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MEMBER COMPANIES

Ahlstrom
Arjo Wiggins
Billerud
Brigl & Bergmeister
Goricane
M-Real
Papal Aralar
Sappi Europe
Stora Enso

PRODUCTION PLANTS

France (3), Italy (1)
France (2)
Sweden (2)
Austria (1), Slovenia (1)
Slovenia (1)
Finland (1), Germany (1)
Spain (1)
Germany (1)
Germany (1), Finland (1)

INTERNET

www.ahlstrom.com
www.maine1face.com
www.billerud.com
www.brigl-bergmeister.com
www.goricane.si
www.m-real.com
www.papalaralar.com
www.sappi.com
www.storaenso.com

ASSOCIATE MEMBER COMPANIES

Södra Cell International
Imerys Minerals

Pulp mills in Sweden and Norway (5)
Paper chemical manufacturer

www.sodra.com
www.imerys.com

Editorial

Dear reader,

Good news. The strong demand recovery means that also the speciality paper industry has now much brighter views for the future than for example still one year ago. Yet, capacity constraints and shortages in raw materials – due to the reorganization of the supply chain the last couple of years, due to the dramatic earthquake in Chili and strikes in Scandinavia – put the pressure on the people in the middle. It is up to them, again, to seize the opportunity and to get back on top of this wave by structuring their businesses in the most efficient ways. Innovation is part of the solution.

This issue of our Newspaper runs the story of a Swedish converter Flextrus, a specialist in multilayer packaging materials and thermoforming. They offer brand-owners and retailers a more sustainable choice with a completely new kind of paper that is stretchable and runs on existing Form, Fill & Seal lines. Flextrus calls their new paper 'PaperLite®'; it was hardly on the market when it was awarded the Packaging Innovation Award 2009 at the Scanpack Packaging Exhibition in Gothenburg. This is a great example of an innovation in our industry – now paper can be used in applications, where only plastics have been used so far. Paperlite® has been very well received by some major brand-owners in the UK already. Read more in this very interesting story.

Digital color printing in the packaging industry is churning up double digit growth figures. Nearly all of that is in printing of full and spot color 'prime' labels for decorating consumer products, foods, beverages, and other. We asked Anne-Sophie Gombart, business developer at Sappi Europe why this is happening. She sees three crucial elements coming together. Not only did the technology of digital printers mature. Also paper qualities have been optimized for a variety of digital print applications and they have become available. And then there is the growing availability of the 'data' you need to make the best use of digital printing. And there is internet to get the data to you. That, again, is good news and something to take advantage of.

So is the result of PaperImpact's youngest environmental study that was presented at our third Speciality Paper Conference in Heidelberg. It concludes that speciality paper, in general, has lesser environmental impacts than plastic film materials used in similar applications. Compared to the competition paper is a more sustainable material. You are not surprised? You knew this already? However, now we in PaperImpact have the figures to back up this claim. The independent comparative study provides our members with a new tool for assessing cradle-to-gate environmental impacts of speciality paper products. A logical next step would be to extend the study to the converter's gate.

Read on and enjoy!



Tiina Heikel

Editor-in-Chief of the Newspaper
Secretary General of PaperImpact

Our next PaperImpact Speciality Paper Conference will be organized on the 15th – 16th of September 2011. Please already reserve these dates in your next years calendars. More detailed info of the Conference in our next Newspaper issue.

Paper is sustainable.

Less greedy for non-renewables

The production of paper is based on renewable resources. Pulp comes from wood, which comes from trees. Plastic requires the extraction of oil based fossil fuels, a non-renewable resource. This is today the fundamental difference between paper and plastic. Therefore paper scores markedly better in terms of "abiotic depletion", a measure of the use of non-renewable natural resources.

Lower carbon footprint

The youngest independent Life Cycle Assessment comparative study commissioned by PaperImpact shows that the carbon footprint – the global warming potential – of paper, is consistently lower than that of plastic. Compared to a 30 micrometer PET film a 60 g/m² release liner speciality paper has a 46% lower carbon footprint. The global warming potential of a 50 micron LDPE film is 17% higher than for a 70 g/m² speciality paper.

Less air emissions

During its life cycle speciality paper has a 10 to 15% lower impact in acidification than PET film. The differences are twice as much when considering emissions prone to cause summer smog (photochemical oxidification) in our case study.



Here's why!...

-13%

The average carbon footprint of the PaperImpact members' products was reduced by 13% in just two years. That is the conclusion of PaperImpact's LCIA study that has been peer reviewed by the American research institute NCASI.

Forests are carbon sinks

Paper requires a much larger surface of land to grow the trees from which pulp is produced. Sustainably managed forests are carbon sinks and an asset to society. A growing tree captures CO₂ during its whole life-time and the CO₂ is stored in the wood products after that.

Production of paper is based on renewable energy

In total primary energy demand, cumulating non-renewable and renewable energy demands, paper scores slightly better. Plastic film manufacturing is based almost exclusively on non-renewable energy while for paper the majority of energy used is renewable. This is because modern pulp mills are net energy producers.



Paper versus Plastics

Speciality paper, in general, has lesser environmental impacts than plastic film materials used in similar applications. That is the conclusion of an independent comparative Life Cycle Assessment study commissioned by PaperImpact. *"We wanted to compare with the competition and the results convinced us about the sustainability benefits paper offers."*, said Anna-Maija Wessman, Vice President, Sustainability at Ahlstrom and Chair of PaperImpact's Public Affairs working group.

PaperImpact's youngest environmental study fits in a series of earlier Life Cycle Impact studies that calculated the carbon footprint of the sector. The first used a 2005 data-set. The second used updated data from 2007. The Life Cycle Impact Assessment-study in 2009 compared internal progress for several impact categories and found that the sector's carbon footprint was reduced by 13% and all other impacted categories assessed also fell by 12 to 20%. The study was peer reviewed by NCASI. The next step would then be an 'external' appraisal to compare with competing plastic film materials.

Comparing data cradle to gate

A Life Cycle Assessment – or LCA – is a compilation and evaluation of inputs and outputs of a product system in terms of their impact on the environment. It scans the whole life cycle of the product.

In this case data was used from PaperImpact's member mills LCI database, covering C1S (one side coated paper) for labels and flexible packaging, release liners and other coated and uncoated specialities. Industry average data, based on ecoinvent v2.01, were used for one case study about PET and one about LDPE. PET (Polyethylene terephthalate) and LDPE (low-density polyethylene) are used for bottles, wraps, foil, bags, containers... some applications also covered by paper. The boundaries in the study were 'cradle to gate'. Whereas previous studies were mass based, i.e. per ton of paper, here the functional unit of 1,000 m² was chosen to compare the data of paper and plastics.

A reference scenario for paper was drawn including by-products 'heat' and 'power' and an 'alternative' scenario allocating all emissions to the paper product. The latter case is comparable



John Swift and Anna Maija Wessman
at the Heidelberg Conference



to the plastics data. In order to compare with the plastics data – that includes wastage – a worst case scenario was created for paper assuming that 100% of sludge is actually used for land fill, even though that is not the case in reality.

Impact on air, water and land

The study was performed by environmental consultant Angeline de Beaufort, deputy manager ecoinvent Centre Roland Hischier and Anna Maija Wessman, engaging expert statements from Rolf Frischknecht from ESU Services and Phil McKeown from Unilever. It assessed air emissions-global warming potential, acidification (NO_x & SO₂) and photochemical oxidification-water emissions – eutrophication – and impact on land use, abiotic depletion and energy demands.

The carbon footprint – the global warming potential – of paper, is consistently lower, even in the worst case scenario. For the release liner case-comparing 30 micrometer PET film with 60 g/m² speciality paper the latter has a 46% lower carbon footprint. Paper also scored better on the other air emissions, acidification (which can cause acid rain) as well as photochemical oxidification (which can cause summer smog).

Since the production of paper is based on renewable resources – woodpulp – paper also scores markedly better in terms of abiotic depletion. Abiotic depletion means exhaustion of non-renewable natural resources, such as minerals and fossil fuels. Paper does on the other hand demand a much larger surface of land to grow the necessary trees from which pulp is produced.

The production of paper demands both renewable and non-renewable energy. In total energy demand, cumulating both, paper scores slightly better than PET, which requires mostly non-renewable energy. Considering paper's worst case scenario (sludge in landfill) paper would have a higher impact on eutrophication. That is considering the whole value chain from raw material extraction, including the chemical industry, which is responsible for 20% of these emissions, the pulp industry (50%) and the speciality paper mill (25%).

A second case study compared typical label substrates: 50 micron LDPE and 70 g/m² speciality paper. These results were less divergent, except for the consumption of non-renewable resources and non-renewable energy which are the fundamental differences between paper and plastics. The global warming potential is 17% higher for 50 micron LDPE.

The next step: extending the study to the converter's gate

The study concludes that 'none of the materials is the best environmental option for all impact categories' but 'speciality paper has a clearly lower environmental impact than plastic film in terms of global warming potential, acidification, photochemical oxidation, abiotic depletion, use of non-renewable primary and total primary energy. Paper does take up more land. However sustainably managed forests function as carbon sinks and are a vital amenity in our society.

Efforts must continue to reduce the impact of effluent waters and other emissions. "This study provides a valuable new tool for our members in assessing cradle-to-gate environmental impacts of speciality paper products compared with competing plastic materials", Wessman concludes. "A logical next step would be to extend the study to the converter's gate. Co-operation with the converting industry will be needed for a more comprehensive view of the life cycle of our products." The goal is thus to extend the boundaries to cradle-to-grave incorporating the product's use phase and ultimately its end-of-life and recycling processes.

At the Crossroads of Change



In the PaperImpact third International Speciality Paper Conference in Heidelberg, Germany

Over sixty participants explored risks and potential of the speciality paper business in light of current economic and ecologic challenges at PaperImpact's third International Speciality Paper Conference. The conference was held at the busy Heidelberg Druckmaschinen Headquarters in picturesque Heidelberg. At this occasion PaperImpact's board member Anna Maija Wessman, from Ahlstrom, presented the main findings of the most recent LCA-study which PaperImpact commissioned. This important study compares the environmental costs of paper and other packaging materials and concludes that paper scores better on almost all important indices. PaperImpact Newspaper goes into the details of this tremendous opportunity for the whole industry on pages 6 and 7.

"Each brand has its own 'genetic code' and can 'grow', like a plant, organically. Yet brandowners should not change their design too often," said Hans-Georg Böcher, director of the German Packaging Museum in Heidelberg, who kicked off the conference with a historical overview of the 'branding process' that is

so intimately linked with packaging and speciality papers. Kevin Baker, from Canadean Limited consultants, reflected on trends and developments in the beverage world and what those could mean for paper. He expected some markets to have bottomed in 2009. Others would do so this year. It could take another year or two before normal trends are resumed 'but' he didn't envisage a 'recovery bounce' and even warned that some markets would not return to the previous trend at all.

"Print is alive and well but printers will have to adapt", confirmed Kilian Renschler, product manager folding carton at Heidelberg Druckmaschinen. He shed a light on major technical developments in paper and printing technologies. Graham O'Neill, innovation and technical marketing manager, and Janet Preston, senior printing scientist at Imerys Minerals Limited outlined how innovation, thorough lab and material testing could broaden options and provide answers to future challenges in the speciality paper industry.

After these supplier views Christoph Kirschner at Gascogne Laminates presented a paper converter's angle on sustainability within the value chain. He countered a number of misconceptions and highlighted the merits of packaging that enhance sustainability

in protecting food and reducing waste with minimal environmental impact. He demonstrated his point with an LCA case study of a butter wrapping.

"We don't have two planets. We have one", said Harri Karjolainen, manager at the pulp & paper programme of WWF International. He raised the bar on sustainability by shifting the reference frame to 'the future of the planet', assuring that future packaging can be low carbon. "As a resource paper is too valuable to be wasted. It should be used for high value products." He mentioned several speciality papers as examples. Saschka Krause, consultant in technology and innovation at the Pacproject, drew a path for managing efficient processes and communication flows towards the ideal design of a 'complete package'. His advise: "When you go the market it is the final customer who sits on the money. Get to know him."

The conference was topped off by a dynamic panel discussion between conference speakers, joined by a board member of PaperImpact, Eckhard Kallies, from Stora Enso. The facilitator of the conference – John Swift, from SCA Packaging – also brought the other participants to the debate that covered a rich variety of aspects on the potential of paper.



What is the deal with digital printing?

Digital color printing in the packaging industry is expected to double by 2014 and grow to over €3 billion. Nearly all of that is attributable to the printing of full and spot color 'prime' labels for decorating consumer products, foods, beverages, and other. Other applications are on the rise as well. Think of folding cartons, flexible packaging and even metal cans. What's the deal? We asked Anne-Sophie Gombart, business developer at Sappi, a leader in coated fine papers.

"Crucial elements have now come together", says Anne-Sophie Gombart. The technology has matured over the last decade. Digital printers are now being complemented with high volume Inkjet technology pouring out volume. The media, the paper that is being printed, has also been optimized for a variety of applications – labels, posters, photos, direct mailings. ... Earlier paper qualities, that ensure good performance, were hard to find or very expensive. The same is true for the toner market. Demand is on the rise as the availability increases and the price of toners and inks providing accurate and stable print qualities drops.

"An important third development is the growing availability of 'data'", Gombart says. Data are required to make the best use of digital printing. Think of CRM-data on clients, customers, suppliers. ... These data, that allow for variable data printing, are shared and spread through the

ever growing internet. Some privacy and security issues may still require further tuning but people have grown used to the internet and accept that they receive relevant information. "Digital printing is really taking off because it has volume and mass", Gombart says, pointing to 'web to print' and the success of digital photo albums.

All about variable data

The **digital inkjet** took off at Drupa 2008. Interest was huge at the recent IpeX fair. "It's all about variable data and high volume. There are markets for running large volumes of short runs." In digital, this flexibility comes with little to no extra price tag. That opens up totally new possibilities, such as localization. "Instead of printing one million copies of a catalogue, it is possible to print a dozen localized editions."

Digital technology in some cases poses a major threat to offset printing. On the other hand it also develops and opens up totally new segments in the market place. Who would have thought of color printing his or her album with holiday pictures a few years ago? Who would have thought of publishing his or her book? One copy only? 'Everybody famous' may not immediately be true but 'everybody an author' and 'everybody a photographer' is definitely in the works. What's next? You could be reading your local newspaper anywhere in the world. The content is sent to a local digital press and the paper reaches the stand within hours. Printing is done closer to the market, saving time. Next? Variable content magazines with a selection of articles, images and advertisement tuned to the individual reader, based on preferences expressed on social web sites?

How to provide a better service?

Gombart is a technician, a paper and print engineer. She has worked in production and in R&D environments. Now she's involved in market analysis and the development of new businesses. "I'm looking into e-commerce and the possibilities internet has to offer in terms of personalization." She trusts creative minds and marketing people will come up with the right ideas to offer their services and products in a different way.

Not only in publishing but also in packaging and labeling. "How to provide a better service by using those digital data for easy scanning, security and anti-counterfeiting features, for example. All revolves around the data." There is a lot of data around. From your frequent flyer card and your loyalty card at the supermarket to your earnings on e-Bay. "Data management becomes crucial."

The power of print

Whatever we do on the internet, some machine will be tracking our clicks. That shouldn't necessarily be a bad thing. "We thrive on information. Eventually we are happy to receive something relevant and valuable to us." And if on paper, it may even take on a more lasting value still. Even though there has been a lot of talk of the paperless office, the fact remains that paper has 'staying power'. "What has been printed two decades ago may still be there to grab hold of. Whereas, if it was merely burned on some floppy disk, it could prove quite difficult for you to retrieve it from your computer."

Analysis shows that the impact of advertisements on paper print, in magazines, have more impact than on the internet. Or even television. When reading a magazine on paper there is more undivided attention. Also paper is something the reader can hold on to. He or she can come back to it. More people can read the same magazine. A same add on the internet has a lower 'reaction rate'. The chance of viewers taking the next click, up to concluding a purchase, has shown to be significantly lower.

Gombart points out that – notwithstanding all the rough weather in printing – personalized advertisement on paper has not really fallen. Quite to the contrary, more and more print can now be adequately targeted. "Everybody wants to brand themselves, be different from the next, be addressed as an individual. That requires 'specialization'. On the other hand individuals also feel the need to belong to a certain community. But as an individual. That requires greater 'diversification'." Who is able to target a specific niche group 'risks' becoming very successful.

The targeting of myriads of communities has led to an explosion in the number of radio and television channels, newspapers and magazines. "The segmentation of the market has led not only

to greater diversity but also to a greater total volume. Digitalization takes this a step further. The ultimate segmentation resulting in 'the single copy' publication."

Impact on the printer's business

Digitalization impacts heavily on the whole business of a printer. From pre-press to consumables, marketing and selling his products. "Firstly, it is important to understand that digital print is 'print made lean'", Gombart stresses. Off-set requires plates, preparing the presses and start-up waste, drying time... That is not the case any more with digital print.



Anne-Sophie Gombart

Cost savings are possible. "Secondly, its focus is different. In off-set the focus is on the press, on how the color is prepared and the set-up is done. In digital all that hassle is taken care of upstream in the pre-press. Once you've got your files ready, the job on the press will run as a whistle. Simpler and shorter processes reduce time to market.

Digital printers now come in a broad variety. From light, medium and high volume lasers to inkjets. The quality of toners has developed rapidly. Though off-set is still the reference, the quality of digital printing is closing in fast. "Digital large format photo printing quality even tops off-set. Standards are upgraded all the time." It is possible to go for a machine that is exactly right for the job at hand. "Often the digital printer is also the less expensive hardware investment. Actual printing costs must be considered within a total cost of ownership calculation."

As a market Western Europe and North America are somewhat more mature. Digital printing is growing strong especially in Eastern Europe, Asia and even Latin America. "Entering into the digital business

is easier because the investment is less steep than in off-set." Actually in European countries where printers are doing well in off-set and have their business well structured, printers are more reluctant to adopt digital. Adoption is faster where off-set printing is less well-established", Gombart feels.

It will be huge

Machines and inks differ. So the paper must be adapted. Sappi develops innovative papers for the digital market. "We work together with OEM – Original Equipment Manufacturers – and those who develop the inks." Various products are developed for inkjets, both coated – for direct mail, catalogues and magazines and in time also books – and uncoated for the various segments of transactional and transpromo. Sappi developed also a new digital paper – TOP a high-quality coated paper for dry and liquid toner-based printers. Its Algro Design aims for premium rigid packaging and graphic communication.

"Digitalization also impacts on specialty papers that are used in labels and packaging", says Gombart. Actually it is growing very fast. The drivers are 'product differentiation and variation' and 'variable data'. In the past one would find one type of toothpaste in maybe three brands. Today there is an endless number of brands and types. One stresses its action against cavities. Another its whitening effect or refreshing taste. Marketing promotions add even more variety. These developments do not only affect toothpaste but all kinds of products: think of boxes of sauce, soups... "We do not use much more sauce or soup than in the past. We just buy many different versions of them. Runs have become shorter and shorter. That is especially the case in labels. That favours digital print."

Gombart sees many possibilities for adding value and growth. Designers will 'personalise' the packaging of mainstream products from milk to toothpaste. "At the IPEX-fair, Canon even showed an application for Duplo. When ordering your box on their website, you could personalise the packaging." Labels on drinks will promote events and concerts. Labels will carry unique codes, be it for a competition or for authentication and security features. "We are at the very beginning of these markets taking off. It will be huge."

A new paper in town

There is a new paper quality in town, eating its way into applications that hitherto were fulfilled only with plastics. Its extremely high stretchability pushes back old frontiers, offering opportunities to develop creative new solutions in packaging and others. Swedish converter Flextrus, a specialist in multilayer barrier packaging materials, offers brand-owners and retailers a more sustainable choice with PaperLite®.



Per Nyström, CEO Flextrus

Flextrus PaperLite® has a true paper look and feel highly appreciated by consumers. But its greatest bonus is that it is a thermoformable material that runs on existing Form, Fill & Seal lines. PaperLite®, that is based on FibreForm® from Billerud, is FSC certified (Forest Stewardship Council) and has clear environmental advantages compared to thermoformed plastic trays. Its particular qualities were recognized when it was awarded the Packaging Innovation Award 2009 at the Scanpack packaging exhibition in Gothenburg.

Interest in innovation

Flextrus was founded in June 2008 after a buy-out from the multinational Australian packaging company Amcor. It is based in Lund

(Sweden) with over 90% of sales outside Sweden. The owners are the Swedish private equity fund Accent Equity 2008 and the present management team. Today, Flextrus has 250 employees and an annual turnover of €85 million. *"Handling combinations of cardboard, paper and plastics to produce laminates with 7 or 8 layers is our core business"*, says CEO Per Nyström. One third of its current business is in paper and cardboard. *"We combine it with plastics and even with metals, to advanced barrier materials."*

"In 2004 we started a project to scan for products in need of development", says Nyström. Flextrus' hunters hit on something. With the knowledge from consumers surveys that paper is a highly preferred material, paperbased thermoformable material was naturally one of the areas in focus. An idea from an Italian inventor found to be a vital



part in the development. *"We could not fully develop it ourselves and simultaneously the Billerud paper company had been approached by the inventor so why not develop it together?"* Both companies engaged in a co-operation leading to a patent protected product. They invested time and resources in concept and pure product development as well as industrialisation. Now it is on the marketplace. The partnership agreement guarantees Flextrus a preferred supplier status. *"We agreed that we would mainly cater for the market sector that produces its packaging in-house with Multivac-like thermoforming machines, even if other applications will develop as well."*

Billerud produces the raw paper material which it brands FibreForm®. Flextrus uses it to develop a range of products which it brands PaperLite®. *"We use the FibreForm® as a raw*

material and convert it into a paperbased product that can be tuned to customer needs and wishes." FibreForm® is

combined with PET, PE, barrier materials and even biopolymers, all depending of the packaging application and customer requirements for particular barrier and consumer convenience characteristics such as easy-opening.

Not just any other product

Two years ago, when Flextrus, together with Billerud, scanned the market for a prime 'mover', Marks & Spencer appeared on the radar. *"As our prime customer they supported us"*, says Nyström. Now other food, personal care and health care industries come rushing in for ideas. PaperLite® complies with relevant

legislation for food contact. Most active customers are in foods – processed meat, cheese... – where turnover is fast. They use PaperLite® for top of the line and special eco ranges. As a marketing tool.

The PaperLite® surface – a FibreForm® layer – has a particular touch. It is smooth and has a natural feel. It can be tuned through printing and a variety of layers. Printing is done before forming and the graphics department should take the 3D-aspect into account. In packaging lines inkjet can be used to add information. *"The current nature of the product can be emphasized by the print."* Clients want the natural look and feel and often choose for simpler print designs to support the product differentiation such as 'natural', 'locally made' or premium quality. Less is more! *"We know how to print. We do flexo, including High Definition flexo, and can support our customers already in the design process."*



Example of packaging with FibreForm®.

Thanks to its paper nature the PaperLite® material is ideal for product differentiation. With the knowledge and experience Flextrus has built around this material the design of forming tools can make an eye-catching pack with embossed areas. The effect of a special pack shape or embossing is so much more when the pack is based on paper!

Where there is change, there is also resistance. Reluctance to move is drawn from the knowledge that only one in a hundred propositions proves to be a 'golden egg'. Yet, that is exactly what drives those who do move. So there is both 'push' and 'pull'. "It has been hard work," says Nyström. A lot of footwork to convince brand owners, getting in contact not only with purchasing but also with marketing departments, and to get some strategic thinking going. "For this is not an opportunistic product. It is strategic. The customer chooses PaperLite® because of a strategy, because of certain values."

What is it?

Flextrus PaperLite® is a paper based product with unique built in stretching opportunities. Flextrus buys the FibreForm® paper from Billerud and combines it into a multilayer material with resin or plastic film from fossil or renewable feedstock. The characteristics are dependent of the added layers. Every PaperLite® product is tailor made. The result can be deepdrawn up to 25 mm. Immediately after the deepdrawing in the client's production line, the tray or cup is filled with a product and then sealed with a suitable lidding film. Flextrus supply PaperLite® on tailor made reels. "If customers want to buy trays instead of forming them on their own lines, we have partners to do that for them", says Nyström.

The PaperLite® product shows good stability. Which it needs in packaging. But what about recyclability and biodegradability? Fibreform® is a 100% virgin fibre product, biodegradable and recyclable. It is also offered certified in accordance with FSC, like the PaperLite® from Flextrus. Do clients ask for this? Normally larger brand owners ask for FSC. Smaller ones don't, yet. "The recyclability depends on where you are in Europe", Nyström indicates. In Sweden the infrastructure for recycling is well developed so at end of life the PaperLite® tray can go into the cardboard and paper recycling stream. Elsewhere in Europe the package is most likely to end up in energy recovery through incineration. Dependent on choice of barrier and sealing polymers the PaperLite® is biodegradable.



Same or better throughout the supply chain

PaperLite® can replace for example an APET-reel on the line. "Our PaperLite® can be processed at the same speeds as plastics", says Nyström. Customers were adamantly clear on that requirement. The material offers excellent runnability. But it is not plastic and behaves differently. It requires minor modifications, training and some focus points. "Fine tuning things like temperatures, humidity in production halls... Bits and pieces. Salt and pepper". Nyström does not give away more.

Nyström, who worked for Amcor (packaging), Strålfors (printing), Nestlé (food), Findus (food) and Perstorp (laminates and flooring) in the past, has a keen understanding of product requirements, applications and customer needs. Flextrus also invests heavily in its customer relations offer it calls 'Total Customer Performance' (TCP). Based on dedicated development it understands its product, knows how to handle it, to make it fit for the application and to run it on the production line. "We also understand our customer's needs and can apply our knowledge in consulting and advising them in moving towards more sustainable directions."

Customers are guaranteed a close follow-up. "When we start the project we examine the customer's lines as they are. "We share opportunities to improve things when we find them." That is part of Flextrus' Total Customer Performance (TCP) concept and a 24h service is offered to the customer. "We work together with the customer and take responsibility for the whole process."

At the foot of the growth curve

Fresh foods, the fastest moving consumer goods, the segment that thrives on innovation, was the first to go for PaperLite®. Marks & Spencer uses it for high quality processed meat such as ham, sausages and salamis. Most other customers – several chains in the UK – are also retailers. Personal care follows. "We now also have our first customer in continental Europe."

"We are at the very start of the growth curve," says Nyström. "We are allocating capacity in advance of customer requirements, and so is Billerud. We are both betting on growth." Current tonnage is not 'huge' but Nyström expects a six digit figure within five years. "100,000 tons and beyond." And though PaperLite® is still minor in the turnover of the company, it will become major. "It is absolutely strategic for us." Growth will be slow at first. It will show in 2011 and really take off in 2012. "The decision making process of brand owners just takes that long. In the meantime prospects want to see how well we succeed."

Projects also require time. All customers are different and all applications are tailor made. "We invest a lot of energy in our TCP. We choose to be close to our customers. Therefore we focus our work in Europe. That means that there is room for other converters elsewhere. If anybody wants to contact me they are welcome", Nyström invites.

Not the big leap but a step in the right direction

"Wherever it goes, Flextrus PaperLite® replaces pure plastic packaging. As a world citizen we have an obligation to invest in non-oil products. PaperLite® will get a lot of development going. In retail and in the packaging converting industry. I'm all for it", says Per Nyström, CEO of Flextrus in Lund.

With his customers he does not argue the big leap, going from one end to the other. "We are offering the possibility of taking a step in the right direction by using paper to a higher degree than with a pure plastics product." A next possible step for the customer is to choose for bioplastics. An even better PaperLite® end-product would use biopolymers from renewable source with FibreForm®. The price tag however may still be rather steep and further development may be needed for high barrier bioplastics.



Members' news in brief



BRIGL & BERGMEISTER - GOLDEN LABEL AWARDS 2010

THIS IS WHAT MAKES A GOLDEN LABEL AWARDS WINNER!

The Golden Label Awards was presented in Vienna, Austria on Thursday 17 June 2010. The event was held in the modern setting of the Platinum Vienna, where the event organiser Brigl & Bergmeister and the sponsors of the competition presented the coveted trophies.

The winners came from eight nations, testifying to the international standing of the Golden Label Awards. The jury of experts judged hundreds of entries to select the most outstanding labels in five categories that were:

- Wine, Sparkling Wine & others
- Mineral water / Soft drinks
- Beer / Beer mixes
- Best technical quality and Innovation
- Best Marketing / Design Idea

BE OUTSTANDING TO WIN

The winners of the Golden Label Award illustrate how demands in terms of emotionality and creativity feed into the format and presentation of products. The compelling labels produced on the basis of paper induce shoppers to pause briefly, then gain their attention by imaginative design, special material, and sophisticated finishing. These are the moments when selling opportunities arise.

In organising this competition, Brigl & Bergmeister has successfully achieved its aim of promoting the potential of label paper. The rich diversity of innovation in paper labels and technical finishing combined with a persuasive marketing concept is a decisive factor for survival in highly competitive markets.

MAINE 1 FACE GREEN, FROM ARJOWIGGINS GRAPHIC, A UNIQUE RECYCLED ONE SIDE COATED PAPER TO OPTIMISE PACKAGING ECO DESIGN.

Arjowiggins Graphic, the leading manufacturer of innovative environmental paper solutions, announces the product enhancements of Maine 1 Face Green. Set to transform the future of packaging design, it is the only one-side coated recycled stock available to the packaging paper market combining 60% FSC-certified recycled pulp and 40% FSC virgin fibre pulp.

Offering unrivalled environmental credentials for a range of label and packaging paper requirements, Maine 1 Face Green not only meets consumers' expectations in terms of environmental classification but also provides new visibility to the sustainability commitment of companies and their products.

Maine 1 Face Green is currently used for high speed labelling, thermo-bonding and flexible packaging.

The stock provides the same technical and aesthetic quality standards as virgin fibre-based one-side coated paper but offers real and immediate environmental benefits to businesses:

- It results in savings of 35% in water consumption, 20% in electricity consumption and 20% in CO₂ emissions.
- Being European Ecolabel certified and FSC Mix certified, the environmental responsibility of Maine 1 Face Green and its manufacturer is guaranteed.



Angela De Vorchik at Arjowiggins Graphic comments, "The new Maine 1 Face Green means that distributor expectations and consumer demands in terms of environmentally-friendly packaging can now be met. Using a recycled paper for product labelling and packaging is a tangible way that companies such as retailers or manufacturers can demonstrate a commitment to the environment, which is easy to implement and immediately visible for brands."

AHLSTROM REVISES ITS ORGANIZATION AND OPERATING MODEL

Ahlstrom Corporation has revised its organization and operational model as of July 1, 2010. The changes will support the company's recently updated strategy.

Ahlstrom is now organized in five Business Areas based on Value Added and Operational Excellence business clusters and rolls out global processes in key functions to support this.

The new Business Areas are:

- Building and Energy: covering the former Glass & Industrial Nonwovens business area and wallpaper products
- Label and Processing: including most of the former Technical Papers and Release & Label Papers business areas
- Home and Personal: the former Home & Personal Nonwovens business area
- Food and Medical: the former Advanced Nonwovens business area, crepe papers and vegetable parchment products
- Filtration: the former Filtration business area

In financial reporting, the five Business Areas form new reporting segments, hence reporting on the former Fiber Composites and Specialty Papers segments was discontinued. The previous product line structure within the Business Areas was discontinued, and the organization within the new Business Areas was integrated to strengthen customer orientation and the supply chain process.

Members' news in brief

STORA ENSO LAUNCHES NEW WEB SOLUTION FOR HARD TALK ON GLOBAL RESPONSIBILITY

Stora Enso has launched the Global Responsibility website and Facebook page for discussing responsibility topics. One of the highlights of the website is a dialogue session between Sini Harkki from Greenpeace and Stora Enso's CEO Jouko Karvinen. The Facebook page offers an open forum for straight talk about critical responsibility topics.

"The idea of the Global Responsibility website and Facebook page is the direct contact with our stakeholders without intermediaries or censorship," says Jouko Karvinen, Stora Enso's CEO. "In today's world we have to find new ways to listen, discuss and learn. That is the only way to make tomorrow better for all of us."



"People have a lot of questions and concerns about the right to use wood and paper, the destiny of forests and human rights at plantations," Karvinen continues. "Those questions and concerns are the basis of the Global Responsibility website and Facebook page. Stora Enso wants to start a discussion on what kind of responsibility people expect from companies. What should be the role of a company and what are the roles of NGOs, consumers and governments."

The Global Responsibility website features people from a CarrotMob representative, a forest owner, a plantation specialist and a Greenpeace representative to Stora Enso's CEO, discussing various challenging topics related to responsibility. The website also offers a wealth of information for digging deeper into the issue.

Visit www.storaenso.com/globalresponsibility or join us at www.facebook.com/globalresponsibility

COOPERATION BETWEEN M-REAL SPECIALITY PAPERS AND ESKOARTWORKS, GHENT (BELGIUM) – ALL COLOURS AND SURFACE FINISHES OF CHROMOLUX NOW SELECTABLE IN VISUALIZER 10.0

The VISUALIZER design program, a component of the design program Studio of EskoArtworks, combines graphic art, printer and construction data quickly and uncomplicatedly to portray highly realistic and animated illustrations of a packaging and label design on the screen.

Now, make M-real paper brands part of the design process from the very start!

Artwork professionals can now directly incorporate the surface finishes and colours of CHROMOLUX in their packaging and label designs to create true-to-life, animated 3D visuals under a number of realistic lighting conditions: on the supermarket shelf, outdoors and in closed office spaces. This greatly reduces cost-intensive production of mock-ups and high numbers of trial printouts.

VISUALIZER not only illustrates the outcomes of the various CHROMOLUX papers, but additionally simulates all prevalent printing and processing options, for example special lacquers, embossing, foils, laminates and various printing inks. The user is able to integrate and play with all of the varieties, grammages and surfaces of CHROMOLUX.

The designer receives an immediate impression of the draft's appearance and effect and can easily save and send the digitalized, 3D mock-up as a PDF file. M-real and EskoArtworks intent to integrate other labelling and flexible packaging paper brands to Visualizer in the future.

The free trial software of VISUALIZER 10.0 is available under www.chromolux.de



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For other information please contact us at: Speciality Paper Manufacturers Association, Avenue Louise 250, B-1050 Brussels

Phone: +32 2 639 87 54 – email: info@paperimpact.org