

## Go Sustainable

**At Billerud**, we are proud to present Billerud Recyclable Flow Wrap, a new way of creating sustainable packaging opportunities for producers of confectionary such as chocolate and protein bars – recyclable in the regular paper stream.

**We're ready to take on your challenge**

**From need to prototype and product launch, we help you swap to paper packaging. Providing leading know-how and material that make your business grow sustainably.**

**This is Billerud Recyclable Flow Wrap**

1. The perfect choice for producers of confectionary such as chocolate and protein bars, and to join forces with us and shift from plastic to sustainable paper packaging.
2. A smooth and seamless transition where we guide you through the process towards a perfect end result.
3. Including all material, know-how and contacts with designer and tech suppliers to deliver a fibre-based packaging that is tailored to all your needs.
4. Enhancing consumer experience and improving shelf attention with a natural tactile look and feel, printable for unique package designs for every function.

RECYCLABLE



WVTR 4 (AT 23°C/50%RH)



HIGH-SPEED CONVERSION



FOOD APPROVED  
IN ACCORDANCE WITH  
BFR AND FDA



A CHOICE THAT  
ADDS SUSTAINABILITY  
TO YOUR PRODUCT



**LOW  
WEIGHT**



## Sustainable & Recyclable

All our fibres are sourced with focus on responsible forestry. By introducing low-weight and Fluoro- and PVDC free Billerud Recyclable Flow Wrap, Billerud brings forward an innovation based on renewable and biodegradable materials. It is approved for food contact, ensuring excellent protection of contents. Moreover, the recyclability fee for the material is much lower than for plastic.

## Ensured machine productivity

To meet the highest manufacturing standards, the paper has been tested and verified in terms of high-speed conversion (>155m/min) and smooth runnability. In addition, the material exhibits good tear resistance and dead fold properties.

## Excellent barrier performance

Billerud Recyclable Flow Wrap provides excellent printing surface and barrier properties suitable for medium to high barrier requirements (confectionary such as chocolate and protein bars). The paper coating provides water vapour as well as grease barrier properties.

## 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 global leader in superior paper and packaging materials made from virgin fibers, and we're passionately committed to sustainability, quality and customer value. We serve customers in more than 100 countries with nine facilities in Sweden, USA and Finland and around 5,800 employees in over 13 countries. Billerud is listed on the Nasdaq Stockholm.

60%

OVER 60% OF CONSUMERS BELIEVE IT'S A COMPANY'S RESPONSIBILITY TO DO MORE FOR THE ENVIRONMENT<sup>1</sup>



1/3 OF PRODUCT DECISIONS ARE BASED ON PACKAGING<sup>2</sup>

54%

54% OF SHOPPERS WOULD PURCHASE FROM A BRAND OR SHOP THAT USES SUSTAINABLE PACKAGING OVER A LESS ENVIRONMENTALLY FRIENDLY COMPETITOR<sup>1</sup>



SUSTAINABLE PACKAGING WILL CONTINUE TO GROW IN IMPORTANCE AND IS PREDICTED TO BECOME THE NUMBER ONE CHALLENGE FACING COMPANIES, BEATING COST BY 2023<sup>3</sup>

<sup>1</sup> The Retail Packaging Blog from Mid-Atlantic Packaging (2018), 2014 Contract Packaging Association research and the Paper Worker.

<sup>2</sup> Antonow, Z. (2017), 41 Revealing Statistics About Millennials Every Marketer Should Know.

<sup>3</sup> Smithers Pira (2018), Sustainable packaging market to reach \$244 billion by 2018.

