



BILLERUDKORSNÄS

CrownBoard

The Challenger

A new era of climate-smart packaging

Strength, appeal and sustainability



With a new era come new demands. As environmental awareness grows, consumers have higher expectations: they want climate-smart solutions, less plastic in packaging, and brands they can rely on in terms of responsibility, ethics, and sustainability credentials.

CrownBoard is a state-of-the-art cartonboard, engineered to optimize strength, printability and packaging performance. It is made of 100% primary fibres from slow-growing Nordic forests and is built up in layers, making it strong and stiff. It offers high visual impact in terms of excellent print results and an appealing surface finish.

CrownBoard offers three advanced products for premium brands, primarily in the health & beauty, cosmetics, pharma, luxury drinks, confectionery, and graphical segments.

Benefits for your brand – and your business



A combination of high cartonboard strength and excellent graphical properties enables CrownBoard to provide unique design possibilities. The diagram shows how our cartonboard grades are positioned based on their properties, and how they challenge conventional materials in terms of packaging impact.



Lightweighting opportunities Thanks to the fibre composition and multi-layer structure, CrownBoard is exceptionally strong. So strong that you can use a lower grammage without compromising packaging performance. On average, weight can be reduced by 10% compared with another board. This means savings along the entire value chain – less raw materials, less waste, less energy, and less CO₂ emissions. Reductions in both cost and environmental impact.



Printability/visual appearance CrownBoard is made for optimized consumer appeal, with distinctive print, lifelike colour reproduction, defined contrast, and sharp detail. You get uniform print without mottling or cloudiness. This is due to the bleached virgin fibre in the top layer, the formation, smoothness, and coating properties. As for whiteness, you have a choice. The high-white Prestige offers vibrant colour while the silky-smooth, light-coated Artisan is suited for a more subdued palette.



Process/runnability With high strength and stiffness, CrownBoard ensures reliable runnability, allowing for high speeds in large volumes. High quality consistency means predictable processes without surprises, which ensures efficiency and productivity. What is more, it is a tough material that stands up to a sequence of different converting processes without losing its appeal.



Function and consumer interaction The stability of the board is due to the multi-layer structure. Stability means grip stiffness – never flimsy but always sturdy. The packaging can withstand forces during transport and handling, and contents are well protected throughout the chain. Tear strips don't break. Open/close functions are reliable, even when used repetitively. And the package stays functional, as a practical container and dispenser in the consumer's home.



The design factor A strong, tough, and stiff material means freedom for the packaging designer. CrownBoard allows for deep embossing, perforation, creasing/scoring/folding without cracks, and die-cutting without frayed edges. It is tough enough for advanced shapes, windows, tear strips and open/close functions. And the board surface is made to offer excellent results in different printing techniques – offset, flexo, and digital – as well as effects such as foil stamping and varnishing.



Technical service We stay with you to make sure that CrownBoard delivers – in terms of material performance, processes, and results. We are there for you, on-site and hands-on, for advice and recommendations, process supervision and evaluation, trouble-shooting and general support.

We challenge conventional packaging
for a sustainable future



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