

Elopak launches aseptic Pure-Pak® cartons with Natural Brown Board

Elopak is taking a step forward with sustainable packaging and launching aseptic Pure-Pak® cartons made with Natural Brown Board.

The new Natural Brown Board Pure-Pak® cartons are carbon neutral and introduced only one year after Elopak launched the first fresh gable top carton made from Natural Brown Board. Since its 2017 launch, the fresh carton is successful on shelf across Europe for market-leading multinational and medium sized dairies.

The aseptic Pure-Pak® cartons have one less layer and thereby retain the natural brown colour of the wood fibres which gives a visible fibre structure. This also results in reduced carbon footprint and reduced weight, providing a naturally different, sustainable and authentic package that meets demands from growing trends in ethical, ecological and organic products.

The aseptic Pure-Pak® carton will be available in the sizes 1000 ml, 750 ml and 500 ml and runs on the E-PS120A aseptic filling machine. The new Pure-Pak® cartons are carbon neutral and 100% recyclable.

Elopak's Director Environment Marianne Groven says: *"Elopak has a continuous focus on developing and offering products with an improved environmental profile. The Natural Brown Board is a good example in this respect. With this latest launch Elopak is expanding its portfolio, enabling added value UHT milk and ambient juice products, plus new emerging aseptic markets, in order to be sustainable, authentic and naturally different"*.

Johanne Ramdal, Project Leader adds; *"Our objective was to transfer the success in the fresh market to new sectors with the technical and commercial release of Natural Brown Board aseptic. The most important part for this latest development was to achieve the same natural feel and printing capabilities as the fresh carton, to enable our aseptic customers to maximize the branding and stand out possibilities in ever changing markets."*

About Elopak:

Elopak is an international supplier of paper-based packaging solutions for liquid food. Based in Norway, and wholly owned by the Ferd Group (one of Norway's largest privately-owned industrial groups) Elopak is continually developing its packaging expertise to match the changing demands for packaged food.

60 years of continuous expansion and growth sees 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 80, the Elopak Group seeks to bring its international expertise and product technology to new markets. Today, Elopak is a leading global supplier of packaging solutions to the fresh dairy and juice industries.