

## The packaging paper that is writing history



# FibreForm®

FibreForm is formable. It is natural and attractive. With FibreForm, it is possible to create new, striking and personal packaging solutions for innumerable fields of application. And above all – FibreForm is more environmentally friendly than other packaging materials. It is the paper that could replace plastics.

**B**illerud is now launching FibreForm – a packaging paper that can replace plastic where it was previously impossible.

“The potential for creating unique packaging solutions is enormous. Never before has there been a similar paper on the market”, says Peter Bergström, Product Area Manager, and responsible for the development project of Billerud FibreForm.

He is proud to at last be able to launch Billerud’s new product.

### REVOLUTIONARY STRETCHABILITY

The high stretchability of the paper means that it can be formed. And with a stretchability of up to 20 per cent, FibreForm breaks records.

Never before has there been a similar paper on the market

The normal stretchability of paper is usually between 2 and 4 per cent. Some sack papers

can reach up to 7 per cent. FibreForm offers new opportunities for packaging solutions such as deep-drawn trays.

“FibreForm can be converted in normal thermoforming machines without any major investments being required so it’s perfect for food products. It is also possible to make really deep embossings, something that has previously been impossible on paper”, says Peter Bergström.

### STRIKING, ENVIRONMENTALLY FRIENDLY PACKAGING SOLUTIONS

With FibreForm, it will now be possible to create formed and more interesting packaging solutions with a natural feel for every type of product, for example, food, perfumes or electronics.

Unique packaging solutions that nobody else has. Packaging solutions that stick out in a buying situation.

“The importance of the packaging in a buying situation shouldn’t be underestimated, we know that the packaging plays a very large role in the impact the product has. FibreForm is exciting and gives the product an environmentally friendly and less industrial feel”, says Peter Bergström.



**BE NATURAL**  
FibreForm offers unique possibilities to create sustainable packaging solutions that communicates a true natural feeling. Of course, FibreForm is FSC certified.



Sony Ericsson has a **green heart**



Alexir **stretches the limits** of FibreForm



Marks & Spencer welcomes **innovation**



Packaging guru wants to be **inspired**

“We at Billerud make high demands on ourselves when we develop and launch new products. We are driven to create innovative and sustainable solutions that offer added value to all the players in the value chain.

# Billeruds paper — for the future

It is with pride that we now launch Billerud FibreForm. We hope that this unique packaging paper will revolutionise the industry and that it will be welcomed by a demanding market, which is increasingly geared towards profiling sustainability and innovation.

Billerud's objective when it comes to the environmental is explicit – our papers should have the least possible environmental impact. We have already come a long way; all our paper qualities on the market have a record low carbon footprint as, of course, does FibreForm.

But we want more. As part of Billerud's development, we have complemented our offer with the acquisition of Tenova Bioplastics. Our vision is to present a complete solution where FibreForm and our other products can be barrier coated with the minimum impact on both the environment and the climate.

However, FibreForm also has other values. With FibreForm, it is possible to create striking, specially designed packaging solutions that attract attention in buying situations – unbeatable properties in a time when more and more products on store shelves are fighting for the consumers' attention.

Billerud gives you the creative space to design tomorrow's packaging solutions today. Only your imagination sets the limits for FibreForm's potential.

Welcome to Billerud.



Johan Nellbeck  
Business Area Director  
Packaging & Speciality Paper

# Alexir STRETCHES the limits of FibreForm



## Alexir Packaging

*Alexir Packaging is a specialist packaging manufacturer of printed folded cartons. Alexir focuses on offering customized packaging solutions and produces 150 million cartons per year, the majority of which are for the UK retail and single use food service markets.*

Alexir Packaging Ltd supplies the British retail trade with packaging solutions. A large proportion of the company's products come into close contact with food, which means that the material must satisfy exacting demands as regards its purity and function. He notes that FibreForm satisfies the hygienic requirements for food.

"FibreForm is a very good material, and it's definitely something we believe will be demanded by our customers", says Stephen King.

"It is excellent for micro wave food and direct contact with food such as cooked, sliced meat. We have carried out initial trials for MAP gas retention and we know

British packaging producer Alexir has succeeded in stretching FibreForm 24 per cent. "I absolutely believe in this material", says Stephen King, Technical and Product Development Manager at Alexir Packaging Ltd.

that the FibreForm solution can retain gas", says Stephen King.

He predicts that FibreForm will have a given place in the food industry.

"It really matches the environmental criteria and in the UK it is increasingly important that the board is FSC certified. It is also much lighter than equivalent plastic materials", says Stephen King and continues:

"It matches our innovation work as we develop customized solutions".

Alexir has succeeded in developing a method of stretching FibreForm beyond the official 20 per cent marketed by Billerud.

"We've stretched it beyond that, somewhere around 24 per cent".

# SONY ERICSSON HAS A GREEN HEART

Sony Ericsson is engaged in far-reaching work on the development of environmentally friendly mobile phones. Every component in the mobile phones in the GreenHeart™ environmental series is developed with the environment in mind. This, of course, also applies to the packaging.

"Our goal has always been that our products should have the lowest possible environmental impact", says Helen Keys, Senior Manager, Creation Communication Design, at Sony Ericsson.

So far, Sony Ericsson has launched two mobile phones developed in accordance with the GreenHeart concept. Both of them are made out of recycled plastics, coloured with waterborne paint and an electronic in-phone manual to save paper. The handsets are also fitted with energy-saving displays.

## CONCEPT STUDY WITH FIBREFORM

In a concept study, a packaging solution was developed for GreenHeart mobile phones – the Leaf. The packaging paper is made of FibreForm.

"FibreForm enabled us to create a unique design that communicates environment."

This packaging solution is not available on the market, but Helen Key does not rule out the possibility that a FibreForm packaging could be produced in the future.

"We are always looking at the packaging. Both printing methods, colours and volume are reviewed and improved", says Helen Key.

## WARM RECEPTION

The market's response to Sony Ericsson's GreenHeart concept has been very positive, and Greenpeace has ranked Sony Ericsson as the most "green" electronics company.

"Naturally, it is important for us to be acknowledged for doing the right thing, it spurs us on to continue. Consumer response has also been very positive", says Helen Key.



GreenHeart™

Photo: Sony Ericsson

## AWARD WINNING PACKAGING

Sony Ericsson's "Leaf", made out of FibreForm, won the silver medal in design in Pentaward's Worldwide Design Competition 2009. The Leaf was also nominated for the Gold Egg, Sweden's foremost design award.

The aim of the packaging was to reduce the packaging volume and reinforce the environmental message still more for what are already the world's most environmentally friendly mobile phones. The Leaf was designed by No Picnic.

# Marks & Spencer sets its sights on a **better environment**



Innovative suppliers and sustainable packaging solutions for a better environment. This is what Dr Mark Caul, Packaging Technologists at the British retail giant Marks & Spencer would like to see.



He feels that a packaging paper such as FibreForm is a welcome addition on the market.

"FibreForm is a lightweight product, suitable for food packing. It also has sustainable credentials through FSC accreditation. Once we have proven its sealing characteristics, we could use it in number of areas", says Mark Caul, responsible for all technical aspects of food packaging at Marks & Spencer.

He finds the paper appealing and reveals that some interesting packaging developments are already in the pipeline.

"The beauty of the products that Billerud are showing me is some of the textured formats and pattern formats."

Marks & Spencer has an explicit and far-reaching environmental strategy, which it calls Plan A. The plan includes minimising the whole company's environmental impact and it has set its sights high, with a plan that not only considers packaging, but sets a 100 point plan across waste, sustainable raw materials, fair partner, climate change, and health.

## LOOKING TO COLLABORATE

To reach its goals, Marks & Spencer welcomes close collaboration with its suppliers.

"We pride ourselves on being an innovative foods business and are constantly inventing new food formats. We are reliant on working with our suppliers to develop new food concepts supported by

new packaging ideas. To lead packaging innovation development we believe it is important to engage the packaging supply base at all points in the chain."

He reveals that the best relationships Marks & Spencer has are with suppliers who see the benefits of strategic relationships.

"We want to work with those who are willing to see beyond the shelf sales and work with us for a better future. This

**We want to work with those who are willing to see beyond the shelf sales**

sometimes involves a commercial risk for the supplier", says Mark Caul and adds:

"We see many opportunities to develop business and meet our demand for environmentally designed packaging. It also provides a fantastic opportunity to drive innovation and long term development", says Mark Caul and notes that:

"Billerud, as an FSC approved supplier with points of difference in terms of product and service proposition has the opportunity to meet these requirements."

## Successful thermoforming with **FibreForm**

Machine manufacturer Multivac has the whole world as its market. Multivac has test run **barrier coated** FibreForm in its thermoforming machines – and the paper passed with flying colours.

**Multivac** supplies customised machine equipment for packaging food and medical and industrial products.

"FibreForm functions in our thermoforming machines without any major changes being necessary. The cutting equipment needs to be adjusted and some of the settings changed", says Pether Hall, Key Account Manager at Multivac.



Thermoforming, is a common packaging technique in the food industry, means that the material is heated to a suitable tempe-

perature and formed in a thermoforming station after which an outer film is applied and welded to the material. Thermoforming is mostly used to form plastics. But now the machines can also handle FibreForm, which can be stretched up to 20 per cent. "Previously it was impossible to form paper at all. It's always interesting and fun when new packaging materials appear on the market. Particularly for customers who want to create a distinctive image for themselves", says Pether Hall.

### Multivac

Multivac commissions over 1,100 industrial thermoformers and tray-sealers as well as over 3,200 chamber machines a year – in over 100 countries worldwide. Multivac currently has over 2500 employees, covering every continent. Its head office is located in Wolfertschwenden, Germany.

CORRUGATED BOARD SHEET MANUFACTURER

# "FibreForm makes your product STAND OUT"



**UNIQUE PACKAGING.** FibreForm makes it possible to emboss corrugated board – and create unique solutions with a minimised risk of being copied.

Tony Stone at the British corrugated sheet manufacturer Abbey Corrugated sees great potential for brand owners to profile themselves with FibreForm.

"FibreForm provides excellent opportunities to create unique packaging solutions that are much harder to copy", says Tony Stone, Sales Manager for Speciality products at Abbey Corrugated.

**Tony Stone** remembers the first time he came into contact with FibreForm.

"My first reaction was "wow!" It is actually light and there are no limits in application fields. First I wondered if the material is strong enough to be run in our corrugating machines", says Tony Stone.

But he found out that it was.

"The strength is superb and with only some minor adjustments on the machine settings, it ran perfectly".

### "OFFERS UNIQUE EMBOSsing"

Abbey Corrugated is known for its unique special solutions and Tony Stone believes that the paper could complement the company's offers to packaging producers and brand owners.

"FibreForm offers unique embossing properties and it completely matches our profile as an environmentally friendly company", says Tony Stone.

He has shown FibreForm to many brand owners and customers to get an idea of the market's interest in the product.

"The response has been massive. Everyone I've shown it to has had the same reaction. Because of the embossing possibilities designers and brand owners can create unique packaging that stands out from their competitors."

### Abbey Corrugated

*Leading corrugated board sheet feeder in the UK. Offers a wide range of board grades, coatings and specialized solutions. Abbey is part of DS Smith Packaging, a division of DS Smith Plc, an environmentally certified by the British organisation The Carbon Trust and an FSC & PEFC "Chain of Custody" member.*

## FibreForm for **demanding** packagings – **barrier coating functions faultlessly**

A thoroughly successful process. This is how Ingrid Lidbäck, Marketing Manager at Flextrus AB, describes FibreForm's function during the application of a barrier coating and sealing film for optimum protection.

FibreForm functions extremely well when it comes to applying a barrier, according to Ingrid Lidbäck.

"With our know-how and technology, we can, in principle, satisfy any barrier requirement with FibreForm", says Ingrid Lidbäck at Flextrus AB, which supplies the market with a broad range of barrier materials.

Many of Flextrus' customers make high demands on their packagings' safety in combination with an attractive appearance and feel. Ingrid Lidbäck has shown several FibreForm prototypes to many of Flextrus' customers in the food industry. They attracted considerable interest.

"The response has been very positive. There has long been a demand for paper materials with barrier properties that can be formed in existing thermoforming lines. From an environmental perspective, it is spot on".

Flextrus has a well-defined environmental profile with efficient processes and environ-

mentally friendly plastics that are recyclable or degradable.

"Being able to thermoform paper laminate is unique, previously it was only possible to use it flat or folded. Naturally, there are limitations, but the trays don't always need to be so deep. It's a matter of using one's imagination and this gives us a fantastic opportunity to create unique packagings", says Ingrid Lidbäck.

### Flextrus AB

*Flextrus AB develops and manufactures advanced packaging materials for the food and pharmaceutical industries. The company has two production facilities – in Lund, Sweden, and in Somerset, UK – and 250 employees.*

## Packaging designer wants to see more **humour**

Technically, today's packaging solutions for food are excellent. But in terms of design, there is a lot that could be done. This is claimed by Lars Wallentin, a packaging designer with 40 years of experience in the industry.



"In my opinion, we could have a lot more fun, we take ourselves so seriously", says Lars Wallentin and laughs.

Lars Wallentin spent 40 years developing packaging solutions as chief designer at Nestlé. Today, he travels from his home in Switzerland all over the world and holds lectures on how the optimum packaging should be designed.

Lars Wallentin points out that many packaging designs are far too similar. And since advertising space for food is limited on TV and in newspapers and magazines, packaging solutions need to stand out on the store shelves.

"Only one of 20 products in TV commercials involves food.

Consequently, it's the buying situation that determines what packaging the consumer takes home with him", he says.

### COMMUNICATING THE ENVIRONMENT

Lars Wallentin believes that a packaging material such as FibreForm could appeal to consumers.

"FibreForm communicates an environmental feel and I know that that is what sells today", says Lars and adds that different materials communicate different things.

The best food packaging, according to Lars Wallentin, is the one that formulates a good message.

"Above all, the consumer must be interested in reading what's on the packaging. It's full of lists of ingredients, and that's good, but only that sort of information gets boring in the long run", says Lars and names his favourite.

"The Swedish dairy company Arla's milk packaging designs are really good. You can read about everything from the moon landing to cows, and every week there's a new text I learn something from. It's both interesting and instructive.



## FibreForm protects the environment

**TOGETHER** with IVL, the Swedish Environmental Research Institute, Billerud has mapped the total carbon dioxide emissions of all its products, its carbon footprint. The results show that they all have a record low carbon footprint – this naturally includes FibreForm.



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