

#1

NEWS AND VIEWS FROM ELOPAK'S WORLD OF PACKAGING

ELOTALK



Content

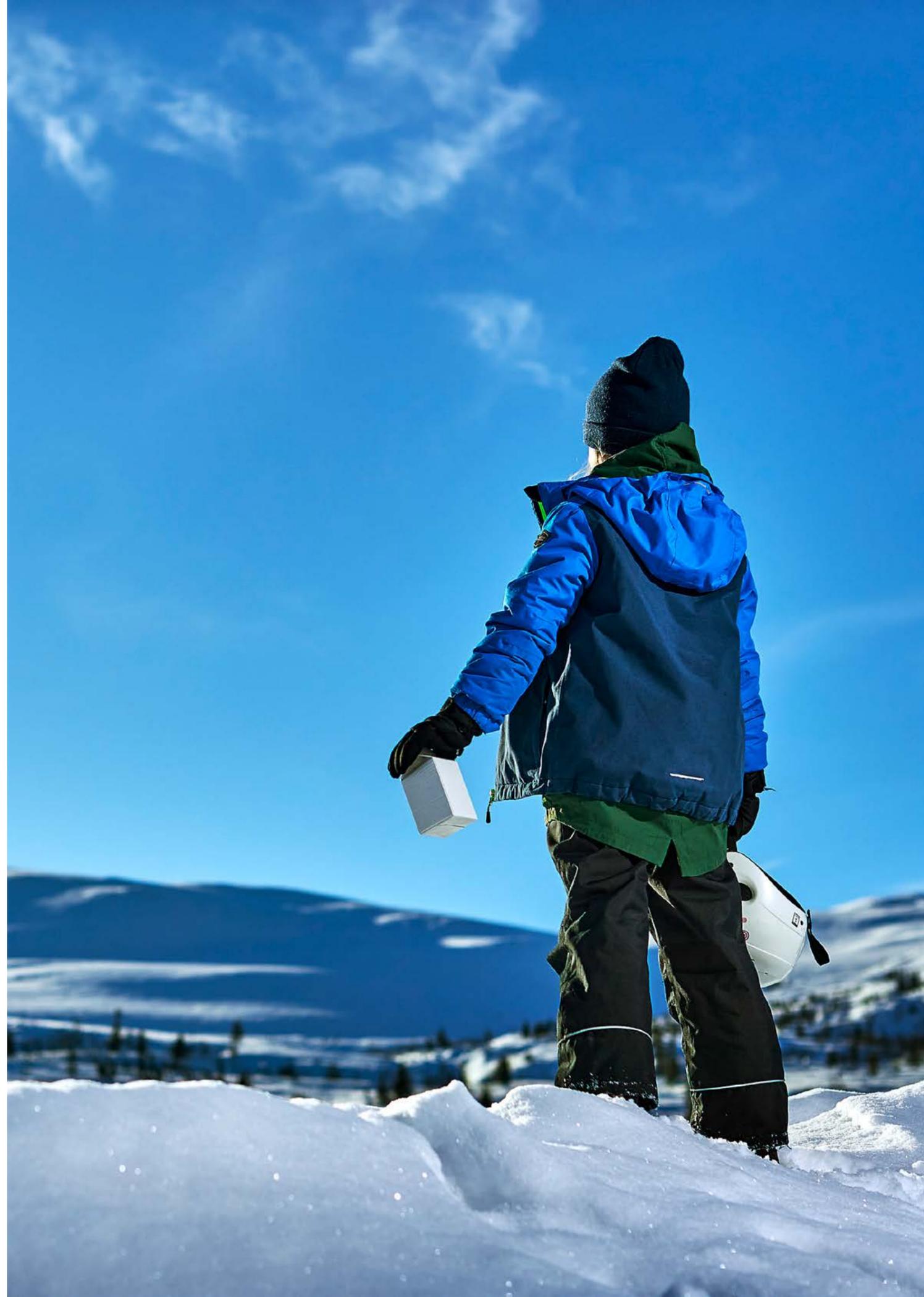
HIGHLIGHTS IN THIS ISSUE

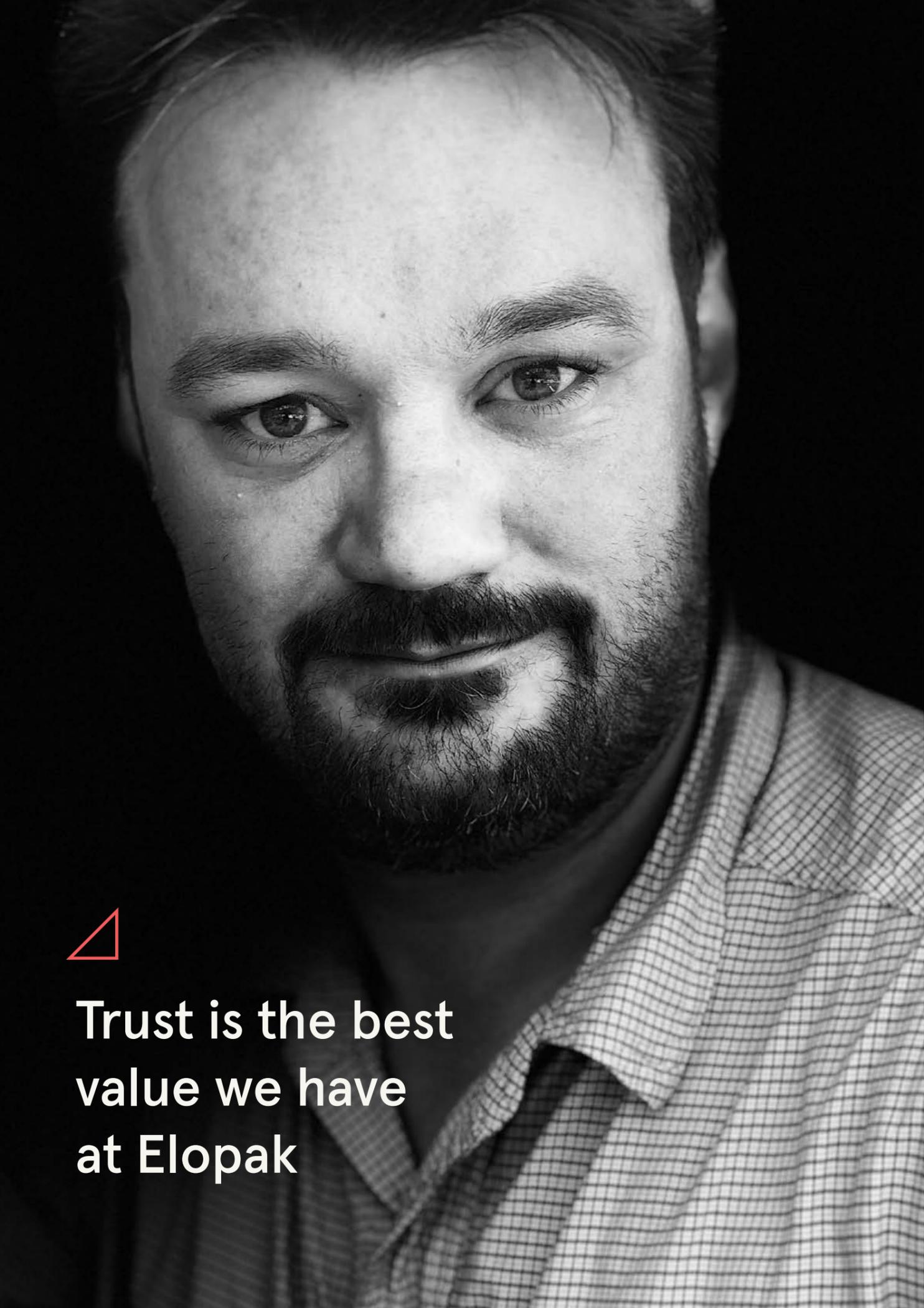
Centre of innovation	4
Teas are brewing in new markets	8
The blue cat design goes viral	10
Launching Havredals	12
New partnerships for ecological goals.....	16
Liquid egg cracks new market	18
Danish tap water in cartons	20
Gold Pack Awards in South Africa.....	22
Best selling music artist launches Ice Tea	26
It's a Green Day for all	28
A Pledge against Greenwashing.....	30

Published by :
Elopak AS
Industriveien 30, 3431 Spikkestad, Norway
Tel: +47 31 27 10 00

Editor: Ingrid Lille Thorsen
Editorial team: Stephanie Sergeant,
May Norreen Larsen and Hilde Vinge
Layout: May Norreen Larsen

February 2021





**Trust is the best
value we have
at Elopak**

Centre of innovation

The Hunters and the Game changers

An open-mindedness to new things, with the freedom to explore, is part of our culture,” says Håvard. “Our management gives us the room to play and room to have fun while we work, and that is why we can do our best work and really go on the hunt for the game changers.”

“Trust is the best value we have at Elopak. For our role at board development, which sits as part of material development, this is even more important – because to do what we do, we depend on all our colleagues,” adds Håvard.

“For each project, we really have to talk to everyone. From supply chain, the teams at our converting and coating plants, filling machine development, printing, marketing and design, sales, food safety, our skilled labs,

and food scientists, and also, of course, our suppliers,” he says. “Board development really involves everyone. A success, just like the Natural Brown Board, is never just from ‘us’ here at board development; it is from Elopak – all of Elopak.”

With this support behind Håvard and his team, he explains that they are constantly thinking of new ideas all the time. “Every project starts with an idea, which is usually the answer to a question,” says Håvard.

For example, our first thoughts about Natural Brown Board started on a car journey with Håvard and Tom Helge Egenes, Elopak’s Specialist Director Strategic Procurement.

“What we really have to play with is texture and the optical properties of the carton; that’s when we can make it cooler and give it that competitive edge.”

“On a drive from Sweden to Norway, debating about what was happening then in the market, Tom and I had a light-bulb moment,” says Håvard. “At that time, more products, both food and non-food, are appearing on the shelves in brown packaging. The main reason for the brown packaging choice was to give a more natural and therefore sustainable appearance. So, we asked the question: how could we develop a brown board for Pure-Pak® cartons that performed as well as the standard white board but was also actually more sustainable?”

“As with all new ideas, one of the first actions was to ask our board supplier if we could do this, and then a new project is born,” adds Håvard. “Because the board development process relates in some way to all of Elopak we rely very heavily on our colleagues.”

Also, because we have developed our process over many years, we have good routines and a very robust process which turns every stone until the rollout, and then even after,” says Håvard.

MEET THE HUNTERS – ‘THE BEST ACHIEVEMENT’

Having previously trained as a chemical engineer with a specialization in paper in NTNU in Trondheim, today Håvard is in his 15th year with Elopak. When asked what his best achievement during that time is, the instant answer is ‘having great people.’

“I am really proud of my team, not just because together we have the knowledge and expertise to do good work,

but because they are really great people that make the work fun,” adds Håvard.

The most recent best example is the huge commercial success of Natural Brown Board. “But our finest moments with this success was to see the enthusiasm across Elopak for the idea,” explains Håvard.

THE GAME CHANGERS

The development of new and improved boards from Elopak over the years has brought some of the most exciting and high-profile innovations for beverage cartons – what Håvard calls ‘the game-changers.’

In the 90s, Elopak was the first to introduce CTMP (Chemi Thermo Mechanical Pulp), moving board from a solid layer to multi-layered. The company was also the first to introduce MFC Micro Fibrillated Cellulose, which enables the reduction of board weight while keeping all other properties constant. “While we develop new and better boards, one constant is to reduce the base weight again and again,” explains Håvard.

“While we tailor-make board for specific markets and applications, we are also constantly trying new ideas, not just to reduce weight and be more sustainable but also the look and feel of a carton” says Håvard.

“What we really have to play with is texture and the optical properties of the carton; that’s when we can make it cooler and give it that competitive edge.”

About Håvard Grande Urhamar

Trained as a chemical engineer with a specialization in paper in NTNU in Trondheim, today Håvard is in his 15th year with Elopak.



Teas are brewing in new markets

Health and wellness food products online.



About

The online health and wellness community was joined in February 2020 by WYLLIT, founded by ex-world heavyweight boxer Dr. Wladimir Klitschko. WYLLIT centers on both physical and mental health and helps consumers cope with the pressures of modern life by following four steps Vladimir developed during his sporting career – focus, agility, coordination and endurance.

A big part of the support offered by WYLLIT is based on nutrition. Visitors to wylit.com can buy specially created food products, including a range of 4 organic green teas packaged in 330ml Mini Pure-Pak® cartons – co-packed by Elopak's long-standing customer in Germany tbottlers GmbH.



CEO and general manager of tbottlers GmbH, Mr. Claus-Christian Diers, spoke to Elotalk about their widening range of organic brewed teas and its history of bringing natural products to German consumers.

Privately owned, tbottlers GmbH has been operating since 1876. Today the company operates from a production site between Goitzsche and Wörlitzer Gartenreich, where it also produces fruit juice, syrup and spirits.

“We are a small company, but with a special product portfolio and teas really at the heart of our business,” says Claus-Christian Diers.

The range of our organic brewed teas is branded Hessler & Herrmann, after the company's two founders. “Hessler & Herrmann was originally a company in Raguhn – Anhalt selling herbal and spice extracts, and today we proudly put the brand on our organic brews.”

First introduced in 2011, there is now a wide range of 8 H&H teas and 24 flavours for private labels and other trademarks brewed using only natural ingredients. “These are anything but typical ice teas; this is quality tea from China, India, and Japan that is brewed to perfection. It took some time to develop the best process to deliver the same brew every time – with no added flavors or ingredients, for a pure, natural taste.”

The teas have been sold in 1 liter Pure-Pak® cartons since 2014. “We had problems with the logistics and the sustainability of glass bottles and decided to move to Elopak cartons, which we have used for our juice products since 2005.”

The teas are sold in Germany and also in Switzerland, Austria, and parts of the Netherlands featuring many varieties for all tastes including green teas, fruit teas, black teas, white teas, and rooibos teas. Distrib-

uted through retailers, the teas are also available through foodservice distribution such as self-serve restaurants.

The well-known Libehna juice range has been produced in Raguhn – Anhalt since 1940, with many new flavours, mixes, and new tastes added over those 80 years. Libehna juices today include black currant, banana, peach and buckthorn in addition to the classics of orange, apple and tomato juice.

“We are continually innovating our juices, all of which are made with no additives,” adds Claus-Christian.

“This is a good quality package that delivers a huge range of juices safely and is a perfectly sustainable and robust pack for our organic brewed teas.”

About the design

Russian art director Vera Zvereva was responsible for this adorable cat-inspired design, which landed on the packaging of four milk products from Bryansk Dairy Plant's Милград (Milgrad) product line.



Pure-Pak® cartons with the new blue painted cat. The new design has also been rolled out across all the Milgrad dairy range.

The blue cat design goes viral

In August 2020, Bryansk Dairy Plant in Russia re-branded and re-launched its Milgrad brand.

The painted blue cat concept was the creation of branding agency Depot's Art Director Vera Zvereva, inspired by her own cat Brunhilde. Several poses of the cat have been designed and placed across all sides of the carton. The result enables the cartons to be arranged on a shelf with many display options, where the cat can be seen walking, playing, standing, sitting, sleeping, and in several other actions. Cartons can be placed so the cat can be seen moving from carton to carton, grabbing consumers' attention both in-store and through social media.

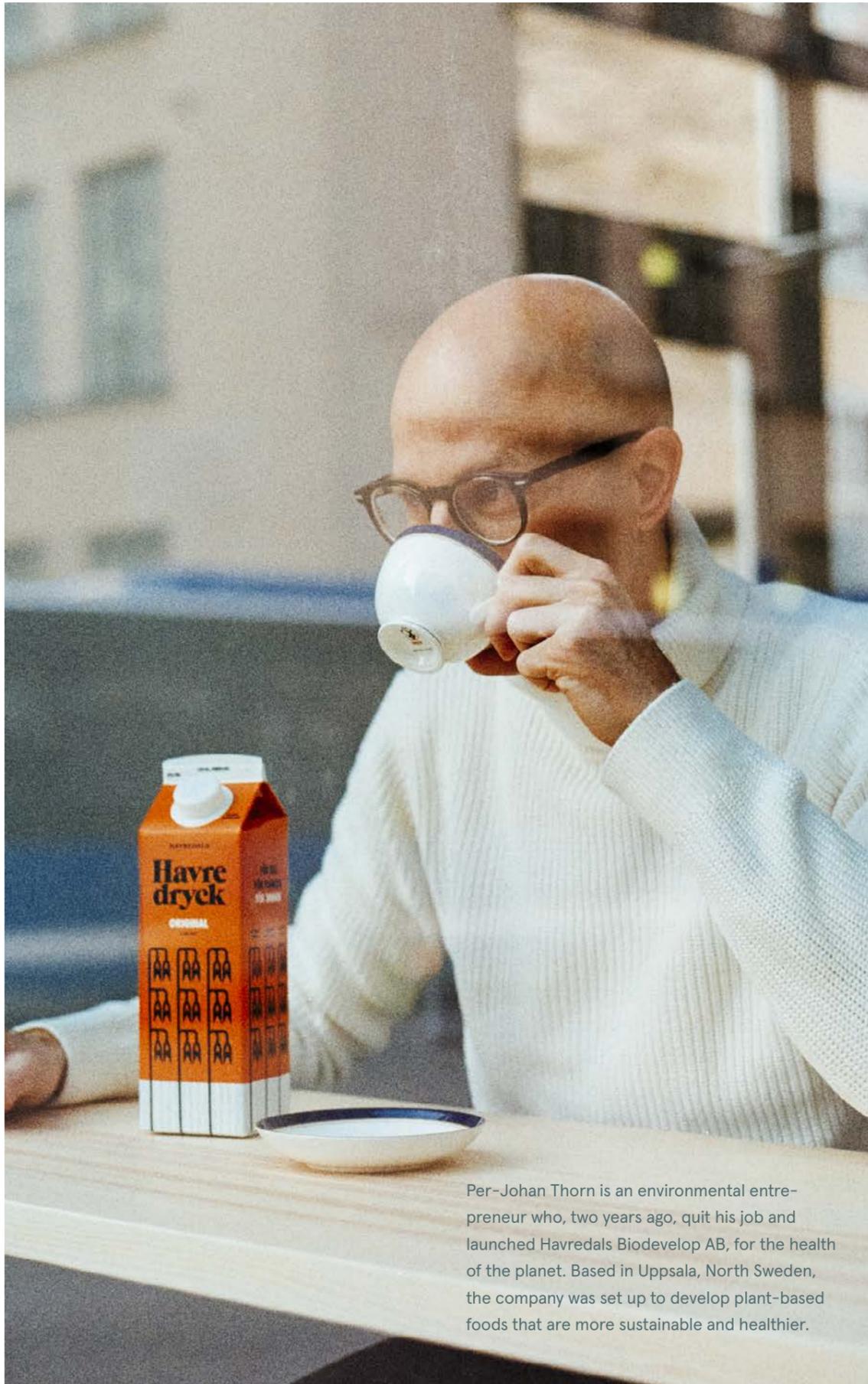
Just three weeks after the launch across Russian shelves and on social media, the new Milgrad blue cat became famous in Japan. Consumers went crazy on social media for the cat they called 'kawaii,' sending him viral, with designer Vera Zvereva achieving worldwide acclaim for her "clever as it is adorable" design.

"The dairy market in Russia occupies more than 22% of the FMCG food products sector," explains Pavel Vylegzhanin, Director Market Area CIS, Elopak. "There-

fore, the designer aimed to create a unique design that would grab consumer attention on shelves and increase sales across all distribution channels. Instead of getting inventive with green fields and happy cows, the design team has made the milk carton pop!"

"The main detail of the design is the blue cat that travels through the packages, creating different images as cartons are rotated," adds Vera Zvereva, art director at Depot branding agency.

"Although the concept was inspired by our art director and author of the concept, Vera Zvereva's cat Brunhilde, each owner can recognize the habits of his feline pet in the illustrations," adds Daria Vedernikova, communications, and PR director at Depot branding agency.



Per-Johan Thorn is an environmental entrepreneur who, two years ago, quit his job and launched Havredals Biodevelop AB, for the health of the planet. Based in Uppsala, North Sweden, the company was set up to develop plant-based foods that are more sustainable and healthier.

Launching Havredals

- for the health of the planet

“Because I actually want to do something about climate change, and from my background, I have knowledge about making plant-based food and have been working with oats since 2011. So, I knew how to make a difference, and I wanted to give that a chance” says Per-Johan Thorn.

The tipping point came one week in 2018, when following a visit to a slaughter-house he learnt the extent of the impact on the environment from the meat and dairy industries. “I thought, what am I doing? This (my then job) is against my values. So I quit my job, got a loan on my apartment, and set up Havredals for a better future.”

In February 2020, the first Havredals product was

launched with a distinctive and deliberate retro design. Havredals oat drink is made from oats from Swedish farms and was introduced in Pure-Pak® cartons through supermarkets, health stores, and also restaurants and cafes.

“It was a dramatic launch as the pandemic hit us in March which stopped sampling and testing in stores where we demonstrated the creamy, rich taste of the milk achieved from our unique wet grinding process.”

“We applied the retro design because we believe this product should have been available a long time ago,” explains Per-Johan. “If we knew 20-30 years ago, what impact our food would have on the environment and

our health, then this is exactly the type of product consumers would buy. Therefore, we wanted to present our products in today's best packaging but designed like it would have been then – hence we went retro. For the design we are also nominated as best packaging design in the Swedish design awards."

However, with the new oat milk launch, Per-Johan is quick to point out that plant-based foods do not have to replace other categories. "It is not either-or. Many consumers have both milk and plant-based milk in their fridges, and they want the choice. Our driving force is to make both non-dairy and dairy more sustainable with more organic farming where animals are allowed to roam naturally."

"We are now seeing more players in the non-dairy sector, and research shows that more consumers are switching to vegetarian and vegan diets," explains Per-Johan. "Some are for health reasons with the

debate about meats, especially red meat being bad for us. But, as many people are more aware of climate issues, they want to switch to plant-based food as one way to help the environment. As a result, more companies are stepping up as plant-based is becoming more normal in everyday life, with more choice for consumers."

With the launch of Havredals, Per-Johan set some very demanding goals. "We have set our goals high, so we really have to work to reach them, starting with helping to reduce rising temperatures. Animal welfare practices in farming contribute greatly to climate change, but more natural farming is more sustainable and healthier. By giving cows more room to roam and to use their instinct about where they graze, there is a reduced need for antibiotics.

"Animals are needed if we want to reach a key goal of ours, which is to save millions of flora and fauna species.

Animals who are allowed to roam freely help support insects, which in turn protects our fauna."

"Our final goal is to develop products that provide health benefits, and we aim to help prevent the 3 main killers today: heart disease, diabetes, and obesity."

Havredals continues towards its goals and is currently developing other types of plant-based foods. "We have a launch timeline for our product and see a lot of demand from around the world, including the US, Japan, Singapore, Turkey, Korea, and Europe. But we are still a small

company and have plans to expand with the people and resources to get more products out there and on the market."

Elopak has been with Per-Johan since he started this journey, establishing the gable top firmly in the plant-based sector. "We looked at the environment profile of Elopak and found that the carton is the best in the market due to the options of recyclable plastics and Carbon Neutral packaging, plus FSC certified materials."

"The Havredals oat milk carton strongly delivers a sustainability message," adds Jörgen Björnson, Elopak's Key Account Manager in Sweden. "It is great to see the gable top carton achieving prominence in the plant-based sector and to see the positive feedback from the market and the consumer, who love the creamy taste and versatility of the new oat milk. We look forward to continuing the journey with Havredals."

In February 2020, the first Havredals product was launched with a distinctive and deliberate retro design.



New partnerships for ecological goals

Meierei Horst has successfully achieved its goal to be a more sustainable dairy.



Situated 30 km west of Hamburg, this small dairy began producing milk products for the region 128 years ago. Since 2014, the Horst Dairy is a cooperative owned by currently 314 regional owners, including local farmers and consumers. The dairy still operates from its original buildings with its close family of 20 employees including both full-time and part-time workers.

“For natural and ecological products, we now have a more sustainable process for filling and packaging, including one of the most environmental dairy packages on the market today.”

“We have a small but very creative team here, working towards the main goal to be more ecological,” explains Diedrich Dirks from Meierei Horst. “Together we took a new approach and decided to reinvent almost everything to be more sustainable. We changed from single-use plastic packaging into glass bottles with a deposit system for our yogurt and quark. The next step was to switch all milk products to beverage cartons which are recyclable and made from renewable materials. To do this, we needed to start with updating our technology, which in some cases was 20 – 35 years old.”

“As a small regional dairy, of course, we had concerns about costs which Elopak understood. They worked with us to find the right machine that delivered efficiency, and reliability but was also affordable,” adds Diedrich.

“Elopak found us a used filling machine and worked with German engineering company Induflex to upgrade it to our specification for both filling and packaging, enabling us to increase the sustainability of the process and the product,” adds Diedrich.

The switch over to the new machine took place over the last weekend of August 2020. “We had one chance to install the new machine and switch to the new cartons,” says Diedrich. “Teams from the dairy, Elopak, and

Induflex worked together, and we launched in Pure-Pak® Sense cartons the first week in September.”

The other major partner who enables Meierei Horst to achieve its sustainability goals with the new cartons is Regionalwert AG Hamburg, which has financed the new filling machine. The regional network of farms, food producers, traders, restaurateurs, and service providers invests in local businesses to support regional value.

“Regionalwert AG Hamburg bought the machine and rents it to Meierei Horst, so the dairy does not have to worry about bank financing, and can focus on its main business, which is producing high quality, ecological products for regional consumers,” adds Maarten Kaal, Elopak Germany.

Meierei Horst launched six products in Pure-Pak® Sense cartons in September 2020, including three varieties of fresh milk, buttermilk, school milk, and cream.

“Elopak also provided a packaging machine on the new filling line, which has enabled us to move away from plastic wrapping,” adds Diedrich. “This was just one of the outcomes from the close partnership between Elopak and Induflex and their 100% commitment towards the success of the project.”

The dairy has strict requirements for all farmers that the cows spend at least half a year grazing in the fresh air and in winter are fed mostly on grass and hay, with no antibiotics. “This regime gives very clean and sustainable milk and has a big impact on the taste for all our products,” explains Diedrich.

“We have two lines of milk, a conventional milk and a certified Bioland fresh milk delivered by five of our farmers. They reinvented their own farms to bring out the Bioland organic milk produced without genetic engineering and only natural, traditional production.



About Ovostar

Ovostar Union Group of Companies is a vertically integrated public holding company, one of the leading producers of chicken eggs and egg products in Europe. In 2019, 1.57 billion eggs were produced at the Ovostar Union poultry farms; as of December 31, 2019, the number of laying hens was 6.7 million units. Ovostar Union products are in demand among consumers in more than 50 countries. Egg exports in 2019 amounted to 46% of total sales, dry egg products – 74%, and liquid – 47%. The enterprise has implemented such standards of poultry kept in barns and free range. Since 2011, Ovostar Union shares have been listed on the Warsaw Stock Exchange.

Liquid egg cracks new market

Ovostar Union expands Liquid Egg products into cartons

YASENSVIT whole eggs brand is well-known by Ukrainian consumers, and its OVOSTAR brand is aimed at the food-service sector. Ovostar Union Holding supplies both whole eggs and egg products to their partners all over the world.

In November 2020, Ovostar Union took a leap forward and extended its portfolio with liquid egg products. The consumer YASENSVIT brand is launched in 500ml Pure-Pak® cartons with the new product slogan 'It is the same egg, only more convenient.'

For the foodservice segment – HoReCa, confectionery, bakeries and others – the TM OVOSTAR line will be launched in 1 liter Pure-Pak® cartons. Ovostar Union plans to distribute the range across the world, including the Middle East region, which already buys the frozen liquid egg products in existing formats.

This is the first producer of liquid eggs to launch in Pure-Pak® cartons in Ukraine. "The middle cap size was chosen as the best choice for Ovostar Union's product because it is a good compromise between functionality and quantity. Red caps on some products help differentiate between the ranges and make them more visible on shelf," adds Denis Korotkih, Elopak Ukraine.

The contract between Elopak and Ovostar Union was signed in January 2020. The first commercial production of liquid eggs in Pure-Pak® cartons commenced in October 2020 hitting the market in November. "This is the first such project for Elopak in Ukraine, and we will develop our partnership with Ovostar Union with the potential for more packaging innovation across this popular and growing market," adds Denis Korotkih.

Postevand is available in Denmark sold through cafes and bakeries, restaurants, cultural institutions, and special events, including Copenhagen Fashion Week, the Museum of Maritime, and the Tivoli amusement park.



Danish tap water in cartons

An entrepreneurial business is thriving in Denmark and is leading the way for sustainable, packaged water.

Postevand is passionately driven by its CEOs and co-owners Jesper Kjeldsen and Andreas Lemche, idealists who have not deviated from their mission since they founded the company in 2014 to be the best and most sustainable alternative to spring water in plastic bottles.

Jesper met his business partner Andreas Lemche at Kaospilot, an alternative Danish business school famous for honing entrepreneurs. Whilst researching a project, they found a documentary about the US bottled water industry and started to realize their idea.

“We gave up salaries to launch Postevand because we believe in our

mission and will continue to drive it while constantly looking to improve the carton with a fully renewable product.

Our biggest challenge is people believing ‘are we for real?’ when we are saying ‘do not buy our product’. We have succeeded and continue to grow because we are more than just a company, and we strive to clean up our planet and remove packaging derived from fossil-fuel when there are better, more ‘no brainer’ solutions like our Pure-Pak® carton.”

As the company expects to reach 1 million cartons in 2021, Jesper Kjeldsen talks to Elotalk about his ambitious plans for his one-of-a-kind enterprise, including being the first in the world to launch a Pure-Pak® carton for water with no aluminum barrier.

“In Denmark, we have some of the best tap water in the world,” adds Jesper. “Yet, we drink over 100 million liters of bottled water every year. Water is essential to life. The way we package it in plastic is not.”

“We are starting to see the consequences of our plastics culture, and we expect that in 2050 there will be more plastic in the sea than fish,” adds Jesper. “No matter how plastic packaging is presented – as recycled, reusable, etc. – it is still a fact that plastic comes from fossil fuels. So, for us, cartons made from renewable materials was an obvious choice.”

“With Elopak, we really have a partner and have had so much support from carton design, including water-proof ink, which we lacked before, plus testing and marketing. Elopak and our contract filler Thise, brought a whole new level of professionalism, mutual respect, and benefit,” adds Jesper.

“Thise has been very supportive, enabling Postevand products to be safely and efficiently produced and distributed,” adds Johan Bergholm, Key Account Manager, Elopak.

CLEAR SUSTAINABLE MESSAGE

The Postevand cartons have a clear message to drink from the tap wherever possible. “We are perhaps the only company in the world that encourages people not to buy their product but instead drink it for free – almost – from the tap,” says Jesper. “And we never deviate from that message, and from our main mission to be the second-best alternative to drinking from the tap.”

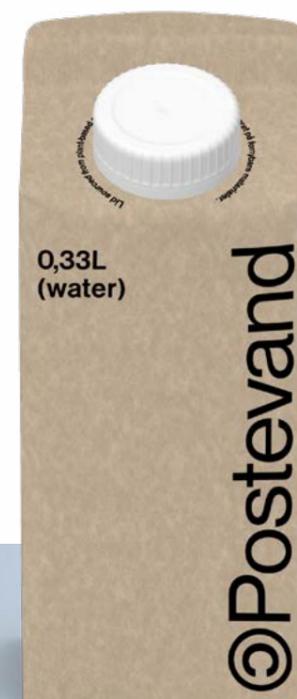
Despite an initial 95% drop in sales at the beginning of the Covid pandemic, Postevand recorded a good summer, mostly due to the Danes staying at home. “Most Danish people stayed local this year and visited tourist destinations and the cultural institutions where we sell our product.”

The unusual year also bought many new smaller customers to Postevand. “Having smaller clients makes you more grounded, a good base for 2021 where we will be launching even more sustainable packaging.”

7,000 TREES PLANTED TO DATE

To keep the Danish groundwater clean and pesticide-free, Postevand started an alliance with a Danish NGO, which plants a tree for every hundred cartons sold. More trees will be planted by Postevand from a collaboration with the Danish pop singer MØ who now owns 50% of the company. In 2020 over 7,000 trees were planted, and Jesper and Andreas are about to open their second forest in Denmark this spring.

The first forest is in Billund, the home of LEGO, where trees were planted over groundwater near a reservoir. The new forest will be a ‘climate forest,’ where the trees are planted to extract the most carbon dioxide from the air.



Pure-Pak® carton in Natural Brown Board with four months shelf life was launched in January 2021. Another launch were ‘cool packs’, a 1-liter carton designed for the home delivery market. The carton is deep-frozen and used to keep food chilled. When defrosted it can be reused or consumed.



Gold Pack Awards in South Africa

Our licensee in South Africa, Nampak Liquid Cartons, is celebrating its first-ever gold medal win at the ‘Oscars’ of the African packaging industry.

The winning carton, the Pure-Pak® carton in Natural Brown Board, scooped two gold medals awarded by the Institute of Packaging SA’s Gold Pack Awards.

The Awards recognize outstanding design and technological developments. Nampak was awarded its gold medals in the Non-Alcoholic Beverage Packaging category, and then also beat all paper entries in other categories to take the top award –

the gold medal in the Paper Substrate Excellence category for the Best in Paper Packaging.

Retailer Spar launched its fresh milk in the new cartons in March 2020. “The result of a fantastic collaboration with Elopak, these are the first cartons in South Africa with Natural Brown Board and the first in the world in the larger 2-litre format,” explains Terry Van Der Walt, New Business Development Manager at Nampak SA.

“Spar adopted Elopak’s philosophy ‘Packaging by Nature™’ as it fits the retailer’s key principles and also with the current and increasing pressure in South Africa for more sustainable packaging,” adds Terry.

Nampak is one of the oldest Pure-Pak® licensees and has been delivering products packaged in the cartons since 1960. “The carton is a leading package in South Africa for liquid foods and in the last decade has also been used for packing dry products such as rice, sugar, breakfast cereal and more recently coffee beans,” adds Terry.

“With a strong anti-plastic movement in South Africa and new regulations for packaging recycling, there is a much heavier focus on the sustainability values of the carton.”

Therefore, the introduction of the Pure-Pak® carton with Natural Brown Board from Elopak has enabled Nampak to take packaging sustainability to a new level. “The Pure-Pak® carton is already one of the most sustainable beverage packages, made from renewable and responsibly sourced materials,” explains Terry. “Made with fewer resources, the brown carton is lighter and brings a new-look to the shelves and new climate-friendly opportunities for food producers.”

Nampak and Elopak beat key competitors to be the first in South Africa to launch cartons with Natural Brown Board. Both companies, together with board supplier



Stora Enso, worked alongside Spar to get the message right for the launch.

“Spar’s message was clear – this is the same great taste now in a 100% recyclable pack,” continues Terry.

“The carton is even more recyclable, renewable and sustainable than the previous white packs, and this is important to the consumer. Spar is now able to meet consumer needs for fresh product packaging without negatively impacting the future.”

The new Spar cartons display the mantra ‘We’re moving towards Packaging by nature™ with greater Sustainability’.

“The new cartons have come at a time when the industry is stepping up the challenge with the first recycling mills recently opened in South Africa, and new End Producer Responsibility (EPR) legislation driving development in the collection and recycling infrastructure. Nampak is leading the way on behalf of our customers and in 2020 was the first packaging company to join the PRO – (Producer Responsibility Organization), Fibre Circle – which is facilitating the new regulations.”

The new cartons hit the shelves in March 2020, and despite COVID restrictions have delivered growing milk sales versus the previous white cartons.

The talents of the global best-selling German rapper, Capital Bra, expanded into the food and drink market last year, with his Gangstarella-Pizza.



Best selling music artist launches Ice Tea

In February 2021, German rap star Capital Bra will launch his BraTee ice tea brand to millions of fans and consumers through a collaboration with newly established beverage production company UniBev GmbH.

Inspired by the immense success of Gangstarella-Pizza which broke all sales records in the German market in less than 4 months, BraTee is the latest release from the superstar.

Available in a variety of mouthwatering flavours including watermelon, lemon, pomegranate and peach, BraTee will hit the German shelves in February across all key retailers in Pure-Pak® cartons. Capital Bra announced sales orders of over 6 million before launch, pointing to another best selling success for the music megastar.

UniBev GmbH specializes in artist collaborations and entrepreneurial start up beverage producers. It was set up in 2020 by Erwin Dietz GmbH, one of the largest and most sustainable fruit juice and iced tea producers in Germany. Based in Stuttgart, UniBev was born out of an idea to use the vast experience and expertise of the beverage industry from Dietz to offer new and existing innovative beverage brands universal solutions and support.

“UniBev is THE partner for beverage brands,” explains Nathalie Seger, marketing manager at UniBev. “Thanks to many years as a producer of various drink brands, we know the hurdles and challenges of the industry. We use this valuable resource as a trusted partner to support start-ups entering the market in addition to established brands expanding into new and evolving channels.

“There is a huge surge of entrepreneurial innovation and vision in this sector including the interest from many famous artists to bring more quality and sustainability to consumers,” adds Nathalie. “With our close partnership with Erwin Dietz we help young innovative products get into markets across Austria, Germany and Switzerland within the shortest possible time.”

Because his Gangstarella- Pizza was famous for its stand out packaging, UniBev needed to source an eye-catching yet sustainable pack for BraTee. “As with his pizza, Capital Bra wanted packaging that was anything but normal and we were convinced by the quality and the design of the Pure-Pak® cartons. Inspired by his immense success and the pre-launch curiosity of retailers and fans, we are sure BraTee will be as ‘sold out’ as a Capital Bra tour in no time.”

It's a Green Day for all



A PLANT-BASED FOOD PIONEER IN CZECH REPUBLIC.

OLMA, the second largest dairy company in the Czech Republic has entered the plant-based food market with a new range of oat-based drinks and yoghurts. The Oat Vegan Drink is packaged in 750ml Pure-Pak® cartons. The dairy provides new tastes and experiences to everyone with its Green Day brand.

“The story of the Green Day brand is simple. We needed to create a globally understandable and functional brand for plant-based products,” explains Martin Krystián, OLMA’s General Manager & Vice Chairman. “But our aim is to create products for all consumers. We see how younger people and flexitarians are driving the demand for plant-based products. We wanted to meet this demand and also make products not just for plant-lovers, but for all who want to enjoy a plenty day. This, combined with our focus on ecology and sustainability, the Green Day was born.”

A BRILLIANT GIFT OF NATURE

OLMA used its vast experience in the production of fresh and fermented products, and approached the new Green Day range as it does for all its dairy products – supporting daily healthy diets with balance and variety. Therefore, the plant-based products must meet strict requirements, must be nutritionally valuable, made from raw materials of regional origin and from sustainable agriculture.

“Based on our principles we have used oats for the new products, because they are a brilliant gift of nature,” adds Radka Blank, Purchasing Manager. “Made from premium Swedish oats enriched with minerals and vitamins, the new oat drink tastes great and is ideal for making coffee, smoothies and with cereal.”

“We have never been afraid of innovation and experimentation and after we discovered the beauty and power of oats our path was clear. Oats meet all the requirements we expect from a sustainable plant diet.”

“Packaging is an important aspect for us with plant-based products, and we place great emphasis on sustainability and environmental protection.”

“The Pure-Pak® carton carton preserves food safely and without changing sensory properties and nutritional values for the required expiration date, is logistically friendly and a more ecological approach with a low carbon footprint,” concludes Martin Krystián.

“We feel that our new brand Green Day is strong, descriptive and simply a brand we can believe in.”

A Pledge against Greenwashing

- the enemy of progress

In 2020, Elopak signed a pledge against Greenwashing, initiated by Skift together with the Norwegian NGOs Future in Our Hands, Zero, and WWF Norway. Skift is a Norwegian business climate leaders organization with members including Coca-Cola European Partners, Microsoft Norway, WWF Norway and PWC.



The pledge serves as a practical guide to avoiding greenwashing, which is when companies make claims about their sustainability that are not backed up by evidence or proper documentation. The objective of the initiative is to accelerate the move towards genuine sustainability progress.

"Greenwashing is an enemy of progress when it comes to sustainability. By undermining consumer trust, it has a negative impact on companies doing genuine and valuable actions to increase sustainability," explains Elopak's CEO Thomas Körmendi. "If we are going to achieve our sustainability goals then it is clear that the starting point has to be an educated, informed and honest discussion about the full impact of our operations, and a transparent assessment of where we need to focus our efforts from now on."

By signing the pledge, Elopak commits to a range of specific commitments designed to guard against greenwashing. Commitments include being honest and accountable in all reporting and making sure that Elopak's sustainability actions are in line with UN Sustainable Development Goals (SDGs). As part of the pledge, Elopak is committed to focusing on reducing its environmental footprint.

Chief Executive Officer and General Manager of Skift, Bjørn Kjærland Haugland, explains, "A truly sustainable way of doing business is not a reality for most companies. It is something we have to strive towards accomplishing in the near future. On this journey, it is important to be transparent in how we communicate on issues relating to sustainability."

Skift has welcomed Elopak's participation in the initiative. "By signing the Guide Against Greenwashing, Elopak makes a clear statement that they will continue their efforts on creating circular and renewable products with this in mind," adds Bjørn.

"Elopak's efforts in making the value chain more sustainable through the use of renewable carton materials that have a low-carbon footprint makes an impact."

"They are setting an example for the industry, innovating with the UN Sustainable Development Goals as a target," adds Bjørn Kjærland Haugland

Commenting on the pledge, Elopak's Director of Sustainability Marianne Groven said, "Elopak is committed to sustainability, and to not appear better than we are. Transparency in our operations is key. Therefore, we have signed this pledge on greenwashing to remind ourselves to be thorough and fair in our sustainability marketing and communication."

In 2020 Elopak stepped up its sustainability transparency by publishing its 2019 Sustainability Report.

Among the successes recorded in the report are a 20 per cent reduction in the carbon footprint of cartons with closures since 2014; an increase in the sales volume of FSC™ (FSC™C081801) certified cartons from one per cent in 2010 to 47 per cent in 2019; and the avoidance of 12,000 tonnes of greenhouse gas emissions (GHG) due to the use of renewable plastics in cartons and closures.

The report also describes an extensive sustainability program with a number of key targets Elopak is working towards. These include a 55 per cent reduction of internal GHG emissions and a 16 per cent reduction in emissions across the value chain by 2030 from a 2017 baseline; a 70 per cent recycling rate in the EU and Canada by 2025; a sustainability evaluation of key suppliers by 2022; and 100 per cent certified forestry in Elopak cartons.

