



# The Mark of a New Era

CrownBoard – state-of-the-art cartonboard from Billerud



THE CROWNBOARD FAMILY





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*CrownBoard is the cartonboard brand from Billerud. It is a portfolio of products, all made of strong and resilient 100% primary wood fibres from slow-growing Nordic forests. Engineered to optimize strength, printability, sustainability, and packaging performance, it is a truly state-of-the-art cartonboard.*





# The meaning of a new era

It's a new era where packaging plays a more prominent role. Brand loyalties shift faster and clever packaging means a competitive advantage. A global marketplace and increased online shopping place new demands on packaging in terms of strength and reliability. For this new era, you have CrownBoard – to let you demand more and to make a difference for your brand and your business.

More and more, environmental concern affects purchases and consumer behaviour. Which is why sustainability makes good business sense. Surveys show that consumers are willing to pay more for a product they perceive as sustainable. That's where we can help.

In our world, sustainability means innovative packaging that saves cost and resources, that comes from renewable and responsibly managed forests – and can be recycled over and over again.



*Sustainability distinctions include an A ranking at CDP and the EcoVadis Platinum medal, both representing the highest rating level.*

*Billerud is named Sustainability leader in the Containers & Packaging industry according to Dow Jones Sustainability Index.*





# Your packaging reveals your brand promise

Whether on a shelf in the store or when unboxing an online purchase, the packaging tells a person a lot about your brand. The look and feel. The design and décor. The general impression. These are all clues to your brand identity. Packaging is branding.

## **VARIOUS INDUSTRIES – MEETING VARIOUS DEMANDS**

*Strength to endure multiple converting processes and heavy products.*

*Large grammage span to enable consistency over a family of various sized packaging.*

*For the **graphical** industry, outstanding printability and uniquely low basis weights makes CrownBoard Prestige the perfect choice for book covers and greeting cards.*

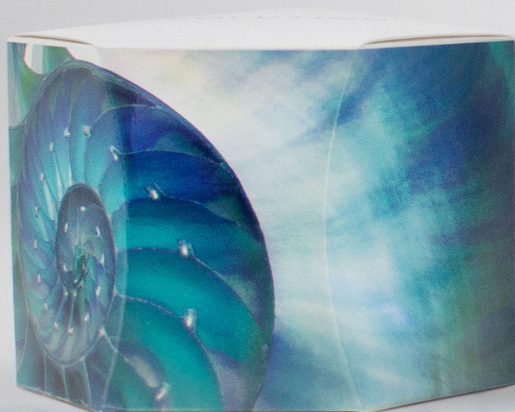
*Purity and pristine appearance meet the demands of the **pharmaceutical** industry. Suitable also for braille printing.*

## **COSMETICS**

Made for high visual impact, vibrant colours and print effects.

Low grammages suitable for small packages.

Choice of surface options: glossy or silky-soft.







First-class brands cannot have second-rate packaging. Your package has to align with the brand image, spark the right expectations, indicate high value, and justify a premium price. We have made CrownBoard to meet these challenges and meet the needs of

your industry. A span of surface options, and a creative and tactile dimension to attract senses mean full freedom for the packaging designer. Strong and sturdy, to withstand handling, and offer the consumer a fulfilling experience.

### LUXURY DRINKS

Strong, to hold and protect a heavy, expensive bottle.

Grip stiffness for handling.

Excellent print results, suitable for embossing and other embellishments.



### CONFECTIONERY

Made of 100% pure primary fibre, approved for direct contact with food.

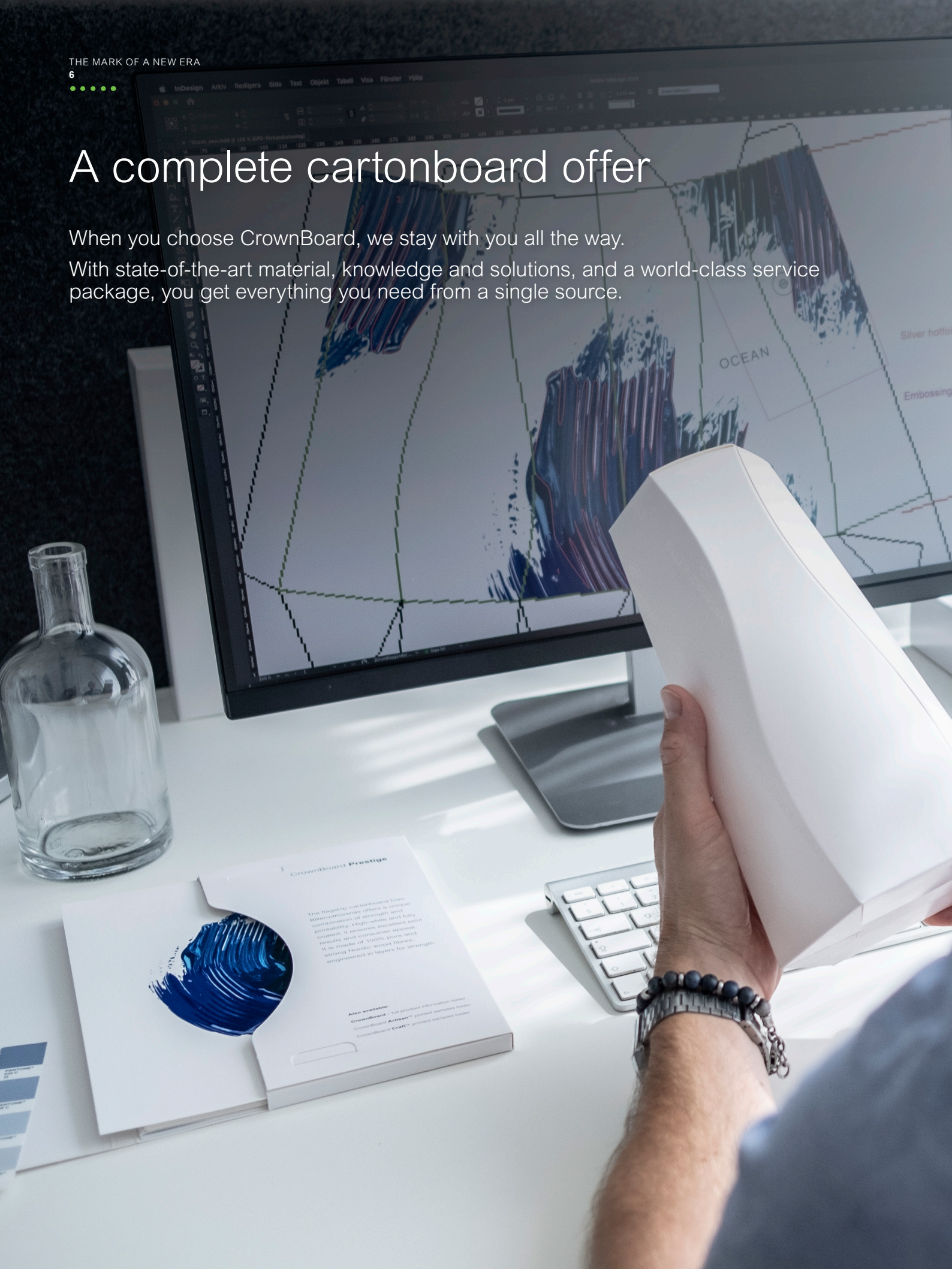
High strength in low grammages. Shapeability and surface finish for creative designs.



# A complete cartonboard offer

When you choose CrownBoard, we stay with you all the way.

With state-of-the-art material, knowledge and solutions, and a world-class service package, you get everything you need from a single source.







Our focus is to bring value to your business, taking the entire value chain into account. This means a cartonboard perfectly suited to your needs, one that ensures hassle-free converting, stands up to rough handling and has the appeal to inspire and seduce the consumer in the store.

We have the expertise to optimize your packaging solution, in terms of structural design, function, user friendliness, and cost effectiveness. And we have a flexible supply system to ensure that you get your deliveries the way you want them.

CrownBoard Portfolio

#### THE CROWNBOARD FAMILY

- *State-of-the-art material, made of pure 100% primary wood fibre*
- *Lightweighting opportunities: saves money and reduces environmental footprint*

*Premium  
Sustainable  
Tailored*



#### SUPPLY CHAIN SERVICES

- *On Time In Full – delivery precision 91%*
- *Internet portal open for business 24/7*
- *Your dedicated service expert*

#### PACKAGING EXPERTISE

- *Packaging optimization, structural design*
- *Advanced testing and assessment*
- *Expert advice, recommendations and solutions*





# The first choice for premium brands

**CrownBoard Prestige** combines strength and shapeability with a surface finish for excellent print results – even on the reverse side. It is luxurious, elegant, and gives a high-value impression. Attractive even in understated designs, dazzling when adorned with techniques and effects.

CrownBoard Prestige is a packaging material consistent with premium brands. Thanks to the combination of strength and printability, it can be run through multiple converting processes – printing, foil stamping, varnishing, scoring and folding. For a converter,

smooth running means efficiency and productivity. For a brand owner, vibrant colour and exciting print effects are the strong visual impact that make a package stand out on the store shelf and sell product.

## VOICE ON WHITENESS

*High whiteness means enhanced print results with better colour reproduction.*

“ Colours come to life. You can trust the colour fidelity. And the white surface itself looks clinically clean.

## VOICE ON RUNNABILITY

*A smooth production process without surprises is crucial for the total budget.*

“ Consistent technical quality means predictability – no unplanned stops and final results that match your expectations.





## GREAT SHAPEABILITY

Besides colour, shape is what catches the consumer's eye. With CrownBoard Prestige, designs are not restricted to just square shapes. Which means new opportunities for differentiation, attention and interest.

## VOICE ON TACTILE

*The touch-and-feel factor of the reverse side is also a creative property that will make your product stand out in the crowd.*

“ *It's the sum of all the impressions that matter. Sometimes visual impact just isn't enough!* ”







# Probably the strongest cartonboard in the world

The high strength of **CrownBoard Craft** brings so many advantages: The possibility to pack really heavy products. The superior efficiency in the converting processes, allowing for high machine speeds. The ability to stand up to rough handling.

CrownBoard Craft is engineered for lightweighting. The strength/weight ratio has been optimized throughout the entire grammage range, which allows you to change to a lower grammage without compromising packaging performance.

Reduction of packaging weight means reduced environmental impact and saved cost.

It looks neat, too. The white, multi-coated top side offers quality print results to match most all-white boards.







#### VOICE ON DESIGN PROPERTIES

*The brown reverse side of CrownBoard Craft opens up exciting graphical opportunities for the designer.*

“ *Brown board is like a statement about your brand – you can use it to be perceived as natural, honest and authentic.* ”

#### VOICE ON STRENGTH

*Strength is key to packaging performance, more than any other property.*

“ *A really strong board ensures durability at every stage of the life-cycle of a package – from the converter all the way to the end user.* ”





# Your innovation partner

Billerud is your knowledge source for packaging optimization and innovation. Regardless if you need an entirely new packaging concept or if you want to improve what you currently have, our packaging experts are there to help.



## EXPERTISE, ADVANCED TESTING AND ASSESSMENT

*Prototyping: We create CAM prototypes for testing solutions under real-life conditions.*

*Simulation: Endurance tests simulate the strain and loads that the package will be exposed to in transport and handling*

*Lightweighting: Calculations and tests will show you the cost savings and reduced environmental impact that will be achieved when you upgrade to CrownBoard.*





Good packaging is a complex matter. There are many demands to meet along the value chain. And things to improve accordingly. Packaging optimization can be about anything from user friendliness, durability, cost factors, sustainability aspects and shelf impact through to convertibility and process efficiency. Whenever you need recommendations or advice, we are here for you.

We enjoy sharing our knowledge. Tap into our expertise on shapes and structural design. We also offer seminars and workshops about sustainable packaging, lightweighting, technical issues, and inspiration for enhanced shelf and unboxing impact.

Your digital toolbox:

- Ask us about virtual seminars and workshops
- Try our Carton Calculator to optimize your packaging solution
- Explore the Customer portal







# Supporting you all the way

We want to make your life easy. We are committed to simplicity and smooth processes. In your regular contact with us, you can choose between digital or personal services. Or don't choose – you can have both.

Our supply chain services include everything related to orders, logistics, deliveries and technical service. It is an information-intensive undertaking. Which is why your contact person is a dedicated service specialist who knows your business, and, in most cases, speaks your language.

Our customer portal is open for business 24/7. This order management tool gives you good overview and quick order confirmations. It also keeps a record of order history. With a personal login, access is controlled and the integrity of your data is ensured.

**91%**  
ON TIME IN FULL

## **TAILORED SERVICE PACKAGE – YOUR NEEDS DETERMINE THE PARTICULARS**

*On Time In full is how we measure our performance – our delivery precision is 91%!*

*Our service package is adapted to your needs. We offer a menu of four service levels, flexible in terms of delivery options, volumes and lead-times. Beyond that, we can tailor a unique, customized Service Level Commitment for you. Nearly anything is possible.*









# We challenge conventional packaging for a sustainable future

Billerud provides paper and packaging materials that challenge conventional packaging for a sustainable future. We are a world leading company in superior paper and packaging materials made from primary fibre; passionately committed to sustainability, quality, and customer value. The company has ten production units in Sweden, USA, and Finland with around 5800 employees in over 13 countries and customers in over 100 countries. Billerud has an annualized turnover of approximately SEK 37,2 billion and is listed on Nasdaq Stockholm.

