



Stora Enso Renewable Packaging Newsletter 4|2012

# boardpaper

## Brand and packaging: organic all the way

The Pro Carton ECMA Awards 2012 was again a showcase for creative consumer packaging designs. The winning entries were announced in Copenhagen in September 2012 in eleven categories. Four of them were manufactured from Stora Enso board. The winner in the Sustainability category was Green Packaging from *Ja! Natürlich*, the largest bio brand in Austria.

Established in 1994, *Ja! Natürlich* has operated based on the insight that organic alone is not a strong enough differentiation, and thus created a holistic “organic plus” promise. As a result, the focus of the Austrian organic market has shifted from being a strict alternative lifestyle choice to embracing a “live and enjoy” philosophy. *Ja! Natürlich* not only became the biggest food brand in the Austrian food retail market, but also a synonym for organic food and a well-established institution in Austria: a brand with a strong promise of enjoyment, a clear conscience and Austrian origin.

“We are committed to pursue and further develop this path by embedding this brand even more in a lifestyle and consumer world which is characterised by sustainability, health and enjoyment,” says **Martina Hörmer**, Managing Director of *Ja! Natürlich*.

While the incentive to buy organic products stems from their health benefits, the biggest incentive to buy *Ja! Natürlich* comes from the quality of the products and their contribution to healthy and balanced nutrition in combination with the advantage of organic

### Sustainability Winner: Green Packaging at “Ja! Natürlich”



Entrant: Brand Owner:  
Carton Producer:  
Structural Designer:  
Cartonboard:

*Ja! Natürlich*, REWE Group  
Druckerei Ratt Dornbirn  
Meier Verpackungen  
CKB® 235 g/m<sup>2</sup>

agriculture: no chemicals, no hormones, no prophylactic antibiotics, preservation of biodiversity, animal welfare, etc.

The Austrian origin of the products stands for trustworthiness and safety. In addition to its organic claims, Austria’s largest organic food brand is also committed to values such as regionalism (more than 80 per cent of the goods originate from Austria), seasonality, environmental protection, climate and biodiversity, social commitment, animal welfare and diversity.

Since 2011, *Ja! Natürlich*’s product packaging has been gradually converted to eco-friendly renewable materials. The objective is to reduce plastics and to commit to packaging that complies with sustainable principles. In 2011, the brand’s blueberries were presented for the first time in their new, visually attractive folded carton

with a cellulose foil viewing window. This significantly distinguished the packaging from that of the competitors.

Ms Martina Hörmer explains that the company has rather strict self-imposed guidelines for environmentally friendly packaging:

“It is important to us that the packaging does not compete with food, as would be the case with corn starch, and it should be produced from guaranteed non-genetically modified material. So we ended up with the natural resource of wood as raw material for our packaging films. The wood resources used for this are FSC®-certified.”

The jury of the Pro Carton ECMA Awards felt that of all the entries this carton best demonstrated the sustainability attributes of cartonboard. The carton was designed to replace the plastic packaging that is used for so many fruit and vegetable products in retail. It is designed to be delivered flat but could also be easily erected for use. Being made solely from cartonboard, it could be easily recycled. The graphic design reinforced the environmental attributes.

**Most Innovative Carton:  
Termo Astuccio “Frusta Sorrentina”**



Carton Producer:	Boxmarche spa
Brand Owner:	Forno D'Asolo s.p.a.
Structural Designer:	Michele Pierfederici, Boxmarche spa
Cartonboard:	Performa Cream 290 g/m <sup>2</sup> + 20 g/m <sup>2</sup> LDPE

Forno d'Asolo wanted a special folded carton for catering on aircraft: a product which could be heated in an oven together with its deep-frozen content without burning. Boxmarche wanted to develop

something completely different from all existing concepts. Prior to heating, the two specially designed areas on the sides are pressed inwards using the thumbs to avoid overpressure in the oven. After heating, only the centre strip needs to be torn open, which thus divides the box into two halves. This makes it possible to eat a hot sandwich with no burning or soiling. The carton is also specially treated with a barrier that allows heating in the oven.

**Beverages Winner: “Cœur de cognac”**



Carton Producer:	VG Angoulême
Brand Owner:	Remy Cointreau
Structural Designer:	VG Angoulême
Outside cartonboard:	Ensocoat

**Confectionery Winner: “tic tac Fan-Rassel”**



Carton Producer:	STI Group
Brand Owner:	Ferrero Deutschland
Structural Designer:	STI Group
Cartonboard:	Ensocoat 380 g/m <sup>2</sup>

**Joint venture for the Pakistani market**

Stora Enso has signed an agreement to establish a joint venture with Packages Ltd. of Pakistan to provide packaging products to key local and international customers in the fast-growing Pakistani market. The joint venture, called Bulleh Shah Packaging (Private) Limited, will include the operations of the Kasur mill and Karachi plant, which are currently owned by Packages Ltd.

The joint venture will employ about 950 people and its sales are forecast to be

USD 130 million (EUR 99 million) in 2012. Stora Enso's initial shareholding will be 35% with a commitment to increase the shareholding at the agreed value to 50% at a later stage, subject to certain conditions being met.

The joint-venture transaction is expected to be completed during the first quarter of 2013, subject to competition and regulatory approval and other customary transaction conditions.

**Meet Stora Enso at these upcoming events!**

PCD (Perfumes, Cosmetics & Design) 2013  
6-7 February 2013  
Paris, Espace Champerret  
[www.pcd-congress.com](http://www.pcd-congress.com)

PHARMAPACK EUROPE  
13-14 February 2013  
Paris, Grande Halle de la Villette  
[www.pharmapack.fr](http://www.pharmapack.fr)





## “R&D will gain a more central role in the development of consumer packaging”

This statement was made by the representative of a company that holds the No. 1 position globally in biscuits, chocolate, candy and powdered beverages, as well as the No. 2 position in gum and coffee. Board Paper was eager to hear more from **Ebül Sirmats** of **Mondelēz International** about what he envisions for the future of packaging.

Mondelēz International comprises the global snack and food brands of the former Kraft Foods Inc. It started as a new company in October 2012 and employs around 100,000 people as the world's pre-eminent maker of snacks, which are marketed in 170 countries.

Ebül Sirmats, 30, works as Packaging R&D Lab Manager and Engineer at the R&D and Quality Centre of Mondelēz International's Gum and Candy Products Europe in Eysins, Switzerland. The Eysins Centre bears responsibility for many European chewing gum brands and it is Mondelēz International's global centre of excellence for candy and sweets. One of Ebül's areas of responsibility is packaging for various gum brands, of which the largest is *Stimorol*.

Ebül graduated from Beuth Hochschule für Technik in Berlin with a Diploma in package design in 2007. During his studies he spent an exchange semester at L'Ecole Supérieure d'Ingénieurs en Emballage et Conditionnement (ESIEC) in Reims, France. He then continued his studies and graduated with an M.Sc. degree in Packaging Science from Clemson University in South Carolina, U.S.A.

*Board Paper* met up with Ebül while he was visiting Stora Enso in Finland with a group of current and former Beuth students.

**What are the most important challenges you face in your work as a Packaging R&D Engineer and Lab Manager?**

In our lab at Eysins, we are testing the many possibilities of packaging materials with the goal of delivering the best possible packaging solutions for our consumers. Since we work with a broad range of materials, we can naturally give our production facilities feedback regarding material performance and parameters.

I am currently working on research into and the implementation of new test procedures for our lab. Sustainable materials such as cardboard are used significantly in our Gum section. Therefore, we concentrate on creating new packaging formats with a high impact on the shelf. We have the ability to draw, cut and crease, fold and print in our lab in a very short time followed by a shelf life test, where we measure the impact of time, temperature, humidity and sunlight on the packaged product. Besides the lab, my favourite topic is packaging regulations, where I cover environmental, material and testing regulations in Europe.

**How can choices in packaging help you maintain your competitive advantage?**

I previously worked in chocolate packaging. Compared to chocolate, gum does not have such a seasonal value, as it is bought throughout the year. Gum packaging, therefore, varies more than e.g. chocolate or cheese packaging. We focus more on the aroma and do not face the challenge that we would with fatty substances;



Trident is one of the biggest chewing gum brands in Europe. The new handy “clutch box” is made of *Performa White* 240 g/m<sup>2</sup> from Stora Enso Fors Mill with a PE coating inside the package.  
Photos by Yrjö Aho.

thus we can use more cardboard materials, which are sustainable and neutral from an organoleptic point of view.

We can pick up on trends, but mostly we create new trends based on consumer behaviour. The “clutch box” (pictured) is a good example: we made the format more convenient on the same production line, and in a short time. Developments like this make the difference, but we also create packaging solutions and products that are completely new and have a high impact on the market.

#### How do you see the situation of sustainability issues?

The majority of consumers in Europe are aware of the increasing impact of their behaviour on the environment. Since gas and oil prices are constantly rising, there is now a focus on and demand for alternatives. Sustainable packaging materials are in the spotlight and compete against other materials for the recognition and demand of consumers, whose behaviour is changing.

Fifteen years ago we could barely find space in supermarkets for products made of sustainable materials. Today there are entire chains of supermarkets that dedicate their portfolio solely to the increasing demand of sustainability-aware consumers. In parallel, European and national directives

cover regulations for recycled and sustainable materials. They are constantly being amended and discussed. We have to follow and comply with these regulations, whereas most probably even emerging markets will increase regulatory control (and sustainable awareness) in the near future.

#### How do you measure the appeal of your products?

That would be the perfect question for our colleagues in marketing, but basically there are a number of factors that lead to a consumer’s decision to buy our products. Consumers make their buying decisions in a matter of seconds, measurable with eye tracking. Certainly having something on the shelf that has high appeal is important, but again this depends on the behaviour of the consumer or the brand position.

#### What is your forecast for the next five to ten years in gum and candy products packaging?

Consumer awareness and behaviour is changing at a tremendous pace today. We have more and more ways to gather information on possible changes to packages which have an impact on the consumer: individually designed packages, digital printing, intelligent or convenient packaging.

At the same time, sustainability awareness is increasing such that we will hopefully soon see more recyclable or biodegradable packages. For that reason, it is important that we work now on groundbreaking issues such as: What will replace plastics? Is it possible to manufacture flexible cardboard? What impact would microcellulose have as a coating material? One thing is certain: R&D will gain a much more central role in the development of consumer packaging.

[www.mondelezinternational.com](http://www.mondelezinternational.com)



## From the editor

Ten years from now, the trend that will most impact the packaging industry is sustainability. It will bypass cost, which is today seen as the most important driver. This is one of the findings of the 2012 **Survey of Future Packaging Trends**, published in October 2012 by *Packaging World* magazine and DuPont Packaging & Industrial Polymers, a major global supplier of packaging polymers. The survey was conducted in August 2012 and involved nearly 500 industry professionals working for consumer goods manufacturers and converters in marketing and packaging development roles. Two thirds of the respondents were from Europe, and the rest from North America.

The change in the perceived importance of different factors is striking. Cost is mentioned as the most important factor today (59%), but it drops to 28% in ten years, while sustainability rises from third (North America) or fourth (Europe) position to the top (at 51%) in ten years.

Forecasting the future always involves uncertainties, but the views presented in this survey strongly support the visions of tree-based packaging board suppliers and indicate that “redesigning the future” with renewable packaging materials and solutions – a key target for Stora Enso – is based on a comprehensive understanding of the changes that are expected over the next ten years.

**Tambrite is**  
the most well-known  
carton board in Europe

Scan the QR  
code to see  
what  
Tambrite is  
about!



## LennoCard for digitally printed applications

*LennoCard* is a single layer board with a double silk coated surface optimised for digital printing. It can be used for various graphical and packaging applications which demand a remarkably high visual appearance, such as photo books, cards, covers, media (CD, DVD), display board, tickets and tags, calendars, folders, shopping bags, and packaging applications.

*LennoCard* is produced with a double silk coated surface on either one or two sides: *LennoCard C1S* is one-side double coated and offered in basis weights of 120 to 300 g/m<sup>2</sup>. *LennoCard C2S* is two-side double coated and available in 250 and 300 g/m<sup>2</sup>. The new single layer board is certified for diverse HP Indigo Digital Commercial and Industrial Presses. It is produced at Stora Enso's Uetersen Mill in Germany.

Free samples can be requested by e-mail to [lennocard@storaenso.com](mailto:lennocard@storaenso.com).

[www.storaenso.com/lennocard](http://www.storaenso.com/lennocard)



## Rethinking packaging: Fruity

"Fruity" was one of the entries in the Recreate Packaging contest held in spring 2012. *Board Paper* asked the designers of Fruity, Wladlena and Andrej Schreiner, students at the Beuth Hochschule für Technik in Berlin, to describe their innovation.

"Our package contains a hand cream with a fruity scent. The scent is inspired by the fruit and the form of the package. We wanted to bring some freshness to the packages of hand creams, which are often packed in plastic tubes and advertised with nice fruity

scents and pictures. Our idea is to pack the cream products in 'real fruit' packages to intensify the association between the natural product and its flavour and feeling.

"The Fruity package should be handy, easy to use and suitable for any handbag. Assembled on the shelf, three packages make half of the fruit. The package attracts attention through its unusual shape and fresh colours. Different fruits can be the inspiration for the creams – this could possibly serve as an idea for a collection."



## "Little Sins" awarded in Poland



Iwona Przybyła is a young Polish graphic designer from Poznan, where she currently studies at the University of Arts, Uniwersytet Artystyczny w Poznaniu. One of her main areas of interest is package design.

Iwona's design for an exclusive package containing chocolate pralines *Małe grzeszki* ("Little Sins") was awarded first prize in the category "Premium Package of Luxury Goods" in the annual *Art of Packaging* competition in Poland in spring 2012.

The package is made of *Ensocoat* SBS board, which, after being cut to the desired size, is embossed to provide a unique tactile experience for the customer. Equally unique is the way in which the package is opened: instead of a regular lid, a rotary cover has been used. The cover is protected against accidental opening by a paper band that also functions as a label.



## Stora Enso board offering



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CHOCOLATE &  
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CIGARETTE



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## Ethical leadership

The constant barrier to Corporate Social Responsibility (CSR) work is non-ethics, whether it is leadership styles, as in "tone at the top", i.e. weak ethical leaders make weak sustainability agendas, or in business implementation, with business-to-business corruption or business-to-government corruption.

Together with other grass-roots CSR professionals, I have come across inauthentic environmental certificates and quality certificates, bribed government inspectors closing their eyes to labour exploitation and ghastly environmental concerns and endless kick-back scenarios within companies, no matter which industry or branch we speak of. This reality generally hits western companies entering emerging markets, hampers business decisions and creates an inability to build key business partners, such as suppliers and customers.

The immediate response in a situation of non-ethics is either to point to the local culture or the inability to strategically combat the issue/s at hand. The main reason for failure is the lack of firm and ethical leadership, or readiness for such, at all levels of management in a company, as well as the inability to understand what kind of leadership is required to be able to successfully run an ethical business in emerging high-risk markets, while at the same time grow in business.

It is rare to see businesses make clear statements against corruption. In fact, even Managing Directors of Indian listed companies have made progress. The Managing Director of the Indian giant Aditya Birla Group a few months ago stated clearly in the Indian media: "We would rather go slow with expansion plans than pay a facilitation fee to get a large project. Of course, the group has had to lose some obviously profitable opportunities but at the end of the day we can sleep well." In contrast, how often do we see such statements within the European Union?

Recent data and research indicate that investors and CEOs regard the valuation of non-financial performance as a key issue. While it is broadly accepted that environmental and social issues (including ethical concerns regarding business practices) impact a company's financial performance and share prices, establishing this causal link in a manner that is useful for investors remains a challenge.

In order to make business practices and ethics tangible for a modern day company in a global set up, strategies for creating, building, hiring, attracting, retaining and keeping ethical business leaders must be initiated. This might concretely be a human resources topic, but the question is: are the business leaders we produce today, generally speaking – and in all industries – the leaders who can take firm ethical decisions in markets where unethical business practices are deeply rooted?

**Parul Sharma** is Executive Advisor, Sustainability, of the Stora Enso Renewable Packaging Business Area. Since 2004, Sharma has been working on CSR issues and human rights strategies for Swedish companies operating in Asia. She has acted as Human Rights Advisor to Amnesty Business Group, the European Commission and the European Public Law Centre. Three books on human rights and economic and social rights issues written by Sharma have been published. In 2011 she was ranked as the most influential CSR expert in Sweden.

