

ELOTALK



News and views from Elopak's world of packaging

No. 02/2019

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**FRIESLANDCAMPINA
PRODUCES SUSTAINABLE
PLANETPROOF MILK**

**GLÄSERNE MOLKEREI'S
HAY MILK – SUSTAINABLE
INSIDE AND OUT**

**MOLOKIJÄ SELECTIVE
MILK – MADE WITH LOVE**





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ELOPAK

Together we make packaging work

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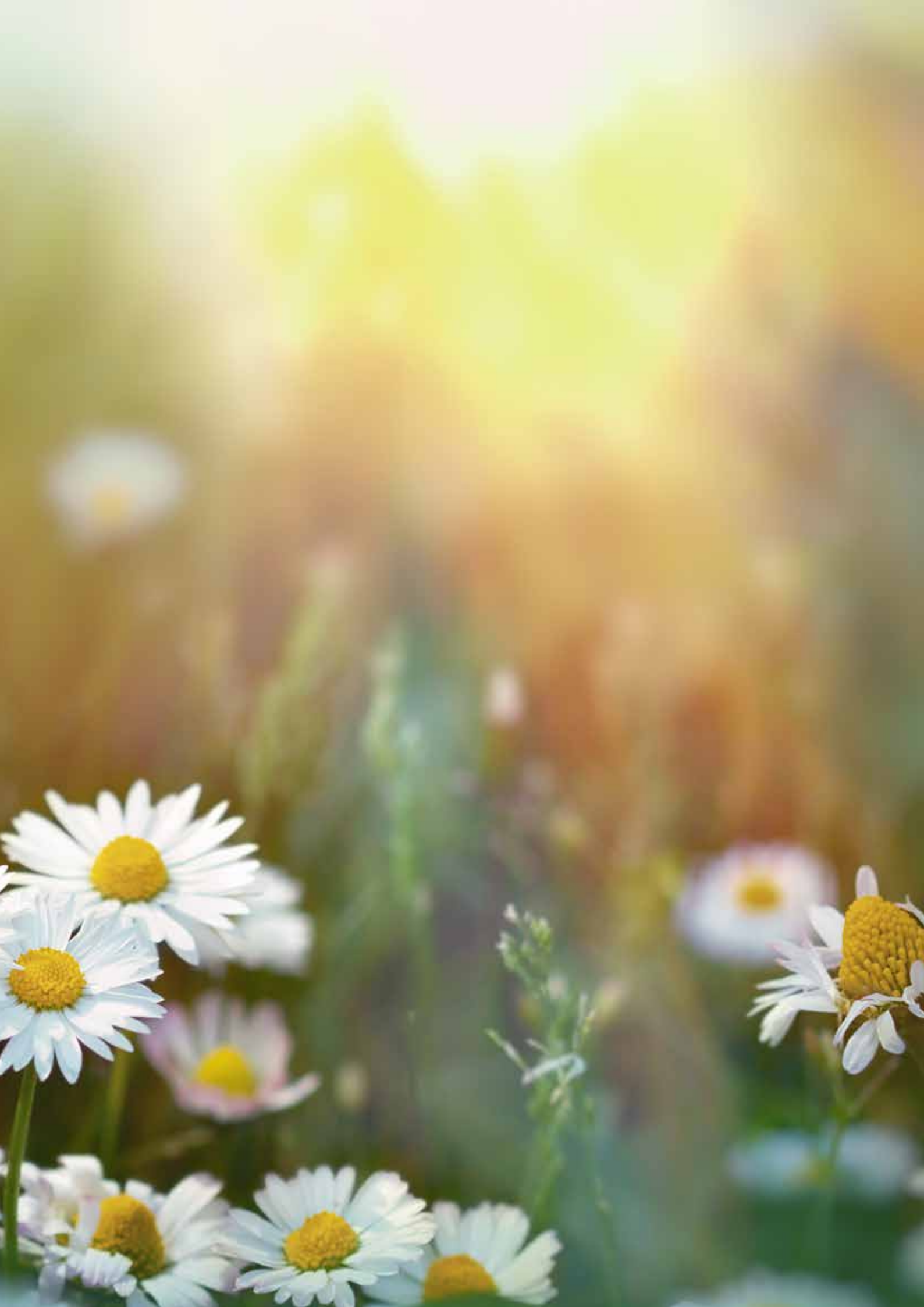
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About Molkerei Ammerland:

Founded in 1885, Molkerei Ammerland is a dairy with a 'tradition of progress'. It was established by seven Ammerland farmers who formed one of the first dairy cooperatives in Northern Germany. Today, the Ammerland dairy has 2000 members in the region with the guiding principle throughout its cooperative to protect the existence of farms.

134 years on, Ammerland works with the state-of-the-art manufacturing technologies and quality standards, to maintain its tradition of progress for the future – and to carefully preserve our natural environment.



Ammerland invests in the future of its Bio ESL milk

Based in Northern Germany, one of the country's largest dairy regions, Molkerei Ammerland has recently heavily invested in its Bio Extended Shelf Life milk with both Elopak filling and carton packaging innovation.

The company has chosen to focus on regional farming, bio-based agriculture and renewable resources and launched its certified Bio milk Ammerländer Unsere Biomilch in October 2018. Now in 2019, the "Weidemilch brand" is also available in ESL Bio milk in both 1 litre Classic Pure-Pak® and Pure-Pak® Sense cartons with renewable, forest-based PE.

Elopak's renewable PE is produced through a mass balance system, which is reviewed across the certified value chain by third-party auditors annually. This means that polyethylene is produced from a mix of fossil and renewable raw materials, and certain batches of PE is allocated certified renewable. The certification system ensures that the input of renewable raw materials equals the output of renewable PE.

With the introduction of renewable PE, Ammerland has also expanded its production capacity and efficiencies with the installation of two new filling machines from Elopak.

The two new lines in Ammerland's modern state-of-the-art dairy bring higher capacity, each with the production of 14,000 cartons per hour, and the more efficient filling of the organic milk.

One of the two lines also incorporates two packers which enables Ammerland to fill and pack two different products on one machine. The other line has been fitted with a high capacity horizontal accumulator and

continuous motion wrap around packer significantly increasing the productivity of the dairy. All the lines are equipped with Elopak's ELOEE system, which monitors the efficiency of the complete line. Both machines are equipped with the quick changeover process between Pure-Pak® Classic and Pure-Pak® Sense cartons, providing Ammerland with exceptional operational flexibility.



"Ammerland is constantly investing in the latest ESL (Extended Shelf Life) technology and innovation to further build its 'tradition of progress' for dairy farming and dairy production in Northern Germany. The dairy is still run today by regional farmers all within 80 kms, making the Ammerländer brand very much farmer-owned." explains Maarten Kaal, Key Account Manager, Elopak. "With both companies' core business focussed on fresh products, Elopak is strongly placed through its partnership with Molkerei Ammerland we will continue to support its developments and investments for the future of this traditional - yet progressive dairy."



ENVIRONMENTAL NEWS

READ

the Enviromental Highlights 2018
at www.elopak.com or
www.packaginbynature.com



GLÄSERNE MOLKEREI



OUR HAY MILK. NOW WITH A LONGER SHELF LIFE.



Proven taste. More natural packaging. Our organic hay milk with an extended shelf life is filled in an improved and more environmentally friendly packaging. This makes our milk sustainable both inside and out.



__ EXPERIENCE ORGANIC __
www.glaeserne-molkerei.de

Chaban launches new probiotic range

North Caucasian Russian brand Chaban, has launched a new range of products with LGG® probiotics in 500ml Pure-Pak® Mini cartons.

In collaboration with Chr. Hansen, a Danish bioscience company, Chaban has developed two new products – a bio kefir and bio yoghurt with lactobacteria *Lactobacillus rhamnosus*, LGG.

“The safety and health benefits of products have always been the company’s main priority,” explains Dinara Urmancheyeva, Marketing Director. “CHABAN combines classical traditions and modern technology, and the fortification of fermented milk products with probiotic cultures represents a new milestone in the brand’s development.”

The Pure-Pak® Mini carton was seen as a good fit within Chaban’s ‘classic traditions and modern technology’.

“We wanted to launch the products in a new and convenient format, but at the same time – in an already tested and approved pack. Therefore, the choice fell on the Pure-Pak® Mini carton. This is an ideal size pack, which is also very ergonomic and easy to use,” adds Dinara Urmancheyeva.

“Indeed, we have already received a lot of feedback from the consumer that the carton is very convenient, and they appreciate its traditional character. Many consumers also noted the importance of the environmental friendliness of this carton for a premium brand.”

With the launch of this functional product onto the Russian market, Chaban is opening up new markets for its brands, and responding to the rise in demand for products that support health and wellbeing.

“These are landmark products for Chaban and are their first to be launched in Pure-Pak® Mini cartons,” says Pavel Vylegzhanin Elopak’s General Manager in Russia. “Consumers are increasingly demanding added value from products, including benefits to their health and wellness. LGG has proven benefits for the immune and gastrointestinal function, and gut health is becoming a more important issue for consumers.”

Sources: www.chr-hansen.com





Madeta is first with Natural Brown Board in Czech Republic

Fresh Milk range first with FSC™ and Carbon Neutral cartons in the Czech Republic.

Czech dairy Madeta, well known for its very traditional products, launched its fresh milk in Pure-Pak® Sense cartons with Natural Brown Board in April 2019. These are the first Natural Brown Board cartons in the Czech Republic.

For Madeta, the move brings a more attractive and modern look with new features giving the consumer extra convenience and added sustainability.

“The Natural Brown Board fits perfectly with the growing demands from retailers for more natural and sustainable packaging,” says Josef Horký, Market Until Manager for the Czech Republic, Elopak. “These are also the first fresh milk cartons for Madeta and the Czech Republic sourced from FSC™ forests (FSC license code FSC™ C081801) and the first cartons to be Carbon Neutral.”

Launched in three sizes of fresh milk across 11 different varieties of products (fresh milk, cream, flavoured milk and buttermilk), the 1 litre, 750 ml and 500ml Pure-Pak® Sense cartons with closure and Natural Brown Board are now distributed in Czechia and Slovakia.

This latest launch follows swiftly from the launch of Madeta milk in Pure-Pak® Sense cartons, providing new features including the printed top fin and easy-fold lines. “The new features have boosted Madeta’s stand out, its handling convenience and its sustainability credentials,” adds Josef.



Established in 1902, Madeta is famous in the Czech Republic for dairy products made from original recipes, priding itself on only using natural colours and flavourings, and no artificial preservatives. Today the dairy produces over 250 different products, made with premium quality milk from Czech farms.

¹ Forest Stewardship Council™(FSC™). FSC™ C081801. Look for FSC certified products – the mark of responsible forestry. www.fsc.org

ELLE & VIRE ADDS NEW FLAVOURS TO WAKE UP YOUR DISHES



French dairy Elle & Vire has launched two new tasty cream products in 250 ml Pure-Pak® Mini cartons.

Launched in 2019, the two new offerings from Elle & Vire help consumers prepare tasty dishes with a Light cream and basil infusion option and a Light cream and roasted garlic infusion product. As the brand indicates on the cartons, these new products will 'Réveille vos plats' – Wake up your dishes!

The products are already sold in most major retail stores across France and were developed by Elle & Vire to focus on growing consumer needs for convenience and sustainability.

"These two new creams were created to help consumers prepare delicious and simple recipes in minutes," says Thomas Bundy, Product Manager from Elle & Vire. "They make cooking easy and fun, are made with only natural ingredients, no additives. Also, of course, they are presented in recyclable cartons to meet increasing consumer concerns for sustainable packaging."

"For a few cents more, consumers can now choose a more sustainable dairy product, which directly benefits the Dutch dairy farmers involved."

FrieslandCampina produces sustainable PlanetProof milk

In December 2018 FrieslandCampina introduced its first products certified with the "On the way to PlanetProof" certificate in Pure-Pak® cartons.

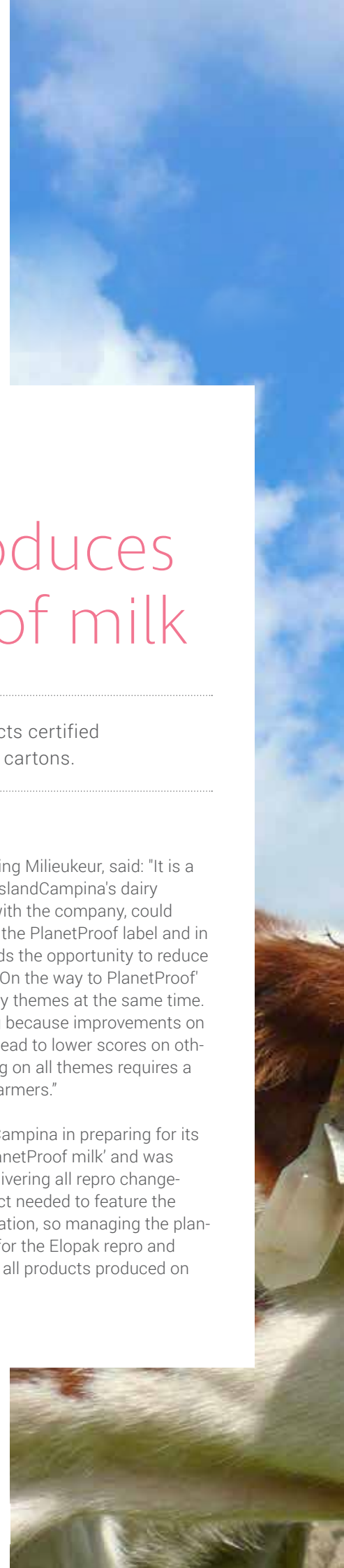
The labelling helps consumers to choose more sustainable milk that meets high demands in terms of animal welfare, nature and climate. The independent label – from Stichting Milieukeur – sets the standard for a broader sustainability approach for agriculture and horticulture and is available for every company.

FrieslandCampina was the first dairy company to meet these strict requirements. For a few cents more, consumers can now choose a more sustainable dairy product, which directly benefits the Dutch dairy farmers involved.

More than 150 FrieslandCampina products are now available with the new 'On the way to PlanetProof' label – from fresh white milk to custard. They are filled across a full range of Pure-Pak® carton sizes and formats, including Pure-Pak® Classic, Pure-Pak® Mini and Pure-Pak® Sense cartons, plus family sized rectangular and maxi cartons.

Gijs Dröge, Director of Stichting Milieukeur, said: "It is a great achievement from FrieslandCampina's dairy farmers that they, together with the company, could meet all the requirements of the PlanetProof label and in that way offer the Netherlands the opportunity to reduce their environmental impact. 'On the way to PlanetProof' involves several sustainability themes at the same time. That makes it so challenging because improvements on one component sometimes lead to lower scores on other components. Good scoring on all themes requires a lot of craftsmanship of the farmers."

Elopak supported FrieslandCampina in preparing for its transfer to 'On the way to PlanetProof milk' and was proactive in planning and delivering all repro change-over processes. Every product needed to feature the PlanetProof logo and information, so managing the planning was a complex project for the Elopak repro and account handling team, with all products produced on time to meet the launch.



About On the way to PlanetProof milk:

For the On the Way to PlanetProof certificate, farmers and dairy companies work together to improve nature, climate and animal welfare. This, for example, could be the use of sustainable energy and less CO₂ emissions for the climate, or less pesticides and more space for flowers and insects for nature. For cow welfare this might include massage brushes, sunbeds and outdoor grazing.

The standards that the dairy farmers have to meet are monitored continuously and are made more stringent where necessary to uphold quality and the right to adorn an 'On the way to PlanetProof' label.





Bonlac tropical seasonal drink boosts brand all year round

When Sociedad de Alimentos de Primera S.A. launched its Bonlac tropical seasonal fruit drink flavour in 2018 with a new Pineapple Drink with 20% fruit, it proved so popular with Panamanian consumers that it is now sold all year round.



First launched in June last year in 1 Quart (946 ml) Pure-Pak® Classic cartons, the new tropical flavour was a great success for Bonlac and confirmed the brand's leadership in the juice drink category in Panama. Now the Tropical seasonal drink has been launched as part of the Bonlac range of 15 drinks and is available in supermarkets, mini-markets, hotels and restaurants.

"The introduction of the Pineapple drink offered different options for the consumer, not just a delicious juice drink but also as a mixer for tropical cocktails," says Lourdes Aldrete, Marketing Manager, at Bonlac. "This new tropical flavour helped us to expand the variety of our beverage portfolio. The Panamanian market is continuously becoming more educated and interested in consuming fresh products with fruit content. With the added values Bonlac, as a high-quality brand, can provide what they want at an affordable price.

"We package our products in Pure-Pak® cartons to maintain their freshness, which allows the consumer to obtain our products at a good price and enjoy them at different times and places of consumption. In addition, the cartons enable our products to be more environment friendly as they are completely recyclable," adds Lourdes Aldrete.

"For Bonlac, this launch of a seasonal product has contributed significantly to the volume and profitability of its business," says Vinicio H. Soto, Elopak Central America. "This only demonstrates how a seasonal or promotional product can boost a brand and today the tropical Pineapple Drink still has rapidly growing sales and is part of the Bonlac Top 10 ranking fruit drinks in Pure-Pak® cartons, only one year after launch."

Bravo for summer!

The Lemonizer brings the taste of the sunny season to Sweden. Skånemejerier has launched a special summer flavour, the Lemonizer, in its famous Bravo juice range. Introduced in May for the summer season, the new juice flavour is a mix of strawberry and lemon to bring the 'taste of summer at its best'.

The Lemonizer is launched in 1 litre Pure-Pak® Diamond cartons and is the latest addition to Bravo, Sweden's biggest juice brand.

"Bravo is well known for its wide range of both classic and unique flavour combinations, and its 100% natural ingredients with no added sugar or additives," adds Jörgen Björnson, Key Account Manager, Elopak Sweden. "With the Lemonizer mix of strawberry and lemon comes the taste of summer when it is at its best, made with fruit and nothing else. It is an ideal summer flavour, a thirst-quenching juice for a picnic, on the beach or in the garden."



ON THE CARTON

Skånemejerier goes the extra summer mile and adds some recipes on the carton for consumers to try including:



The Summer

- **CRUSHED ICE**
- **FOUR MINT LEAVES**
- **FRESH BERRIES**
- **LEMONIZER**

Add crushed ice, four mint leaves and some fresh berries for a summery drink for the whole family.

The Blue

- **LARGE BOWL**
- **LEMONIZER**
- **ICE**
- **BLUEBERRIES**

Take a large bowl and fill with Lemonizer, add ice and blueberries. Garnish with shredded lime peel and a sprig of lemon balm.

- **ICE CREAM**
- **FRESH OR FROZEN STRAWBERRIES**
- **RHUBARB**
- **RAW SUGAR**
- **LEMONIZER**

Mix ice cream and a couple of fresh or frozen strawberries. Dip rhubarb sticks in raw sugar and add them to the glasses. Then pour on Lemonizer. Enjoy!

The Southern

Costa Rica consumers enjoy new functional juices this summer

Central American and Caribbean dairy and beverage producer, Dos Pinos has launched two new functional juices from its Jugo brand, bringing more choice, flavour and health benefits to consumers.

Launched in April 2019, the two new juices are 'Defensas' - Apple and Blackberry with Ginger, and 'Energía' - Orange and Passion Fruit with Ginseng. Both the new refreshing and healthy juices, ideally launched for the summer season, are packaged in 1 litre Pure-Pak® Classic cartons and closure for added convenience.

"Consumers in Costa Rica can now enjoy the benefits of new combinations of fruits and vegetables created to support the health requirements of modern day living," says Vinicio H. Soto, Elopak Central America. "Changes in trends and consumer demands drive innovation at Dos Pinos, and we work to support the Cooperative's strategic vision helping to provide them with integral packaging solutions across dynamic markets."

"Our partnership with Elopak enables us to have an innovative package that guarantees the quality and safety of the product with a more sustainable pack certified in accordance to Forest Stewardship Council™ (FSC™)" adds Francisco Arias, Senior Corporate Relations, Dos Pinos. "The Pure-Pak® carton is aligned with our vision of sustainability and was the best choice for these latest product innovations from the Jugo brand."

The new Jugo functional products were launched with an extensive marketing campaign including outdoor and transport advertising, and TV spots all with the message *Se pasan de Buenos* – which is a Costarican expression meaning - They are way too good! More than good!



About Dos Pinos

The Cooperativa Dos Pinos is the leading company in the dairy industry of Central America and the Caribbean and a major competitor in the beverage industry. With a history of more than 71 years, the Cooperative exports today to more than 10 destinations and has its own plants in Panama, Nicaragua and the Dominican Republic. It delivers 1.4 million liters of milk daily from its farms which total 1400 and has a portfolio of more than 900 products. Across the Central American and the Caribbean region, Dos Pinos is one of the consumers' most favourite brands for its taste, quality and innovation.

¹ Forest Stewardship Council™(FSC™). (FSC license code FSC™ C081801) www.fsc.org

¿CÓMO IMAGINAS EL FUTURO?

NOSOTROS MUCHO MEJOR

ÚNETE Y CAMBIA TU FORMA DE BEBER AGUA



Envase con 94%
recursos renovables



Huella de carbono
neutralizada a cero



AGUA
enCAJA
MEJOR

Yo planto
un árbol
¿y tú?

#PlantaTuCaja



Comparte tu foto con AGUA enCAJA
MEJOR y el hashtag #PlantaTuCaja y
plantaremos un árbol por ti.
Consultar las reglas de juego en la página de la campaña.

500ml
Agua Mineral
Natural

200ml
Agua Mineral
Natural

aguaencajamejor.com
#ELFUTUROenCAJAMEJOR

 **ELOPAK**





"Sustainability plays a key role, especially in the organic sector...
...The demand for plastic-free products is already a big issue in our society."



Gläserne Molkerei's Hay Milk – sustainable inside and out

German organic dairy Gläserne Molkerei is launching its Hay Milk in Pure-Pak® cartons with Natural Brown Board this May.

The fresh organic 3.8% fat hay milk is launched in 1 litre, and 500ml Pure-Pak® Sense cartons, and is also launched with a longer shelf life.

"We are an organic dairy, and therefore sustainability is very important to us," said Gläserne Molkerei's Marketing Manager, Josephine Wedekind. "We chose the Natural Brown Board carton as it delivers several benefits for our premium hay milk with an extended shelf life."

Organic hay milk was originally launched in 2009 by Gläserne Molkerei and was traditionally produced and not homogenized. The new hay milk is gently microfiltered which leads to a longer shelf life.

"Hay milk cows live on organic farms with appropriate grazing. In the summer they get mainly juicy grass and herbs fresh from the pasture and in the winter, delicious hay. Silage is completely forbidden," said Josephine Wedekind. "Organic hay milk is produced by the traditional

and most natural form of milk production and the aromatic ingredients of the feed ensure the good taste of hay milk.

"Thanks to the gentle and natural way of farming our hay milk, together with our farmers we make a positive contribution to biodiversity and our landscape. With the Natural Brown Board carton, we ensure that our milk is not just sustainable from the inside but also from the outside.

Gläserne Molkerei relaunched its brand with redesigned packaging last year, but the launch of Hay Milk in Pure-Pak® cartons with Natural Brown Board sees a slight change to the design, using illustration rather than photography. This minimizes the use of full-surfaced colors so that the Natural Brown Board of the carton shines through.

Elopak worked closely with Gläserne Molkerei's creative agency to ensure that colours used in the design worked correctly with the Natural Brown Board.

Most natural packaging for most natural products

Radyvylivmoloko dairy in Ukraine, has made two bold steps in packaging for its most natural products in its Farm Fresh brand.

In June 2019 the dairy launched its whole fresh cartons with Natural Brown Board and has removed all closures on its cartons.

The natural looking and feeling cartons were selected with no closure to emphasize the milk's naturalness. The milk is produced at a fixed temperature that ensures the most natural product with no artificial ingredients or preservatives.

"For Radyvylivmoloko, its most natural milk required the most natural packaging," says Denis Korotkih, Elopak, Ukraine. "Therefore, this carton with no closure, and made from Natural Brown Board is made using less plastic and more sustainable materials."

The dairy, which is based in the West part of Ukraine, plans to also launch other products in the new cartons including Kefir, Cream and Ryazhenka – all of which are produced with the same natural method.

"This is one of the first Pure-Pak® cartons with Natural Brown Board to be launched with no closures and reflects an increasing trend towards more natural and sustainable packaging for eco-friendly brands," adds Denis.

The new-look cartons will be distributed to national and local retailers across the West part of Ukraine.



"For Radyvylivmoloko, its most natural milk required the most natural packaging.."



Aiming to reduce the environmental impact of water packaging

Fontsoria goes one step further in sustainable water packaging, reaching 94% renewable content

Fontsoria drives its strategy for more responsible water packaging forward with the launch of its Agua enCaja Mejor brand in Pure-Pak® cartons with plant-based renewable polymers from sugar cane.

Aiming to reduce the environmental impact of water packaging, Fontsoria launched Agua enCaja Mejor, meaning "Water in a Box is Better" in 2017. The product was a new approach for water packaging in Spain, and the company has seen sales more than double with products now sold through food service and specialized channels with key customers.

Marketed with the slogan: "Choose Better, Choose Carton", the water is drawn from a spring at the Castle of Gormaz in the province of Soria, Castile and León, Spain and filled in 330ml and 500ml Pure-Pak® Mini cartons, chosen for their reduced plastic content and low carbon footprint, making them one of the most responsible solutions available on the market.

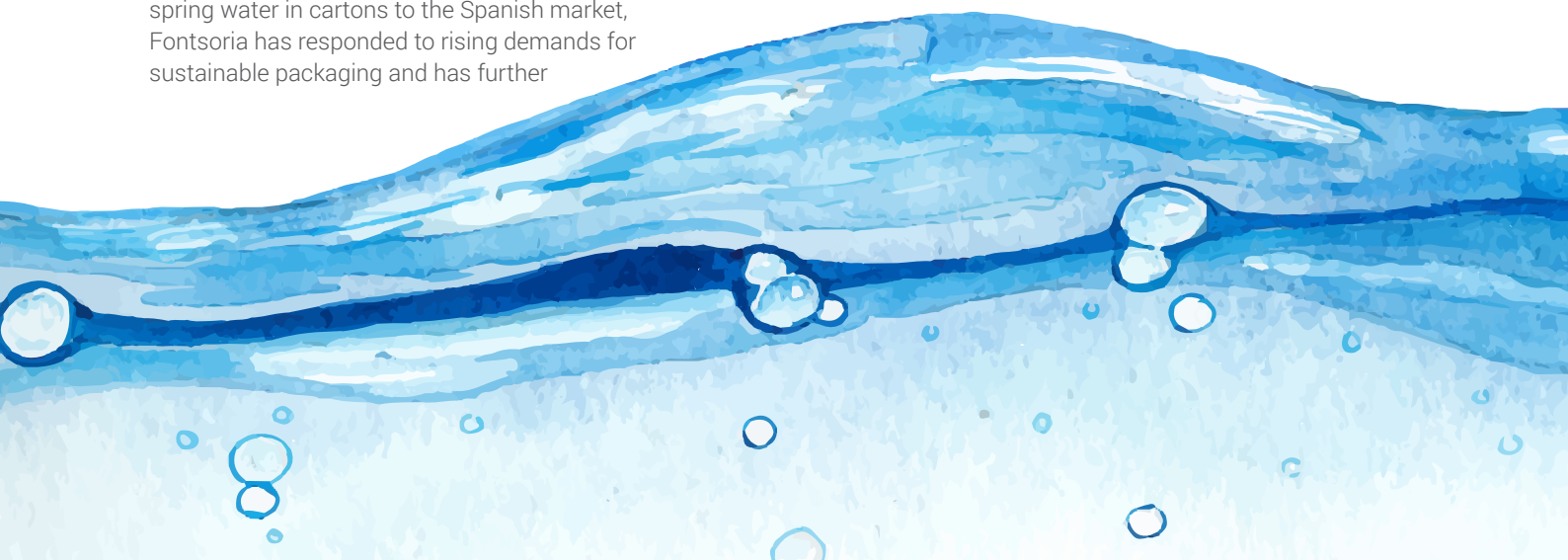
As one of the pioneer companies to introduce natural spring water in cartons to the Spanish market, Fontsoria has responded to rising demands for sustainable packaging and has further

improved its Pure-Pak® Mini cartons, increasing the renewable content up to 94%.

The plastic in the cartons is fully renewable and based on feedstock sourced from Brazil, where sugarcane can grow in areas that other crops cannot. Sugarcane is one of the most efficient plants in converting sunlight to energy and hence is a sustainable, fast-growing renewable resource.

This latest addition follows Fontsoria's decision to support the reduction of global warming and to offer Carbon Neutral® Pure-Pak® cartons.

"With the demand from the market for more sustainable packaging escalating, especially for water products, we will continue to improve the environmental profile of Agua enCaja Mejor," says Fontsoria. "For this, we are working in close partnership with Elopak to constantly develop our packaging to be more responsible and further reduce our impact on the world."



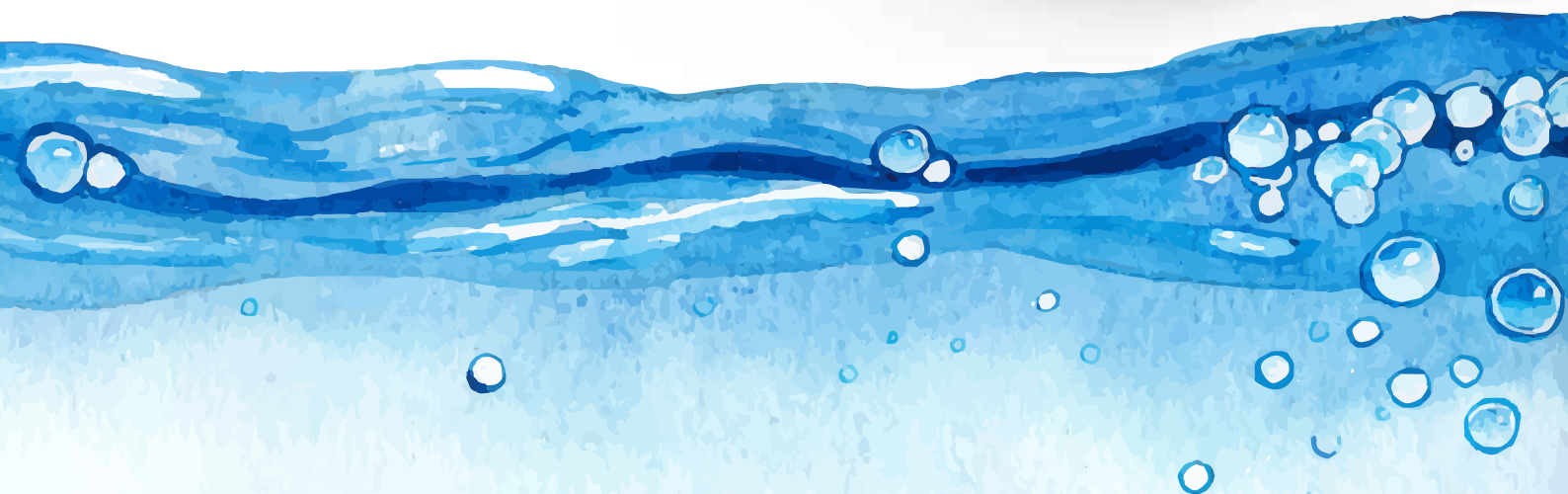
Reinforcing Fontsonia's commitment to the planet, 10% of its profits are donated to reforestation projects through 'Plant for the Planet'.

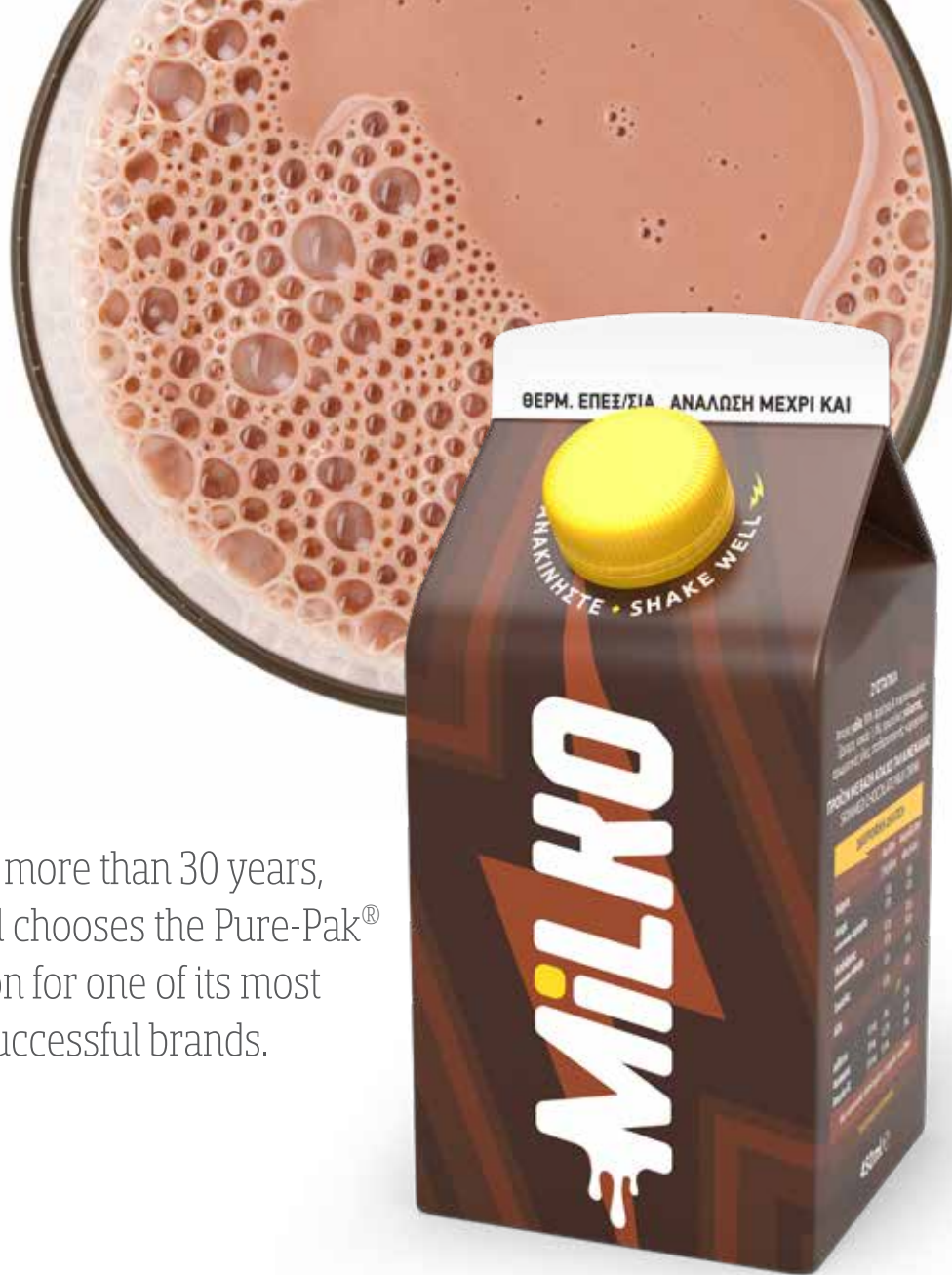


"In Elopak we approach the sustainability of our packages holistically throughout the value chain, working to improve recycling, reduce CO₂ emissions and increase renewable material content," says Marina Bortoletto, Marketing Director in South Europe in Elopak.

As with all Pure-Pak® cartons, AguaenCajaMejor can be recycled into new products. The cartons are certified in accordance to Forest Stewardship Council™ (FSC™) requirements and made with board from responsibly managed forests and other controlled sources. (FSC license code FSC™ C081801). Also, cartons are shipped flat to the spring, releasing significantly less pollution than transporting empty plastic bottles.

Reinforcing Fontsonia's commitment to the planet, 10% of its profits are donated to reforestation projects through 'Plant for the Planet'. The company also has the 'Plant your tree' promotion where it pledges to plant a tree on behalf of each consumer who posts a picture featuring an Agua en Caja Mejor carton on social media using the hashtag #PlantaTuCaja.





After more than 30 years, Delta still chooses the Pure-Pak® carton for one of its most successful brands.

DELTA relaunches MILKO

DELTA has relaunched MILKO, the ultimate chocolate milk drink in Greece, in 250ml and 450ml Pure-Pak® cartons with a new thunderbolt logo design!

The new launch comes 34 years after the famous chocolate milk was first packaged in Pure-Pak® cartons in 1985 and brings a dynamic new design logo which boosts the brand's concept and the key benefit of instant energy.

"The new design with the thunderbolt visual communicates directly how MILKO's rich chocolate taste experience is also a great source of energy and nutrition," says Thanos Theodoratos, Elopak's partner in Greece. "That's why it remains a very popular school

lunch pack drink, an everyday snack and also a sports drink for all ages."

After more than 30 years, Delta still chooses the Pure-Pak® carton for one of its most successful brands. "This handy pack, easy for all the family to grab and go, and importantly for the increasingly aware consumer, provides a highly sustainable package," says Elia Baima, Marketing Director, DELTA.

"The Pure-Pak® carton is 100% recyclable and consists on average of 75% paperboard made from a renewable resource. Our consumers value the convenience and environmentally friendly MILKO carton which, with a stunning new design, now delivers an outstanding package for this much-loved brand."

НОВЫЕ ПРОДУКТЫ «ЧАБАН», ОБОГАЩЁННЫЕ ЛАКТОБАКТЕРИЯМИ LGG®



Molokija Selective milk – made with love

In April 2019 Ternopil Dairy, TM Molokija introduced the first Pure-Pak® cartons in Natural Brown Board in Ukraine, with the launch of its new super quality 'Selective' milk.

New Molokija 'Selective' milk is special quality milk made 'with love' and only the best raw ingredients from farms. Each of the dairy farms has its own way of farming, but they all share the common goal of getting the most delicious quality milk from healthy cows.

Ternopil Dairy carefully selects the best farms where the cows' health and wellbeing are a priority, and where innovative technologies are implemented. Cows are kept clean, dry and well-groomed, and are constantly monitored by an experienced veterinarian. They are fed a diet that supports their health and live in comfortable conditions, which all help to provide a good livelihood for the farm.

The launch of the 'Selective' milk and cream range, in 1 litre Pure-Pak® Sense cartons with Natural Brown Board, supports Ternopil Dairy's drive to combine both unique products and packaging.

"We call the milk 'Selective' to reflect how we carefully select only the most special farms, which provide extra quality and the most naturally farmed milk," says Julia Demchik, Marketing Director of "Molokiya". "Therefore, we required a unique package that communicated the special natural quality of 'Selective' by enhancing the message that this is just milk, and just cream – with no additions. A natural package for a natural product."

"They are fed a diet that supports their health and live in comfortable conditions, which all help to provide a good livelihood for the farm."





New generation filling machines

Our filling machine platform is made for fresh, pasteurized and ESL processed products in Pure-Pak® Classic and Pure-Pak® Sense cartons. The filling machine range offers fast conversion between up to six preset carton sizes and three formats. This latest filling technology is the result of collaboration with Elopak's long-time business partner Shikoku Kakoki.



Better stand out on shelf.
Arched and printed "top fin"



Feel the difference.
Embossed "first touch" zone



Less package and food waste
Easy-to-fold line



Attractive, modern, distinctive on shelf
Rounded front panel

¡REFRESCANTEMENTE
TROPICAL!



Bonlac 
Calidad que da gusto

Moravia introduces new handy pack

Moravia Lacto has increased the convenience and handling of its flavoured buttermilks in new 330ml Pure-Pak® Sense cartons.

This is the latest launch following the installation of a new filling line in 2017 and reflects the success of the Pure-Pak® Sense carton already launched for other Moravia products in 1 litre, 750ml and 500ml sizes.

Now, introduced in April 2019 for 33% fat content cream, as well as plain and flavoured buttermilks, the new 330ml pack is very portable and easy to use.

Moravia has built a strong reputation in the Czech Republic for producing quality fresh everyday dairy products.

The company approached Elopak for the new portion pack sized Pure-Pak® Sense carton, to expand its range of buttermilks and to appeal to more consumer groups.

"The new 330 ml Pure-Pak® Sense carton is ideal for seniors and kids as it is easy to carry, open and pour, or even drink on the go," says Josef Horký, Market Unit Manager, Elopak. "In addition, the easy fold feature is well suited to products with high viscosity like buttermilk. It allows consumers to squeeze out every drop of their product – great added value."





Make a responsible choice with Pure-Pak® cartons

RENEWABLE

Pure-Pak® cartons keep products safe and fresh whilst using mainly paperboard and very little plastic. The cartons have a very thin layer of polyethylene (PE) that protects the product inside it. Elo Pak offers cartons with renewable polyethylene.

BETTER FOR THE PLANET

Some numbers to convince you: If one consumer switches from three one litre plastic bottles to three Pure-Pak® cartons a week, they can save 3.4 kilos of plastic a year! If 1000 people did the same, 3.4 tonnes of plastic would be saved. Imagine if a million people switched, it would reduce plastic waste by 3 400 tonnes!



www.elopak.com



Pure_Pak



Pure_Pak



Elopak



ELOPAK

Together we make packaging work

