



BILLERUDKORSNÄS

The smarter choice

PAPERS FOR STRONG AND ATTRACTIVE
CARRIER BAGS



Xpression



Make a difference

An attractive brand is associated with prestige, quality and positive feelings. It requires a long-term approach, consistency and true dedication to profile the brand as intended. We at BillerudKorsnäs would like to show you a smart and cost-effective promoter.

As a natural carrier of image, the carrier bag is an excellent communicator with a large impact. It must also meet the consumer's expectations of strength and durability – a weak bag that fails to do its job can jeopardize the value of any brand.

BillerudKorsnäs Xpression is our series of first-class quality papers specially developed for all types of carrier bags. A choice that makes a difference.



A strong foundation for quality

The material used is a very important factor behind an attractive and durable carrier bag. BillerudKorsnäs Xpression is our series of kraft paper qualities developed for a quality-minded market.

The strongest raw materials

BillerudKorsnäs' papers are made of primary fibres from Scandinavian forests. With a perfect mix of short fibres from birch and long fibres from spruce and pine, we offer a range of papers that guarantee strength and purity – an excellent foundation for strong carrier bags with attractive print.

Papers for true performance

BillerudKorsnäs' kraft papers in the Xpression family make up a complete range of high-quality papers for every type of carrier bag. Our qualities improve function at every stage in the value chain – from the printer's demands on good colour reproduction and even print, via demanding conversion, to the brand owner's expectations of a strong and appealing carrier bag that accentuates the brand in the best possible way.

A reliable supplier

BillerudKorsnäs wants to always be associated with more than market-leading products. For many years, we have gathered knowledge and understanding of the conditions and processes in the industry and we have built up close relations with the players in the market. Relations we safeguard and intend to build on. We provide our customers with qualified technical support and we are a dependable supplier with reliable and fast logistics.

Development for the future

We at BillerudKorsnäs are driven by curiosity and we strive constantly to improve. This is why we are actively working to develop tomorrow's paper qualities and solutions. BillerudKorsnäs aims to always be one step ahead and offer only the very best.



BillerudKorsnäs manufactures high-quality packaging papers from strong primary fibres with care and commitment for a demanding market.



ÖPPET ALLA DAGAR 7-23

LESS MATERIAL, MORE STRENGTH

A strong and durable bag is always profitable. It protects the food, reduces waste and saves money. With kraft paper, you can also minimise material usage and grammages compared to graphical and recycled papers. There is no better choice.

Add value to your brand

For successful and cost-effective marketing, there is hardly anything better than an attractive carrier bag. BillerudKorsnäs Xpression is a series of papers that manage the weight of your goods, communicate to shoppers, make an impression and spare the environment.

A paper for every taste

Our kraft papers in the Xpression series consist of uncoated and coated qualities with varying properties. Here, you will always find a perfect quality for every brand and design. Naturally, we are at your service with recommendations and advice about the best choice of paper for your carrier bag.

Paper for prestige

The feel of an attractive carrier bag cannot be underestimated. Shoppers quickly notice a carrier bag that is conspicuous and attracts attention. Xpression makes it possible to achieve optimum branding together with creative and expressive design. An opportunity for the brand to be seen and to strengthen its image.

It is all in the print

As a result of many years of innovation and quality development, we have optimised the performance of our papers and we supply strong and stiff papers with excellent printability. With Xpression, a perfect four-colour print is within easy reach.

Say it in green

Soft values are becoming increasingly important and consumers appreciate environmental commitment. Xpression communicates consideration for the environment with its tactile, natural feel. Our papers live up to their promises.

When strength is superior

Carrier bags are such a common feature in everyday life that most consumers hardly think about them. But if they fail to do their job and break, the bags are noticed that much more. There are both strong and weak carrier bags on the market, but it is often impossible to determine with the naked eye which ones are of high quality. In our Xpression range, there are extremely strong qualities, tested and evaluated for the most demanding applications – perfect for heavy groceries.



Xpression makes possible beautiful colours in perfect four-colour print, which emphasises and reinforces the brand.



CONSUMERS PREFER PAPER

Consumers love paper – it is perceived as more luxurious and better for the environment than the plastic alternatives. In a recent study of 8,000 European consumers, 93 percent said that they preferred paper carrier bags.

Choosing for the next generation

The environment affects us all and we must choose which way to go for the future. BillerudKorsnäs takes responsibility for sustainable development at every stage. With BillerudKorsnäs Xpression, it is easy to make the right choice.

Caring for the environment

BillerudKorsnäs' activities are characterised by consideration for the environment – from our choice of raw material to the finished product. Our wood comes from carefully controlled, responsible forestry where replanting is mandatory. For every tree felled, between two and four new ones are planted, which has resulted in significant growth of the Swedish forests. For customers who require certified products, BillerudKorsnäs offers qualities marked with the FSC® and PEFC™ traceability certificates.

Sustainability at every stage

BillerudKorsnäs' mills have almost completely phased out fossil fuels from their production processes and today their main source of energy is biofuels from the forests. During the production of paper, heat is produced and distributed to the surrounding buildings. Our environmental work has come a long way – but we want to go even further. Consideration for the environment is an ongoing process that never ceases in our activities.



The mark of responsible forestry





THE BEST CHOICE

Our papers are recyclable and the raw material comes from renewable sources. If the carrier bag ends up in the nature, it will be broken down in the space of three months. For the environment, there is no better alternative.

Smarter packaging with Bag Solution Services

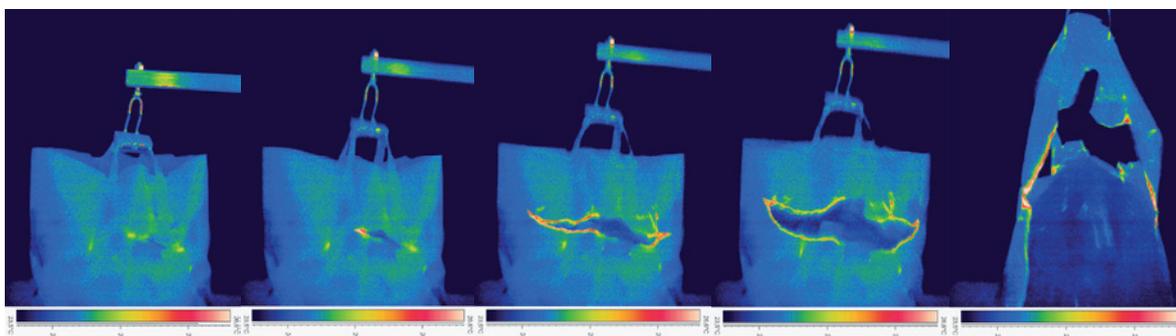
BillerudKorsnäs offers a range of services to boost the strength and appearance of carrier bags. With our Bag Solution Services, smarter packaging and greater results are not far away.

Welcome to Pack Lab

Pack Lab is BillerudKorsnäs' development centre for consumer-related packaging and carrier bags. Here, we use standardised measurement methods and perform several tests to evaluate carrier bag performance. We also help our customers optimise their bag solutions. If a bag construction has shortcomings or weaknesses, we can trouble-shoot the problem and make recommendations for a better and more functional solution. We also carry out perception studies and technical analyses of the printability of paper, packaging and carrier bags.

Certification of performance

BillerudKorsnäs supports the European test standard for grocery carrier bags, EN13590:2003. It determines which bags pass the tough lifting tests, and which fail. For a grocery bag to pass a certain weight, 19 out of 20 bags must withstand 20 lifts, each of stepwise increasing weights. The performance standard reveals the maximum load a carrier bag can carry and which qualities are suitable for groceries or heavier goods.



High-speed thermography technology can detect weak spots in a bag design during performance trials and helps identify areas for improvement. The weak spots are visualized as a difference in temperatures, here shown in yellow and red.

BillerudKorsnäs' range of papers for carrier bags

	PRODUCT	GRAMMAGE (g/m ²)	TYPE OF PRODUCT	PAPER CHARACTERISTICS	STRENGTH	PRINTABILITY
Fashion	Xpression White	70-190	Standard	Multilayer paper Combination of strength and printability		
	Xpression Fine	70-130	Standard	Kraft paper Combination of printability and strength		
	Xpression Swan	60-120	Standard	Kraft paper Combination of strength and printability		
	Xpression Bright	70-120	High whiteness	Multilayer paper High whiteness		
	Xpression Gloss	70-120	Gloss	Kraft paper Uncoated MF paper with higher gloss		
Fashion special	Xpression Silk	80-120	Printability/ strength	Coated MF paper For high printing demands		
	Xpression Silk Plus	85-120	Printability/ gloss	Coated MF paper For premium printing demands		
	Xpression Ribbed	90-120	Ribbed	Kraft paper Ribbed finish		
Retail	Xpression Tough	90-100	Strength	Multilayer paper Focus on strength		
	Xpression Kraft	75-130	Strength	Multilayer paper Focus on strength		
	Xpression Natural White	70-110	Strength	Uncalandered kraft paper Only long fibres		
	Xpression Natural Brown	60-125	Strength/ brown	Uncalandered brown kraft paper Only long fibres		
Handles	Xpression Handle White	80-100	Handles White	Kraft paper Suitable for handles		
	Xpression Handle Brown	80-100	Handles Brown	Kraft paper brown Suitable for handles		

All our products are available with FSC®/PEFC™ certification.

BillerudKorsnäs is a leading provider of strong, light, renewable and recyclable packaging material. Together with brand owners, converters and packaging partners all over the world, we create smarter packaging solutions that increase profits, excite millions of consumers and contribute to a sustainable future for generations to come.

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