



BILLERUDKORSNÄS

Excite senses  
to touch hearts



Formable solutions for brand expression



BillerudKorsnäs FibreForm®



# Together we form the future

At BillerudKorsnäs, we want to battle littering and food waste by replacing conventional packaging materials such as plastic. With revolutionary 3D-formable BillerudKorsnäs FibreForm® paper, we offer an alternative to 100% plastic packaging and an exciting option for fibre-based formed containers, trays, stand up pouches and thermally insulating sleeves for paper cups.

FibreForm allows us to drive change through packaging that touches the senses and excites the minds and hearts of your customers with embossing and design. Like all our papers, FibreForm is the proud product of a perfect mix of primary fibres from slow-growing Scandinavian forests. Applications of FibreForm are almost endless, and include deeply embossed cartons, trays and blisters. Allow us to suggest some that can make your brands both sustainable and strong.

Together, we can challenge conventional packaging for a sustainable future.

Dazzle your customers with FreeFormPack®



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Touch hearts with FibreForm® Board



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Offer natural trays and blisters



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Get sustainable stand up pouches



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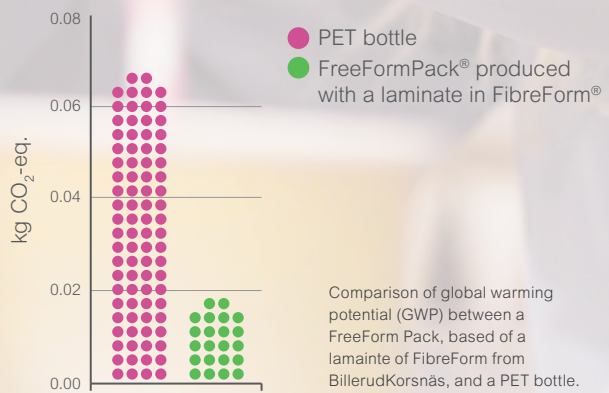
Create stunning cups



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## Help reduce global warming



Life Cycle Assessment, Report U5052, IVL, 2015

# The beginning of a beautiful friendship

Your customers want meaningful relationships with their brands – today and tomorrow. They want their hearts to be touched. Let that experience start with a stunning design and a natural tactile sensation. Let the packaging elevate your product to something unique – and create a first meeting on the shelf that is the beginning of a beautiful friendship.

## Replace 100% plastic containers with **FreeFormPack**<sup>®</sup>

A joint venture company between BillerudKorsnäs and Curti Costruzioni Meccaniche, FreeForm Packaging offers an inline packaging system called FreeFormPack. With this system, we can offer you integrated customised packaging with a high level of fibre material suitable for non-liquid food markets (granulates, powders, tablets and pieces) and all non-food markets.



## BillerudKorsnäs FibreForm® Board – making brands stand out

A revolutionary paper of exceptional quality, BillerudKorsnäs FibreForm Board is 3D cold-formable with highly customisable visual and tactile effects. As it embosses up to ten times deeper than ordinary cartonboard, you can achieve dramatic changes in your packaging such as stunning new designs and enhanced haptic experiences.



### BE THE HERO ON THE SHELF

Packaging is an integrated part of any product and brand experience. Give your customers a sustainable and haptic sensation with FreeFormPack containers in innovative shapes and forms.



### EXCITE THE SENSES

FibreForm Board is a natural, renewable and sustainable material that not only opens the door for broad and compelling innovations, it also lets you deliver an emotional and tactile experience to your customer.



### CREATE MEMORIES

The sense of touch can create a strong memory path for consumers as they enjoy and experience your product. And strong memories create strong brands – with loyal customers.

# Make an impact – but not on the planet

Replace your plastic packaging such as stand up pouches, trays and blisters with formable paper. The renewable material and more energy-efficient production allows you to leave a lower carbon footprint. Use BillerudKorsnäs FibreForm® to create a better legacy for the generations to come.

## Be sustainable with **trays and blisters**

Strong, stable and food-safe FibreForm offers the same functional advantages as 100% plastic single-use trays and blister packs, plus the ecological benefits of a high-quality fibre-based product.



### **THE STAR ON THE SHELF**

Emboss to impress and use advanced print design to shine – FibreForm trays and blisters give you new possibilities to enhance brand impact. Now you can make sure that your trays and blisters are the stars on every shelf and that they will attract customer attention.

## Create natural **stand up pouches**

The FibreForm stand up pouch allows design possibilities never before seen such as embossing without the use of steam and heat. FibreForm also has excellent runability on pre-made fill, form and seal pouch lines and can run on ultra-sonic weld lines. The end product is not only produced energy efficiently, it is also safe for direct food contact and can be laminated with a broad range of barriers. Spouts and inserts are optional.



**70–90%**  
of waste found  
in the wild is plastic

### **THE NATURAL FEELING**

FibreForm stand up pouches are steadily moving the global food and consumer goods packaging market from rigid to flexible solutions. A stand up pouch made of paper is now a real alternative – offering an unsurpassed haptic sensation.



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# Pleasing eyes and hands

Cup sleeves made from BillerudKorsnäs FibreForm® protect your customers as well as the planet by leaving a lower carbon footprint. When embossed, cup sleeves act as thermal insulation, trapping air and protecting hands against hot coffee and noodle soup or keeping ice cream cold. Add a level of design and your brand gets an exciting and sustainable impact.



## SHAPE YOUR BRAND WITH FIBREFORM CUPS

Create stunning visual and tactile 3D effects. Shape your brand with FibreForm cups up to 10 times the depth and detail of a traditional paper sleeve. A single line can produce several finished looks and feels. All it takes is a quick change of embossing die. FibreForm is also cold-formable, meaning no heat is needed in production.





#### SHAPE YOUR BRAND

Create impressive visual and tactile 3D effects on your paper cup sleeve – up to 10 times the depth and detail of conventional paper.

#### KEEPING UP THE STYLE

FibreForm sleeves on paper cups add thermal insulation and enrich the sensory experience of drinking hot beverages – building consumer preference and nurturing brand loyalty at the same time.



#### KEEPING IT ENGAGING

Every child knows that the natural, simple things in life often bring the most pleasure. Now you can dazzle their imagination with engaging design. Only your imagination sets the limits.





# Reach the next level of packaging

Chances are you have browsed this brochure and want to create new packaging to thrill your customers and help save our planet. The first step is to contact us. We can help you create new packaging or help optimise your current solutions – and we have partners that can support you in taking the packaging from idea to shelf.

Our Pack Lab services and expertise range from state-of-the-art scientific tests and analyses to insights into packaging trends and innovations.



## **KNOWLEDGE SHARING**

Sharpen your competitive edge with Smarter Packaging Seminars and expert knowledge of materials, performance and sustainability.



### PACKAGING OPTIMISATION

Packaging engineering to evaluate, improve and optimise existing formable packaging solutions. Performance tests in simulated real-life conditions.

### PACKAGING INNOVATION

Structural design and knowledge-driven innovation that support new formable solutions. Focus on performance, food safety, brand expression and minimising material.



Want to experience our FibreForm app?  
Contact your local BillerudKorsnäs representative for a demonstration.



## We challenge conventional packaging for a sustainable future

BillerudKorsnäs is a leading provider of strong, light, renewable and recyclable packaging material. We have eight production units in Sweden, Finland and the UK and 4,400 employees in over 17 countries. Together with brand owners, converters and packaging partners all over the world, we create smarter packaging solutions that increase profits, excite millions of consumers and contribute to a sustainable future for generations to come.

More information  
and contacts:



[billerudkorsnas.com](http://billerudkorsnas.com)