

# About Elopak







# Elopak

## Your natural choice

Today, consumers can find products to satisfy virtually every taste and need. The choice and availability of liquid food products has never been more exciting.

Elopak's carton brands Pure-Pak®, Diamond®, Slim® and Eco™ offer a **flexible** combination of **innovative** shapes, features, printing and closures, giving brand owners the possibility to launch more individual packaging. They are able to answer market demands because production efficiency and flexibility are ensured by Elopak's system solutions.

Consumer insights support Elopak's commitment to deliver the best packaging solutions for premium liquid food brands. These solutions and innovations provide both **functional** and **emotional** benefits to enrich and enhance the consumer's experience.

The **environmental benefits** of the carton are undoubted. The beverage carton is the most environmentally friendly and natural packaging solution.

### **Elopak's Vision**

**We want to be the preferred beverage carton system partner**

# Elopak's Packaging Brands

The right choice for your product

Elopak is offering a wide range of sizes, different base configurations and distinctive premium packaging features. Our carton brands are designed to meet changing market requirements while enhancing and enriching the consumer experience through both functional and emotional benefits. Different features, such as closures, windows, textures and printing technologies can be applied to make your product stand out on the shelf.

Our beverage carton portfolio offer is the most environmental packaging solution.

## Shapes & Sizes

### A Variation of Possibilities

All our cartons come in many different shapes and sizes. Our packaging brands are available in **Mini** (57x57 mm bottom configuration), **Standard** (70x70mm bottom configuration), **Rectangular** (70x96mm) up to **Maxi** (96x96mm) and **King Size** (140x140mm) format reaching from **0,20** liter up to **5** liter.

## Pure-Pak®



### The classic brand for natural fresh, indulgent beverages

The classic Pure-Pak® carton still bears the hallmarks and characteristics of Elopak's heritage.

The gable top design gives the premium food market a unique packaging vehicle for freshness, naturalness, quality and taste.

- Classic gable top design
- Naturalness and freshness
- Recognized as premium package
- Environmentally friendly packaging

## Pure-Pak® CURVE®



### The traditional brand for natural fresh, indulgent beverages

The classic design of the Pure-Pak® carton is enhanced by an optional additional Curve® to achieve a more attractive and eye-catching package and stronger emotional brand communication.

The Curve® is widely used for upgrading existing products, profiling new launches, communicating product features and on-pack-promotions.

- Higher display impact through additional panel
- Ideal tool for brand management
- Strong communication tool
- Compatible with installed filling equipment

## Diamond®



### The perfect blend of shape and content

Diamond® is a premium carton which builds on the core values of freshness and naturalness while offering superior functional benefits.

The larger top panel with the bow shape – the Diamond smile – gives space for a bigger closure and thereby the Diamond® design provides easier opening and better pouring, especially for viscous products.

The Diamond® carton is perceived as a high quality premium pack that doesn't need decanting, so it will guarantee increased brand exposure and advertising impact at home.

- Perfect functionality, dynamic and modern design
- Harmonic shape
- More convenience – better opening – larger cap
- Optimized pouring features

## Innovation

### Creative –smart - natural

Elopak continuously develops new packaging designs to enhance clear differentiation and stronger communication of consumer benefits, brand messages and reduction of the CO<sub>2</sub> footprint.

New brands as Diamond®, Slim® and Eco™, together with functional features, flexible configurations and shapes offer a vast variation of packaging possibilities. With a few minor adjustments to the system, the filling line can be turned into an innovative platform, enabling you to produce cartons in unique shapes and sizes.

## Window

Elopak can provide a variation of designs to give individualization.

The window features gives perfect visibility of the content and can be combined with a measuring bar/filling level control for improved consumer friendliness.



## Diamond® CURVE®



### More impact, emotional appeal and functionality

The additional Curve®-panel on one edge of the carton gives the brand owner extra promotional space for key messages, unique selling points, promotions, or to set different varieties apart.

The unique Curve® and “Diamond smile” communicates more aesthetics and emotion through a modern and premium image.

- Display impact through additional panel
- Ideal tool for brand management
- Strong communication tool
- Compatible with installed filling equipment

## Slim®



### Modern, elegant and distinctive

Slim® is a gable top packaging solution which emphasizes the key intrinsic packaging values of freshness, naturalness and premium quality.

Slim®'s elegant shape, combined with the Diamond® top panel and the large 33mm cap provides strong shelf impact, which triggers high purchase intent and increased sales. Its additional Curve® panel offers the possibility to promote key product benefits.

With its tall and slender design, Slim® fits all premium brands perfectly, supporting focus on health and wellness, naturalness and a balanced lifestyle. Slim® provides more facings on-shelf and logistics and transport benefits.

- Perfect appearance for lifestyle and functional products
- Tall elegant appearance and impression
- Big cap and improved grip

## Eco™



### Inspired by nature

Eco™ is a smart, efficient and green package for fresh and ESL milk which enhances the naturalness of dairy through its environmental image and unique shape. Front score lines and the Eco Grip create an ergonomic handling experience.

Less raw materials in production means Eco™ is a more sustainable choice for consumers increasingly sensitive to environmental issues. Consumers can feel good about their choice and play their role in safeguarding the planet. Eco™ can be seamlessly integrated into existing filling lines with minimum time and investment costs through the application of the Eco™ Activator.

- A more environmental option, few CO<sub>2</sub> emissions, good consumer experience
- Better functionality through optimum grip function
- Cost efficiencies through less materials
- Unique shape for shelf differentiation
- Environmental image appeals to conscious consumer

# Elopak's Flexible System Solutions

Your preferred partner in packaging

## State-of-the-Art Filling Machines



Elopak develops and offers a wide range of filling machines for efficient filling of fresh, ESL and aseptic liquid food products.

Our filling machines can easily adapt to different shapes and configurations, and are flexible with high production efficiency.

Our filling machines are perfect for meeting consumer needs. They are suitable for a range of different food products and can run various package sizes of all our brands; Pure-Pak®, Diamond®, Eco™ and Slim®.

Our filling machines can run up to four different sizes per line, and filling capacity varies between 5.000 and 16.000 cartons per hour. Closures can be added either inside or outside the filling machines.

Elopak offers technical services and training of personnel. The planning of a complete filling line is a complex task and our experts are ready to find the perfect solution for you.

## Our Closure Portfolio



The need for easy opening and safe reclosing of packaging are always top issues in consumer surveys. Our closures offer many practical advantages to the end-user, and we are continuously developing our offering.

- the opening is bigger,
- improved opening and pouring functions giving more convenience to children and elderly people
- weight reduced closures contribute to make our cartons even more environmentally friendly.

Elopak's closures have a tight seal with one-step-opening and easy resealing. All closures are available in a selection of different colours.

Elopak has developed a wide range of convenient and safe closure for fresh, ESL and aseptic cartons. We call the combination of closures and applicators the Pak-Lok® Concept.

All closures are applied onto the cartons by applicators. These are optional and can be fitted to new or existing Elopak filling machine lines, and are harmonized with filler speeds.

## Secondary Packaging & Logistics



Elopak offers cost efficient distribution solutions giving the best possible protection for filled products on the way to retail.

We develop packaging protection for safe transportation and handling of products, meeting the demand of retailers and consumers.

We create tailor made concepts focusing on

- Environmentally friendly solutions
- Less internal handling and waste
- Excellent display effect
- Easy access to product

Elopak is working in close relationship with equipment manufacturers to deliver efficient logistic solutions for all secondary and transport packaging methods in use.

Elopak technical personnel can specify and implement production lines with roll container loading, crate filling, dolly loading, cardboard wrapping and shrink wrapping, ensuring that our customers are getting the best and most cost efficient solutions available on the market.

As a system supplier Elopak provides flexible solutions and services close to customers world-wide. Due to our strengths in flexibility, we create packaging concepts that reflect the impact of changing markets and ensure attractiveness in the view of manufacturers and retailers.

## Food Safety & Services



The issue of food safety has the most important role within the food processing chain.

Food Safety is central to Elopak's business operations. Giving the best advice and the most accurate proposal for a product's packaging and shelf life requirements is the business of the **Elopak Technology Center (ETC)** in Norway.

All new products have to go live into the market place at some stage, and it is the role of the ETC to reduce risk throughout the process of innovation, development and commercialization of products.

Elopak offers best practices in simulated testing within our 2,000m<sup>2</sup> test center facilities and advanced laboratories. ETC is set up to examine any production variable, from predicting filling performance, package integrity, product quality through storage and distribution conditions, to required shelf life. Such support is important for our customers who commit valuable resources and investment into new packaging systems.

Elopak works closely with research institutes, universities and specialist suppliers to supplement our own technical resources.

## Repro Services & PakTrack



**PakTrack** provides convenient, secure, cost-effective and internet-based communication between the Elopak customer, his design agency, prepress trade-shops, our production plant and sales & marketing departments.

Inside a user-friendly collaborative space, accessed with any standard web browser, project managers can create projects and set-up teams.

Projects can be populated, monitored and discussed by the team members.

Team members can use a standard internet browser to view projects, make annotations or comments and also approve or reject them.

**PakTrack** can connect to our high technology prepress workflow system to allow automatic processing of the more repetitive tasks. In all stages of the collaboration process, **PakTrack** automatically generates email notifications and keeps track of all information through job "tickets"; notifications of progress and activity.

## Board & Printing Technology



Elopak cartons offer reliable protection for different product applications with a range of coatings. Different board structures resist all types of influences both from inside and outside the package, and also match product and distribution requirements. Our beverage cartons are made from approx. 80-90% paperboard, which guarantees sufficient stability, strength, stiffness and opacity. With our wide portfolio of carton materials and coatings, Elopak offers reliable protection of different product applications, including: .

- Best seal quality for effective distribution
- Optimized barrier properties for light and oxygen protection
- Preservation of sensitive product ingredients like vitamins
- Maximum shelf life, longer freshness and guaranteed quality
- Colour and design durability
- Taste free/-neutral packaging
- Board is coated in our own facilities to guarantee best quality

Our range of printing technologies suits any market demands and supports any product design or marketing concept. We offer flexible solutions in the qualities:

- Standard Flexo
- Super flexo
- UV-Flexo
- Offset Litho Printing



# Sustainability in Focus

## The natural pack

The beverage carton is by far the most environmentally friendly beverage pack on the market. We follow up on that advantage by ensuring that Elopak's environmental footprint is continuously reduced.

With this position, Elopak has a genuine conviction that the best option for protecting our most valuable resources like water, milk and juice, is the paperboard carton. It has the lowest CO<sub>2</sub> footprint and water consumption of comparable packaging and is fully recyclable. In addition, its shape optimizes transportation to retailers and consumers.

To further accelerate the reduction of environmental impact, Elopak has several product development programmes to exchange raw materials to renewable resources. These come in addition to the extensive list of initiatives to minimize energy consumption and CO<sub>2</sub>.



碳减排先锋  
Defensores do Clima  
クライメート・セイバーズ  
Climate Savers

Elopak is a WWF Climate Saver company to fight climate change

agreement with WWF Norway began in 2008, when Elopak pledged to reach targets of reducing its greenhouse gas

Elopak has defined NGOs as important company stakeholders through alliances with WWF (World Wildlife Fund) and FSC (Forest Stewardship Council). Our partnership

emissions by 15% by the end of 2010. Elopak is a part of the WWF Climate Savers in order to support the political process to fight climate change. We believe the global community needs binding reduction targets for CO<sub>2</sub>.



The mark of responsible forestry

Elopak's main European operations are fully Chain-of-Custody (CoC) certified by the Forest Stewardship Council (FSC). Our cartons carry the FSC logo, so consumers know that all raw materials used in our products come only from well-managed forests, and that we support the international battle against illegal logging.

We believe that significant reductions in industry's environmental footprint can only be achieved if the whole chain co-operates, sharing environmental data and experiences. That is why Elopak is the first packaging company to join the Carbon Disclosure Project's Supply Chain programme, sharing our environmental data with other players in the value chain.

Environmental improvements are driven by the engagement of all Elopak employees who have embraced the focus on sustainability, and are driving the changes locally.



# Key environmental benefits

## Renewable resources

Our main raw materials come from renewable sources and well-managed forests. Elopak's raw material sourcing policy sets out strict requirements for timber sourcing. Elopak is certified by the Forest Stewardship Council - FSC.

## Recycling

Beverage cartons are recyclable. Elopak initiates and supports national collection and recycling systems in all markets where we are present.



## Continuously reduced carbon footprint

Elopak is working on CO<sub>2</sub> reduction programs to further improve performance. This includes material consumption per packed unit and new materials to replace existing barriers.

## Transport

The rectangular footprint of the carton provides more space efficiency during transport and storage: In addition, the carton is transported prior to filling as a flat pack, further reducing transport cost and environmental impact,



*Elopak – the natural pack*



## About Elopak

– Your preferred partner in packaging

Elopak's business is to break new ground at every level of packaging: processing standards, food science and safety, logistics analysis, packaging concepts and operational flexibility. This all occurs alongside a total systems approach which uniquely characterizes Elopak's contribution to the world of packaging.

Elopak develops innovative, functional and emotional premium packaging solutions, which are preferred by consumers because of their visual attractiveness, environmental advantages, superior quality and convenience.

Distinctive premium packaging features have been developed to give enhanced uniqueness on the shelf, offering clear differentiation and stronger communication of consumer benefits and brand messages.

Quality is at the heart of our business and everything we do. Our people continuously strive to improve our systems and services. Being in a competitive industry, we validate our systems and processes to deliver cost efficient products and services. A competitive 'Total Cost of Ownership' is guaranteeing best services/price and market insights to our customers.

Close-to-customer relations and business partnership are important to us, and shape all our interactions with our customers.



**Elopak locations**

1 Headquarters Oslo Norway  
Corporate Offices with Technology Center in Spikkestad Norway

**Manufacturing Plants**

2 Denmark  
3 Germany  
4 The Netherlands  
(2 plants - Coating & Converting)  
5 Serbia  
6 Ukraine  
7 Canada  
8 Russia (opening summer 2011)

**Manufacturing Plants – Joint Ventures**

9 Saudi Arabia  
10 Mexico  
11 South Africa  
12 Dominican Republic

**Filling Machine Manufacturing**

13 USA  
14 Germany

Pure-Pak® Associates in South Korea and Australia

# Elopak Worldwide

## Global reach

Elopak is based in Oslo and wholly owned by the Ferd Group - one of Norway's largest privately owned industrial groups. With over half a century of continuous development it is today a truly global corporation, operating on every continent. With in-depth penetration through a network of market units and associates in more than 40 countries, plus customers in over 100, the Elopak Group seeks to bring its international expertise and product technology to new markets worldwide.

Together with its joint venture partners, Elopak produces and sells more than 12 billion cartons annually and has more than 3.000 employees.

The global network of sales and service personnel enables us to be closer to our customers and their markets across the world - we understand consumer needs!

**For more information please contact us!**  
**Always check [www.elopak.com](http://www.elopak.com)**

**Elopak's Vision**

**We want to be the preferred beverage carton system partner.**





ELOPAK delivers the best packaging solutions for premium brands, enhancing and enriching consumer experience through functional, emotional and environmental benefits.



Elopak Group Headquarters  
Tel +47 31 27 10 00 Fax +47 31 27 15 00  
[www.elopak.com](http://www.elopak.com)