



**BILLERUD**

DISCOVER THE **POTENTIAL**

A GUIDE TO A SIMPLER CHOICE OF PAPER FOR CARRIER BAGS







WELCOME TO OUR FITTING ROOM

Before buying a car, you often give it a trial run. Or try on a pair of jeans to see if they fits well and look good. Quite simply, you want to experience the feeling.

So a warm welcome to our fitting room where you can feel, read and be inspired. Here, you will be given sensible advice on the choice of paper for carrier bags.

CHALLENGE US

Our goal is to build up trust that rests on our customers having faith in and feeling secure with Billerud. We are

pros when it comes to the choice of material and our papers are among the best in the world. They are made from 100 per cent primary fibre, which results in a strong and pure paper – perfect for the demanding tasks facing a carrier bag.

But what we want to do is to create an impression, which is why we have a fitting room on paper with examples. Everything to make your choice simpler. If you can't find what you are looking for or if you have an idea, don't hesitate to get in touch with us.

You are welcome to come in.



BILLREUD'S KNOW-HOW AND PAPER ARE A GOOD FOUNDATION

The highest quality of Scandinavia primary fibre

Long-term environmental work that satisfies stringent environmental demands

Focus on function

Continuous development of new products

MORE THAN A PRACTICAL **CARRYING DEVICE**

Apart from being a very practical carrying device, the carrier bag has several rational and emotional advantages.

ENVIRONMENTALLY FRIENDLY

A carrier bag made of paper is manufactured from a renewable raw material and is broken down naturally. It is also strong and can be reused several times. That's good for the environment.

CONVEY BRAND NAME AND IMPRESSION

Using the carrier bag as an advertising venue is an effective way of communicating and exposing corporate brand

names. An attractive carrier bag of good quality enhances the buying experience. It also gives the customer added value and a feeling that only paper can convey – luxury.

YOU CAN DEPEND ON YOUR CARRIER BAG

Nobody jumps with joy when a carrier bag full of groceries breaks on the way home from the store. We expect it to last and of course it should. But it's a question of not compromising. Choose a strong paper and you will get a carrier bag that can be filled with very heavy groceries – without breaking.



QUALITY AT EVERY STAGE

Billerud has a number of strict requirements that our products must always satisfy. Accordingly, we have the following certification:

- » Quality Management System – ISO 9001
- » Environmental Management System – ISO 14001
- » Traceability Certificate, wood – PEFC
- » Traceability Certificate, wood – FSC
- » Hygiene Management System – BRC/IOP
- » Energy Management System/IPFE



GIVE YOUR CARRIER BAG A **SOUL**

Paper is a living and expressive material in itself. In other words, paper also reflects what your company stands for.

A conscious choice of paper adds positive values and can give a boost to both brand names and products. Choosing a paper that best reflects the company's values in a credible way is a prerequisite of a successful end result.

WHAT DO YOU WANT TO CONVEY?

Is your company soft and friendly? Then choose a more discrete paper. Do you want to display a tougher image? Choose the right paper quality and you have done the groundwork – you have a blank paper surface ready to be refined. As is so often the case, good groundwork is a prerequisite of a successful end result. On the following pages, you will find samples of our paper qualities – feel them and allow yourself to be inspired.



PAPER COMMUNICATES

Billerud has papers with first-class properties: high and even quality, good runability and excellent printability.



PAPER SAMPLES AND HARD FACTS

No fashion house or prestigious boutique would dream of using anything but a beautifully designed carrier bag with high-class art when they hand over an expensive purchase to their customers.

It is often the small details that make the difference. The carrier bag should be strong and have excellent printability and convertability properties. This requires a high-quality paper.

BILLERUD'S PAPERS

1. **GLOSSPRINT** – *A strong coated paper with glossy surface. The natural choice when you want to combine strength with excellent printability.*
2. **MATTPRINT** – *A very strong and stiff coated paper with matt surface.*
3. **PRINT** – *A coated paper when strength requirements are extra high.*
4. **SINGLE WHITE** – *An uncoated paper with very good printability. The paper has high stiffness and a backside with a rough surface.*
5. **DUO WHITE** – *An uncoated paper with very good printability.*
6. **DUO BRIGHT** – *Same as Duo White, but with a higher whiteness.*
7. **DUO KRAFT** – *An extra strong version of Duo White. The choice when you have high demands on strength.*
8. **NATURAL BROWN** – *In all its simplicity, a very strong brown paper.*
9. **WHITE HANDLE** – *A perfect paper for handles. The paper is strong and has high paper stretch.*
10. **NATURAL WHITE** – *A white and very strong paper.*

NATURAL WHITE

WHITE HANDLE

NATURAL BROWN

DUO KRAFT

DUO BRIGHT

DUO WHITE

SINGLE WHITE

PRINT

MATTPRINT

GLOSSPRINT



CHECKLIST

When it comes to carrier bags, the whole is the sum of its parts. A good paper is a guarantee of a strong and attractive carrier bag that satisfies high demands on quality.

The handles must look good but at the same time serve their purpose. A strong carrier bag is, of course, a must. And appearance is important. Paper is the material that offers unbeatable printability.

But no material, not even paper, has all these advantages. Consequently, it is a matter of choosing which properties are most important for just your needs. Here is a checklist containing eight properties to take into account:

- ✓ Model and volume
- ✓ The paper's appearance and impression
- ✓ Design and handles
- ✓ Printability and colour reproduction
- ✓ Cost and production run
- ✓ Strength and durability
- ✓ Good convertibility
- ✓ Environmentally friendly and resource-efficient



FREEDOM OF CHOICE

For flat or twisted handles, we recommend White Handle, a strong paper that adds character to the handles and has very good runability.



CHECKLIST

MODEL AND VOLUME

There are many sizes and models. What is the carrier bag's function and what is its task? What will it contain and what impression do you want it to make?

THE PAPER'S APPEARANCE AND IMPRESSION

White and pure or a natural impression. Coated or uncoated. Remember that the paper itself communicates. Look at and feel the paper samples.

DESIGN AND HANDLES

Designing a carrier bag is an art in itself. Remember that the handles must be comfortable, even when the carrier bag is really heavy. Flat handles are suitable for carrier bags intended for heavy loads. Twisted handles or cord are suitable for more exclusive carrier bags.

PRINTABILITY AND COLOUR REPRODUCTION

The choice of paper determines the quality of the print, and there are many possible choices. A high-class paper for carrier bags must have good converting and printing properties and high strength. There is a broad range of kraft papers that offer just this; strength in combination with the best possible properties for printing, lamination and converting. Surface treatments that attract extra attention are, for example, matt, glossy or metallic.

COST AND PRODUCTION RUN

The advantage of a long production run is that the price per unit is lower. At the same time, the customer might want to change the print on the carrier bag at a later date and thus does not want a too long production run.



ASK US FOR ADVICE

Through the years, we have acquired solid experience and considerable know-how when it comes to the design of attractive, functional and cost-efficient carrier bags. Talk with us and we will give you good advice.

CHECKLIST

STRENGTH AND DURABILITY

A carrier bag should not break, regardless of whether it contains a light and bulky down jacket or is packed with heavy angular and sharp products. The Nordic countries are home to coniferous trees that produce the world's strongest fibres. The secret behind this strength is that the trees grow slowly and develop long fibres – a perfect raw material for our strong papers. And from these extra long and strong fibres, we also get extremely strong kraft paper, which is very suitable for making carrier bags.

GOOD CONVERTIBILITY

It is important to choose a paper that meets the demands made by production in today's modern and very fast converting machines. Such a paper functions optimally in the refinement phase where paper breakage or other problems could be very costly.

Refinement takes place in several stages; first, the paper is printed and possibly laminated after which it is folded and glued to form a complete carrier bag.

ENVIRONMENTALLY FRIENDLY AND RESOURCE-EFFICIENT

By choosing carrier bags made of paper, you make a conscious choice that benefits the environment. The carrier bag has three unbeatable environmental properties – it is degradable, it is simple to recycle and the raw material is renewable. The fact is that the Swedish forests are growing all the time, and they have been growing for many years in both volume and area. At the same time, the forests “consume” CO₂ in the atmosphere. Finally, it is true that a lot of water is used in the manufacture of paper, but it is often forgotten that there is a lot of water in Sweden and that our mills only “borrow” water from a lake

or a river. After it has been used, the water is returned, just as clean, if not cleaner, to the lake or river it came from.

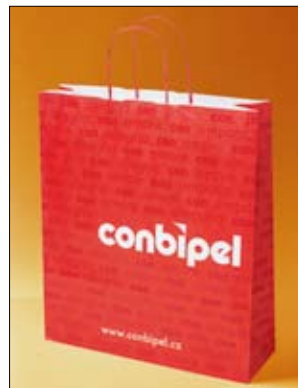


NOT JUST TALK

In our test laboratory, we can test the strength of carrier bags and handles. We know that our paper can withstand a tough climate and very heavy goods.



AN INSPIRING COLLECTION





BILLERUD IN BRIEF

Its business concept is to offer demanding customers packaging material and solutions that promote and protect their products – packagings that are attractive, strong and made of renewable material.

Production takes place at the Group's three Swedish integrated pulp and paper mills in Gruvön, Karlsborg and Skärblacka and at the British paper mill in Beetham.

We are driven by a passion for developing materials for the packaging market and exploring new opportunities. And we know paper. We know that paper offers sustainable and environmentally friendly packaging solutions. We also know about the advantages of paper when it comes to function, design and economy.

Billerud is a strong and reliable partner in the whole value chain that meets the market's demands – today and in the future.





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