



BILLERUDKORSNÄS

VALUE FOR **PREMIUM BRANDS**

CARTON SOLUTIONS FOR SMARTER PACKAGING



SMARTER PACKAGING IS OUR BUSINESS

Carton Solutions deliver great value to designers, converters, brand owners and consumers alike. You get access to our in-depth knowledge about our material in terms of strength, shapeability and printability.

1

You describe what you need to improve.

2

Together we visualise your ideas.

3

We realise your ideas into solutions.

4

We use our material knowledge to optimise the package.

5

Your smarter packaging journey in safe hands.

BILLERUDKORSNÅS MAKES FOUR PREMIUM cartonboard products. They are all made of long, resilient primary wood fibres for maximum strength, shapeability and print results. We offer more than just the material. We put our knowledge, experience and facilities at your disposal. In a store, your package is the salesman and your brand ambassador. To do the job well, your packaging has to be functional, protective, appealing, cost-effective, user-friendly and environmentally sound. You want your package to score high in all aspects. Carton Solutions support you to make sure that it does. We have the processes, the toolbox, the advanced equipment and the expertise.

YOU TURN TO CARTON SOLUTIONS FOR SUPPORT. Your challenges may be big or small. They can be about improving single features of your pack. Or they can be entire development projects, from pre-studies and design support to finished packaging concepts. We make prototypes for testing all kinds of packaging performance under realistic conditions – from shaping, creasing and endurance to print evaluation.

BECAUSE OUR MATERIALS ARE SO STRONG, you can often choose a lower grammage without compromising

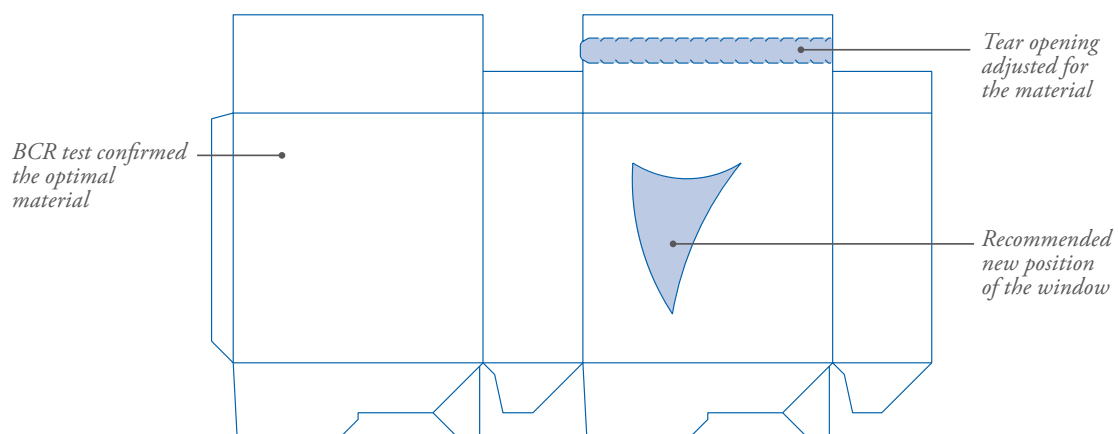
packaging performance. It's what we call lightweighting, and Carton Solutions can help you see your potentials. Reduction in material weight means reductions along the whole value chain. Less raw material used in production, less transport and less warehousing requirements. It adds up to lower cost and lower environmental impact.



Scientific tests, studies and analyses provide a factual basis for evaluations of packaging performance. We can recommend materials and solutions for improved user-friendliness and better functionality along the entire handling chain.

NEW STRENGTH AND STABILITY

Carton Solutions specialise in improving existing packaging solutions. Handling, user friendliness, function, convertability, strength – the fields of improvement are many.

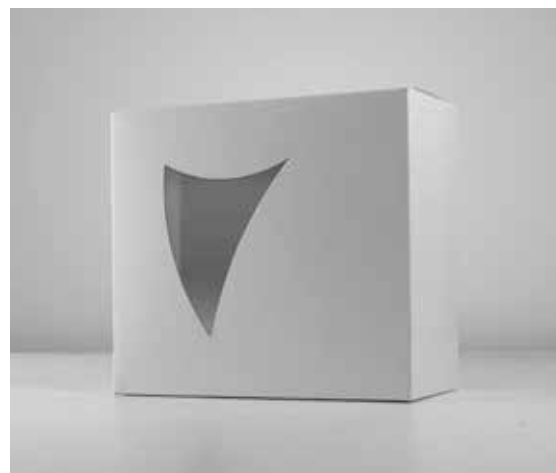


CHALLENGE:

A grocery chain had a double problem with grain packages. Those machine-filled FBB packs were damaged during transport. They got dented and lost their consumer appeal. Too many packages went to waste. In addition, consumers complained about the tear strip.

SOLUTION:

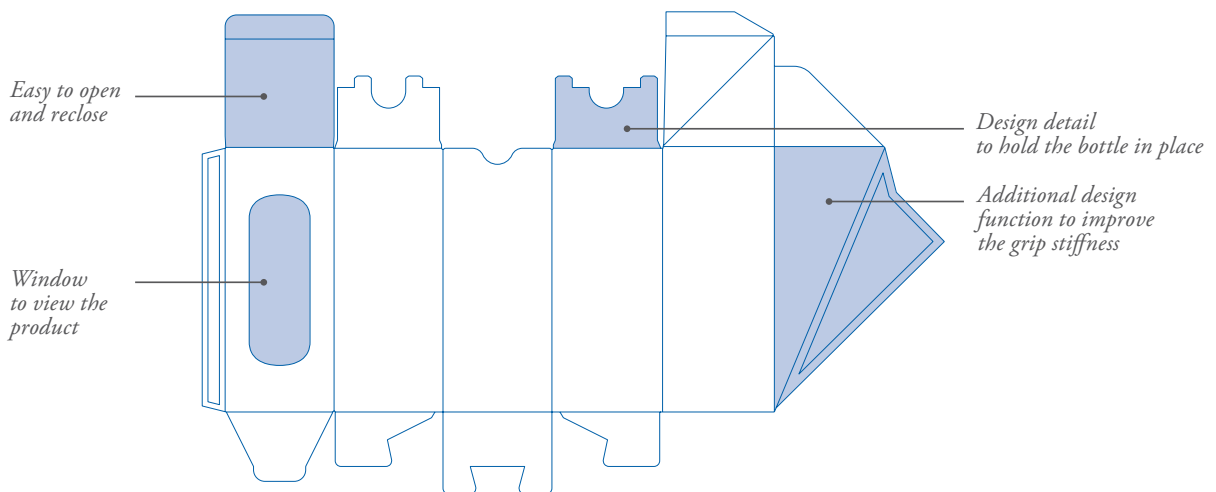
The problem related to both material and design. Box Compression Resistance tests gave the answers. Just moving the window 8 mm towards the centre of the panel provided the required strength. Using BCR, Carton Solutions could make comparisons and recommend the most optimal material. BillerudKorsnäs Light is stronger, yet 10% lighter. No more transport damage: neater impression in the store, more products sold and less waste.



Reduced weight: cost savings and reduced environmental impact. New functional tear strips: enhanced consumer satisfaction.

LAUNCH OF A PREMIUM BEVERAGE

You turn to Carton Solutions for an A-Z packaging project, a process that can include design and construction, development of user-friendly functions and applications, and recommendations for optimal technical performance.



CHALLENGE:

Launch of new product – a bottle of rum. The package must reflect the brand, protect the content and hold the bottle in place, feature a window for viewing the product, and allow for repetitive opening and closing.

SOLUTION:

The demands call for a sturdy and highly shapeable material with a high-white surface for excellent printability and décor opportunities. The choice of BillerudKorsnäs White 400 gsm – or alternatively BillerudKorsnäs Carry 400 gsm – ensures the strength needed for creases and folds, embossing and die-cutting (window). The strong, robust material provides good grip stiffness as you can expect a lot of in-store handling.



The strong and tough material allows for deep embossing. With distinct colour printing, hot foil and embossing, the shelf impact is striking.

CARTON SOLUTIONS TOOLBOX

PACKAGING INNOVATION

NEW PACKAGE AND NEW SOLUTIONS.

Improved competitiveness.
Innovation image. Brand experience.
Increased sales volumes. Higher
perceived value and higher price.



Workshops



New solutions



Shape

PACKAGING OPTIMISATION

MATERIAL RECOMMENDATIONS, IMPROVEMENTS, PROTOTYPING.

Save cost through lightweighting.
Improved handling chain.
Environmental benefits.
User-friendly solutions.



Box compression resistance test



Tear strip / tamper proof

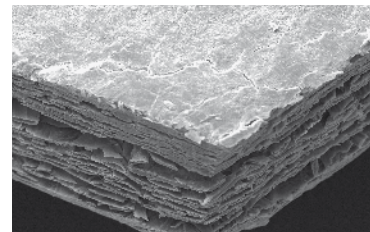


Function

PROCESS EFFICIENCY

PROCESS AND FUNCTIONALITY STUDIES.

Higher productivity. Increased
efficiency. Prevention of transport
damages. Analyses of physical
material properties.



Microscope studies



Creasability test



Carton Calculator



BILLERUDKORSNÄS

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