enso. The Naturally Pure-Pak® carton has a highly distinctive, natural look and feel that supports the values of organic products and creates an outstanding shelf presence.

Arla Foods in Sweden has already launched several products using the Naturally Pure-Pak® carton in its organic EKO brand range. “We believe that the new Pure-Pak® carton will grab people’s attention as it communicates organic values and is totally different to anything else in the increasingly complex chilled dairy segment,” says **Anna-Karin Modin Edman**, Sustainability Manager at Arla.

Ivar Jevne, Elopak’s Executive Vice President Board and Blanks Supply says: “All liquid packaging board sourced from well-managed forests is environmentally

friendly, however, this paperboard reaches new levels in climate responsible packaging. The innovation is the result of bringing together the best expertise, competence and experience from our collaboration with Stora Enso. This is not just another paperboard for our Pure-Pak® cartons, but a totally new concept.”

The Pure-Pak® carton with the new natural brown paperboard is available in one litre and 500 ml sizes. It runs on existing filling lines for both fresh and ESL products without modifications or changes in machine settings. The new Pure-Pak® cartons are 100% recyclable and can be recycled through existing channels.

“We are happy about the co-operation with Elopak and proud to introduce the new unbleached liquid packaging board that can enhance the organic appearance of packaging and make it stand out on shelves,” says **Annica Bresky**, EVP Stora Enso Consumer Board division.

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The new Fiber Cup for dairy packaging

The Swedish packaging manufacturer Arta Plast has introduced an attractive new paperboard cup for packaging dairy products and other chilled foods. The package is called Fiber Cup and it is made of paperboard Cupforma Natura™ by Stora Enso.

To ensure good protection and freshness of products such as crème fraîche, butter or chilled food, the board is coated with a thin polymer layer (PP) on both sides. Thanks to its barrier properties, the material can replace non-renewable food packaging materials and thereby reduce

environmental impacts of packaging. The cup is recyclable and its modern shape and excellent printing and design possibilities showcase the brands in the best light.

The development of the new solution was started as a response to the increasing customer demand for an environmentally-friendly alternative to thermoformed polystyrene cups used in food packaging, and it resulted in a new packaging solution suitable for the food product segment, previously completely dominated by plastic packaging.



Heading for a renewable future in the bioeconomy

Annica Bresky joined the Consumer Board division as Executive Vice President six months ago. We asked Annica to share her first impressions and views on the business as well as the key success factors. How do you see our future?

Stora Enso is on a transformation journey to create a renewable future in the bioeconomy. Our Consumer Board division plays a big part in this. We offer renewable packaging material in a world where the use of fossil-based packaging is still growing. This is an inspiring driver and challenge for us all in developing competitive sustainable solutions based on renewable materials that attract consumers.

The demands on packaging are increasing with respect to functionality, product safety, sustainability and design. To respond to this, we have launched several new products. Natura Life is a good example. Customers with organic products or with a certain environmental profile have been interested in finding a new look for their packaging. With an unbleached naturally brown board, Natura Life gives packaging a more organic appearance, lower carbon footprint, and an outstanding shelf presence.

We base our innovation efforts on understanding our customers and the needs of brand owners and consumers. We help our customers excel through our ecosystem of long-term partnerships across the value chain, co-operation with start-ups and innovation and R&D Centres. This is our way to reach our aim to be the preferred partner in premium end-use packaging segments, maintain a strong market position in Europe, capture market opportunities in China and grow selectively in other overseas markets.

Our innovation agenda has many exciting products in the pipeline. We are continuing to commercialise Micro Fibrillated Cellulose (MFC), which has been used in source reduction and lightweighting to reduce fibre content with maintained or even enhanced strength properties. At the same time, we will continue to develop MFC films to act as, for example, grease or oxygen barriers. In the future, these films might also replace aluminium film and could be transparent.



We help our customers excel through our ecosystem of long-term partnerships across the value chain.

On a final note, from our customer surveys we can see that you are not impressed with our reliability in terms of deliveries. We know that in some areas, we have been struggling with our service from the customer point of contact to the reliability of our deliveries. This is a concern for us and our number one priority. We want to achieve commercial and operational excellence, and rest assured, we will up our game in these areas.

We have an exciting journey ahead of us and I do hope that we will continue working closely together to realise our common opportunities. Moving forward into 2018, I want to end by wishing you all Happy Holidays and a Happy New Year!

Annica Bresky

New PE coating line started up in Imatra

Stora Enso Imatra Mills has got a new polyethylene (PE) coating line and an automated roll warehouse (ARW). The inauguration ceremony was held on November 3rd with a keynote by Finland's Minister of the Environment, Energy and Housing **Kimmo Tiilikainen**.

The investment of approximately EUR 70 million is part of Stora Enso's Consumer Board division's growth strategy for maintaining competitiveness and profitable growth. The capacity of the new PE coating line will be 140,000 tonnes of liquid packaging board. The added capacity also enables the development of a new, innovative generation of biocoating products. The automated roll warehouse is Finland's largest forest industry automated warehouse, housing as many as around 7,000 rolls.

"The investment will strengthen Stora Enso's ability to meet customers' growing demand for food and liquid packaging board, which is expected to grow faster than the industry average," says **Seppo Parvi**, Stora Enso's Country Manager Finland.

Investments to be completed in 2017 also include a PE coating line at Stora Enso Beihai Mill in China, a new chemical plant at Skoghall Mill in Sweden, as well as the investments at Imatra, Ingerois and Fors mills to continue the commercialisation and product development of microfibrillated cellulose (MFC). In October, Stora Enso also announced a new EUR 42 million investment to enhance the availability of chemi-thermomechanical pulp (CTMP) at Imatra Mills.

The future is ours

It is great to see so many new packaging innovations and exciting designs all made from paperboard! Learning from customer and consumer insights has helped us to develop our board products to better meet expectations and wishes, enhancing our customers' brands and showing products at their best.

Based on Stora Enso's consumer research in the UK, Germany and China, consumers are highly interested in organic food, food safety and food waste, and think that packaging plays a big role in all this. Consumers see food waste as an environmental problem and are keen on reducing it. However, German consumers seem to have more polarised views on the relation of packaging and food quality, while in the UK, consumers tend to have more doubts about packaging materials affecting food.

In China, food safety is a huge concern for consumers, and people clearly insist on safe packaging with no risk of contamination. According to our study, they also focus increasingly on sustainability and want to be able to buy organic food, packed in sustainable and safe materials.

This shows that environmental awareness is increasing globally. Sustainably sourced, renewable and safe packaging materials are well positioned to meet consumers' wishes and reduce their concerns.

Sanna Heiskanen
Editor

Valio increases the use of plant-based gable-top packaging

In October, Stora Enso, Tetra Pak and Valio organised a seminar on sustainability in Helsinki to discuss consumers' growing interest in ecological packaging. According to Tetra Pak, consumers in all the Nordic countries consider environmental matters to be important and believe that their significance will continue to grow.

Valio is taking a major step towards meeting consumers' wishes for more environmentally friendly packaging solutions, by increasing the use of entirely plant-based cartons. By the end of 2018, all the company's gable-top milk, buttermilk, yoghurt and cream cartons will be made from 100% plant-based materials. The switch to fully plant-based gable-top cartons reduces dependence on fossil raw materials, namely oil. The cartons can be recycled the same way as liquid packaging usually is; with the screw cap left on the package, as it gets separated during the recycling process.

The plant-based cartons are made from Natura™ by Stora Enso board with PE Green coating, which is made from renewable, bio-based raw material obtained from a side stream in the sugar cane industry. The carton closures and necks are also made from plant-based material. The carbon footprint of a fully plant-based carton with a plant-based closure of this type is less than half of that of an ordinary package with a closure.

Valio's switch to plant-based cartons will reduce the carbon dioxide emissions caused by packaging by 3 140 tonnes a year. The amount corresponds to the emissions caused by driving a car 412 times around the globe.



Materials fit for the purpose



Chocolate & Confectionery



Cigarette



Cosmetics & Luxury



Food



Food Service



Graphical



Liquid



Pharmaceuticals



Drinks, Wines & Spirits



Recreate Packaging – last call for entries!

Professional designer or student? We have a challenge for you! The Recreate Packaging competition is open for registrations until 22 December 2017. After registration, you have more than a month to rethink food packaging for kids – to make it more fun and appealing.

We are looking for innovative and sustainable ideas, new concepts and designs. Consider for instance how the packaging should look, how it could feel or function, how you eat from it, and how it could be reused.

The Stora Enso Recreate Packaging competition has been organised biennially since 2012. Register now at recreatepackaging.com.

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