

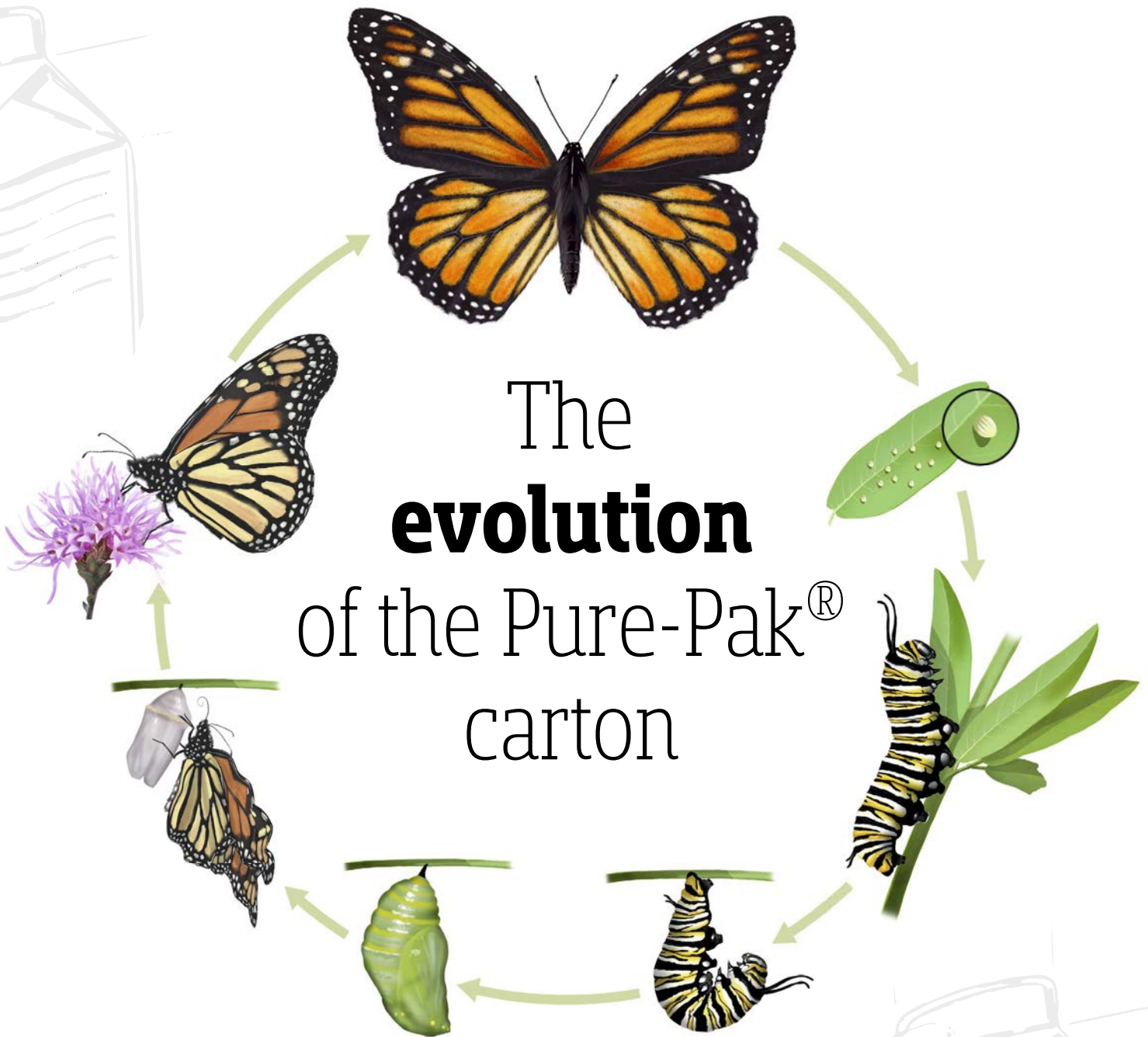
# ELOTALK



News and views from Elopak's world of packaging

No. 01/2018

## The **evolution** of the Pure-Pak<sup>®</sup> carton





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**ELOPAK**

Together we make packaging work

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OUR WEATHER'S NOT SUPER, BUT THAT'S OK, OUR MILK IS.

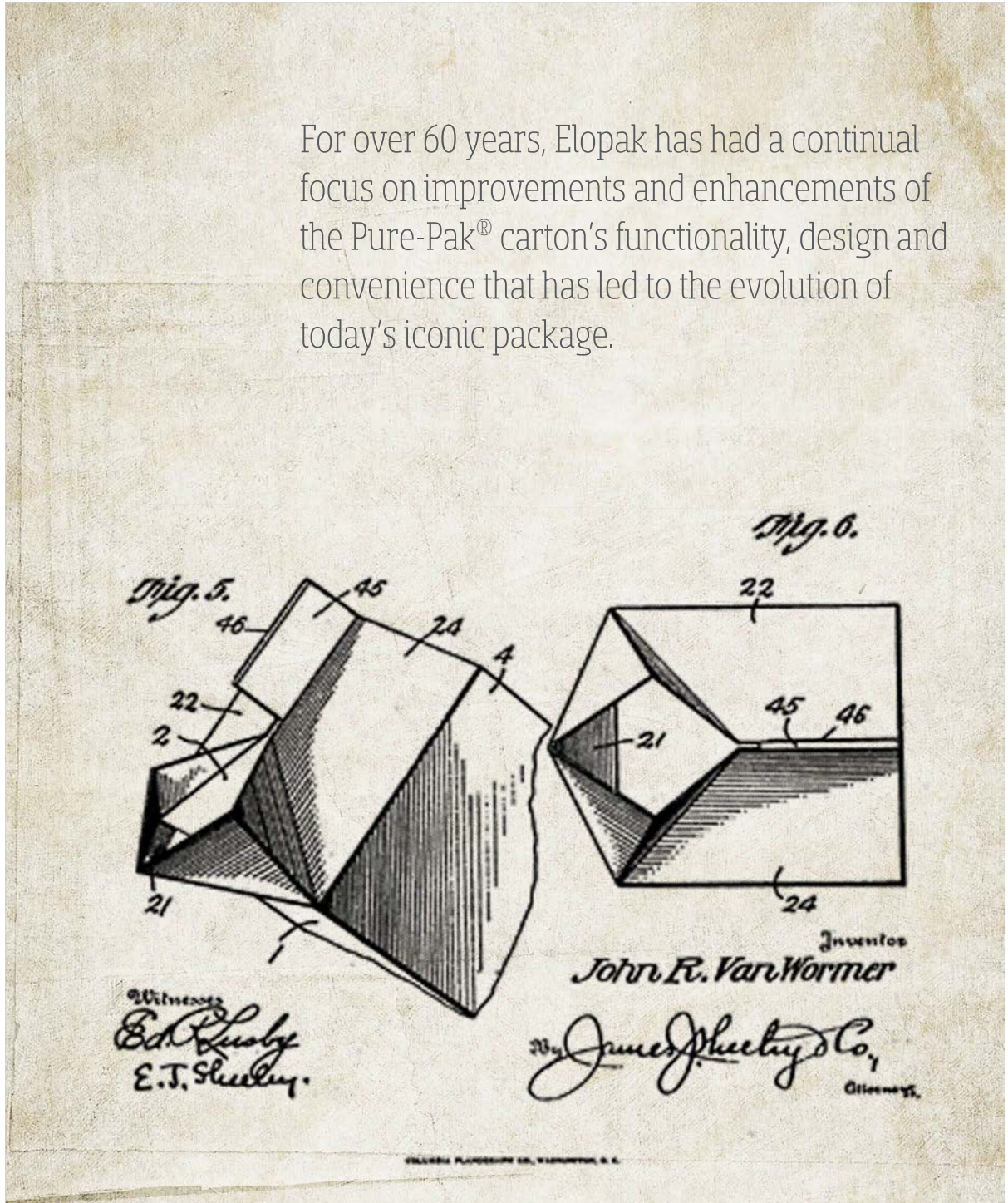


All your daily sunshine Vitamin D in one glass



# EVOLUTION

For over 60 years, Elopak has had a continual focus on improvements and enhancements of the Pure-Pak® carton's functionality, design and convenience that has led to the evolution of today's iconic package.





# Product development at Elopak

Continuously adding value to be ready for the future

For over 60 years, Elopak has had a continual focus on improvements and enhancements of the Pure-Pak® carton's functionality, design and convenience that has led to the evolution of today's iconic package.

Ole-Petter Trovaag, Director Packaging Development explains:

"The constant development of improvements for our cartons and our filling systems is part of our every day. Our development strategy is two-fold: continuously adding value to our packaging at a low-cost investment for our customers and to be ready for the future."

For Elopak, continuously developing added value to its packaging portfolio is fundamentally based on current and emerging consumer trends and preferences, alongside changing market demands and global issues of sustainability. Creating brand value from new shapes and features at minimum investment is central to the development programme. This includes a key focus on secondary and tertiary packaging developments for various segments and markets.

All such developments are put through a rigorous process which begins with concept development and runs through a series of quality and performance gates through to market 'Beta Site' introduction. Crucial steps in the process include proposal screening and feasibility of the concept at project initiation stage, through to testing and validation of new packaging and filling technology concepts in project execution.

"Development of the Pure-Pak® carton spans various concepts for the short term, mid-term and long-term innovations that may be specific to markets, product-types and

"We will continue to focus on continually increasing the value of our products and services for the markets of today, and into the future."

exclusive to customers," adds Ole-Petter. "The constant goal of all our developments is to create new value to brands on existing platforms that bring both stand out differentiation for brands, and production flexibility for customers to meet current and new market opportunities at a minimum cost.

"The development process is not always about groundbreaking or headline grabbing innovations but is often about making small incremental steps to improve the ability and performance of existing products and systems. It is about customization for customers who are driven by their specific market and consumer needs, and moving packaging solutions into the future to meet global demands," adds Ole-Petter.

Recent Elopak developments have demonstrated this approach, with the Pure-Pak® Sense portfolio, and the new Mini Pure-Pak® carton with its easy-fold feature bringing added functionality, and waste saving benefits.

The launch of Naturally Pure-Pak® brought the first gable top carton with natural brown paperboard to the market – a more natural and sustainable carton that stands out on shelf and enhances organic and ecological brands.

"In-line with our development strategy, customers can produce all of these cartons on existing machines alongside other carton configurations, with no technology investments or extra costs," adds Ole-Petter Trovaag.



For more information contact Ole-Petter Trovaag, Director Packaging Development



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

## Platform for Pure-Pak® Sense fresh in place

The Pure-Pak® Sense carton for fresh products was commercially released and rolled-out in 2014 raising new standards in form and function. Its modern look and sustainable benefits from the easy-fold feature is now in 16 countries for leading brands.

The carton has evolved to add more functionality, convenience and sustainability, and today the Pure-Pak® Sense carton platform has many configurations enabling further differentiation.

Standard cross-section cartons are now in four sizes; 1 litre, 750ml, 500ml and 330ml, with three closure sizes and several board grades suitable for a range of products including fresh milk, fermented milk and juices. Family size cartons in 1750ml and 1500ml will soon be launched.

Customers can select from several features including the Wave corner panel and printed top fin and can make the pack more sustainable with renewable materials. Both standardized and customized front panel windows are available for added differentiation and convenience.

The Pure-Pak® Sense carton retrofit kit has been developed across Elopak's filling machine platform for all new and most existing equipment. Cartons can be filled in combination with Pure-Pak® Classic and Diamond cartons with no operational changes.

"In the near future there will be more developments and carton designs which can run on the same filling machines. Customers will have more differentiation possibilities without big investments," says Martin Wieser, Senior Manager Packaging Development.



## The evolution of the window feature

Launched in 2008, the window feature for Pure-Pak® fresh cartons brought a new dimension to liquid carton packaging. The feature has been developed to add more emotional and functional values in line with growing trends for transparent packaging.

Elopak offers a range of side panel windows for the Pure-Pak® Classic cartons, and front panel windows for Pure-Pak® Classic and Pure-Pak® Sense cartons, adding novelty and differentiation.

The front facing window creates a visible link between the packaging and the product; allowing the fresh and appetizing appeal of the product to be maximized for emotional value. Launched in 2018, is a functional measuring bar window on the front panel of the Pure-Pak® Sense carton. The measurement bar window feature is used by many customers to promote portion control to support healthy lifestyles.

Consumers can directly measure products for cooking or portion control without the need to decant and can easily monitor how much product is left.

Customers also have the option of customised windows which can be in more or less any shape and integrated into the design to support brands for additional convenience value and on shelf stand out.

The window feature has no impact on the shelf-life, recyclability or nutritional values of products, and cartons can be run on existing fresh filling equipment.



## New features reboot Mini carton

The new Pure-Pak® Mini carton was introduced during 2017, and is now available in 2018 with new features to improve consumer convenience and on-shelf appearance. Launched for both fresh and aseptic products, the new carton has the easy-fold feature for more convenience and less waste. Consumers can squeeze out the last drop, and the folded carton saves volume in disposal.

Improved communication and shelf stand out is achieved with the new arched top fin feature. The new Mini carton is available in 500ml, 330ml and 250ml (with closure and straw) sizes. Designed to fit into any Pure-Pak® carton family including Pure-Pak® Diamond and Pure-Pak® Sense carton ranges, the new carton can be filled with both dairy and juice products.

The new Pure-Pak® Mini carton is developed for fast, smooth and cost efficient implementation to existing equipment with no requirement for machine upgrades. Customers also do not need to make changes to height, cross-section, closures or board material, and therefore can switch to the new Pure-Pak® Mini carton with no expected run-ability issues.



Photo: Bard Gudim



Photo: Bard Gudim

## First natural brown paperboard carton

In 2017 Elopak, in collaboration with Stora Enso, launched the Naturally Pure-Pak® carton, the first gable top carton made from natural brown paperboard. The new paperboard, Natura Life™ by Stora Enso, retains the natural brown colour and visible structure of the wood fibres for a very different look and feel, and exceptional standout. This creates a naturally different, sustainable and authentic package that meets the demands from trends in organic and ecological products.

The paperboard requires no bleaching chemicals or clay coating enabling it to have reduced weight whilst retaining the same physical and sensory properties as a standard board. Both the reduced needs for chemicals and less weight have a number of positive environmental effects and result in a significantly lower carbon footprint.

The new carton is initially launched for the chilled dairy segment in 1 litre and 500ml sizes, with further developments across other sizes and configurations. Customers require no additional investment and can run the new carton on existing lines for both fresh and ESL without modifications or changes in machine settings.



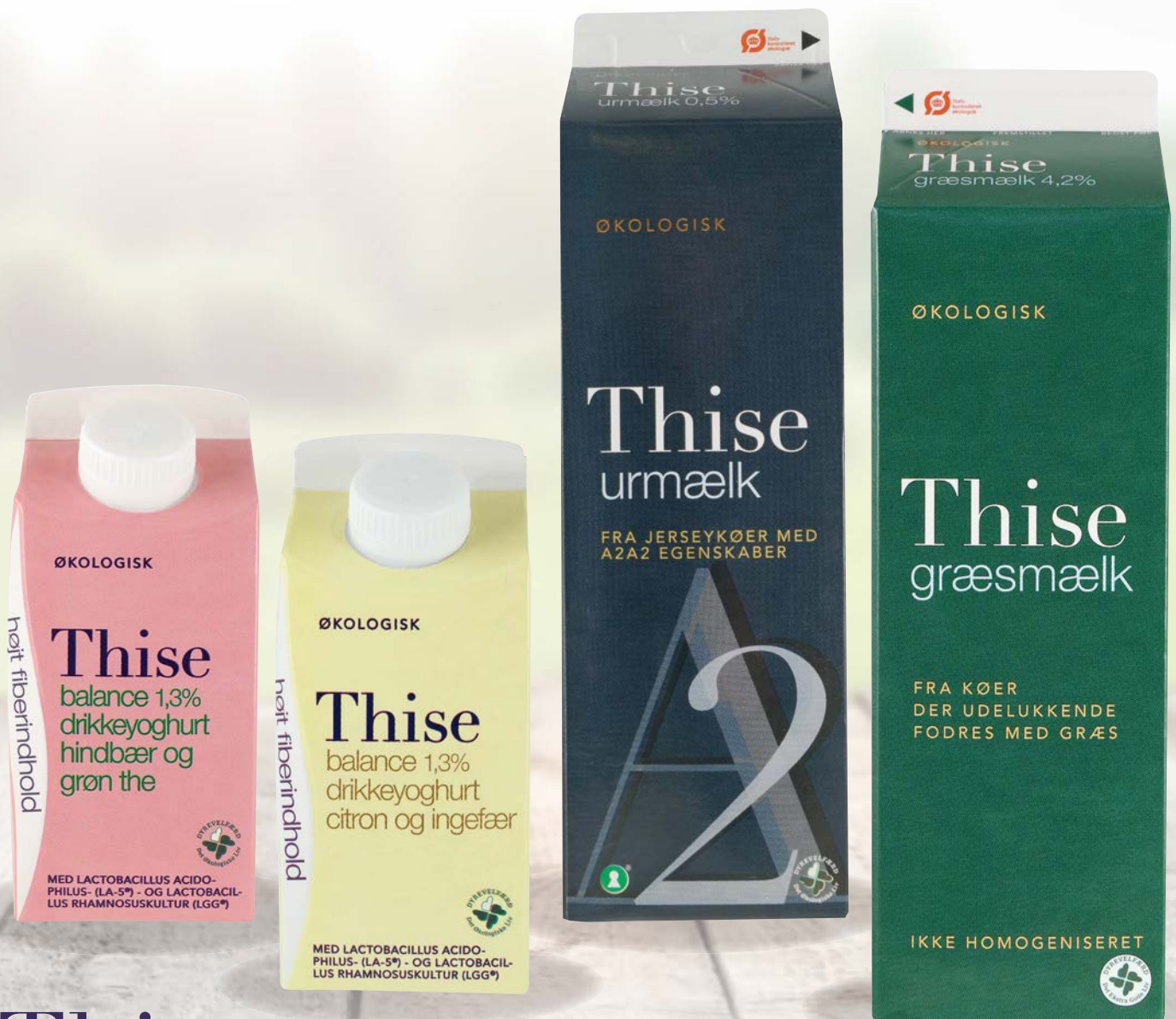
## Improved renewable PE offering

In 2017, Elopak chose to change its supplier base to widen its offering of renewable PE. Elopak now has two different sources. One is deriving from sugar cane, the other is based on tall oil, a residue from pulp and paper production.

Sourced from Nordic forests, the tall oil-based feedstock enables Elopak to offer a carton based entirely on wood. Tall oil is a residue (sometimes referred to as second generation feedstock) from pulp and paper production. The alternative feedstock is sourced from Brazil, where sugar cane can grow in areas where other crops cannot. Both feedstock are certified according to ISCC PLUS, ensuring that the entire value chain is certified up to the finished product.

With some exceptions, customers can now choose which feedstock of renewable PE they would like to feature on their cartons. Almost all of Elopak's cartons can be offered with renewable PE, ensuring resources for future generations and significantly lowering the carbon footprint of the cartons.

# INNOVATION FRA THISE MEJERI PAKKET FLOT IND MED ELOPAK



**Thise**  
MEJERI MED PASSION

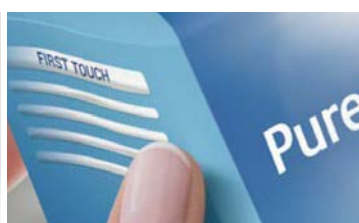


# Appealing to your senses

Pure Pak® Sense – Elopak's next generation gable top carton



**Improved convenience and stand out**  
Arched and printed "top fin"



**Enhanced handling properties**  
Embossed "first touch" zone



**Less package and food waste**  
"Easy to fold" line



Watch our easy to  
fold-demonstration online!

## Natural brown new-look for Arla EKO brand

Arla Foods Sweden took another step towards greener packaging in September 2017 as its EKO organic branded products were introduced in Pure-Pak® cartons with natural brown paperboard.

Arla is constantly looking to show the way by continually minimizing its impact on the climate and in the last few years made a significant change by adding renewable PE to the Pure-Pak® cartons for the EKO Brand. With the introduction of the natural brown board, Arla is taking another step to even greener packaging.

With growth in recent years of organic products in Sweden there was a clear need to differentiate. The natural brown of the carton, both inside and out reflects organic values, and stands out to the consumer.

The launch of the EKO brand in the natural brown Pure-Pak® cartons fits with Arla's ambition to reduce the climate impact of packaging by 25% by 2020, compared to 2005.

For more information go to our customer's website [Arla.se/eko](http://Arla.se/eko)



## Measuring windows iconic for Q-brand

The Norwegian Dairy Q-Meieriene was the first to feature the measuring bar windows, introduced in 2008 on the Q® Melk range of fresh milks in Pure-Pak® cartons. Finding smart ways to do things is central to this dairy's philosophy; the side panel

windows feature provides significant added value with both emotional and functional benefits, and has today become iconic for 'Q-brand' in Norway.



## New functionality for J. Garcia Carrión juice and gazpacho

J. Garcia Carrión in Spain has a new modern look for its juice and gazpacho ranges with the combination of two new packs – the new Pure-Pak® Mini carton with easy-fold feature and the 1 litre Pure-Pak® Sense carton.

Both cartons are more environmentally friendly due to the easy-fold. Consumers can squeeze out more product for less waste; ideal for viscous gazpachos. Folded cartons take up less space in disposal. With an arched top fin, the cartons present a consistent new look and functionality across ranges.

No changes are needed to filling machines for a smooth transition to the new Mini carton.



## New Mini carton gets the Elle & Vire cream

French dairy Elvir has launched its Elle & Vire cream products in the new Pure-Pak® Mini carton with the easy-fold feature. Launched in October and November 2017 the new cartons bring added convenience to this famous dairy brand from Normandy – The Land of Cream. Packaged in 33cl cartons are Crème Entière Fleurette (whole single cream) and Crème Légère Fleurette (light single cream) with the Crème semi épaisse entière (whole semi-thick cream) and Crème semi épaisse légère (light semi-thick cream) filled in the 25cl cartons.



## EKO milk first in natural brown Pure-Pak® cartons

The first Pure-Pak® cartons with natural brown board were launched for Tukuma Piens in Latvia for its organic EKO Baltais range.

The dairy had been looking for a more natural paperboard to enhance the environmental profile of its organic products first launched in 2012. Tukuma Piens previously printed standard cartons a brown colour to achieve a 'natural' design. They had no hesitation when the new natural brown paperboard became available, and was the first launch in March 2017.

Launched in 1 litre Pure-Pak® Sense cartons with the natural brown board are two EKO Baltais products, Milk 2% and Kefir 2%. The dairy has incorporated the side first-touch zone panel, the top fin print and the easy-fold lines into the design which further enhance stand-out and highlight key benefits to the consumer.

"Issues of naturalness and nature friendly are becoming increasingly important. The natural brown paperboard provides customers with a superb tool that projects the perception of organic values both through its natural appearance and its environmental properties." says Valdis Putirskis, Elopak Oy.

**FARMER OWNED**

# Prairie Farms®



**MOOOO-LICIOUS FLAVORS FOR SPRING!**



- **NO** Artificial Growth Hormones
- Locally Owned by Farm Families
- Committed to Animal Care
- Committed to Sustainability

- Committed to Freshness
- Committed to Quality Assurance – Strict Control – No Antibiotics\*

\*Ensures milk shipped to stores is free of antibiotics





## Pure-Pak® Sense – a flexibility key for Skånemejerier

Sweden's leading dairy Skånemejerier Dairy, was the first to introduce the Pure-Pak® Sense carton in September 2013. The dairy launched its high viscous yoghurt and fermented milk products in 1 litre Pure-Pak® Sense cartons with the waste reduction benefits of the easy-fold feature central to an extensive launch campaign.

Skånemejerier extended the Pure-Pak® Sense carton across its fresh milk products in 2015, and its range of lactose free products in 2016. With further products relaunched in the cartons, for Skånemejerier the flexibility of the Pure-Pak® Sense carton platform has been essential.

“Whilst the marketing focus for Skånemejerier is the environmental benefits,” explains Jörgen Björnson, Elopak's Key Account Manager in Sweden, “It is the flexibility of the system with the capability of filling Pure-Pak® Sense cartons on the same machines as Pure-Pak® Classic and Pure-Pak® Diamond cartons that has enabled Skånemejerier to benefit in terms of costs and operational efficiencies from this platform.”

## TINE moves to Pure-Pak® Sense

TINE moved its fresh milks into 1 litre Pure-Pak® Sense cartons in 2014 with a very positive consumer response. The success led to the leading Norwegian dairy switching all of its products in Elopak packaging into the Pure-Pak® Sense carton, including its niche Kefir and the first juice. TINE saw that the many benefits of the Pure-Pak® Sense carton provides new consumer convenience and sustainability.



Photo: Tine / Bo Mathisen

## Pure-Pak® Sense – stand outs for Avonmore brand

Glanbia was an early adopter of the Pure-Pak® Sense carton, identifying the easy-fold convenience and stand out design as the best pack for its best brand. Avonmore's premium SuperMilk was launched in 1 litre Pure-Pak® Sense cartons in 2014. All Avonmore fresh milks are now packaged in Pure-Pak® Sense cartons providing distinctive differentiation from private label and competitor brands. Glanbia make full use of the printed top fin as a communication tool to differentiate between different products in the range.





## These brings new look to Grab & Go

Danish Dairy, These has launched in January its two functional yoghurts in new 330ml Pure-Pak® Mini cartons with easy-fold feature. These opted for the new Mini carton solution to create differentiation in the grab & go segment which is dominated by plastic bottles.

The dairy invested in filling technology from Elopak and will expand the new packaging format across other products including chocolate milk.

The high fibre organic 1.3% yoghurts with cultures is a filling and refreshing drink in two delicious flavours; lemon & ginger and raspberry and green tea.



Photo: Hilde Ving

For more information go to [www.these.dk](http://www.these.dk)

**ELOPAK**

Naturally sustainable  
Naturally different  
Naturally authentic  
Naturally Pure-Pak®

*Naturally*  
**Pure-Pak®**

# Røros Dairy and Elopak extend partnership

New showcase dairy planned for 2019; following further growth and expansion including first fresh organic lactose-free products in Norway

Elopak has extended its partnership with Rørosmeieriet Dairy, the only organic independent dairy in Norway. The dairy has seen significant growth with a current share of approx. 37% of the Norwegian organic dairy market, and is set to embark on major developments at its location in Røros, the mountain region of the eastern part of Southern Norway.

Established in 2001, by a cooperative of milk producers, Røros has experienced steady growth, and has taken organic dairy from 'niche to volume' in Norway.

The dairy will be expanding and rebuilding its Røros site with new lines, supported by Elopak with the supply of filling machines and downstream equipment. Opening in

2019, the new plant will be a showcase dairy for Norway and for organic dairy production in Europe.

Røros launched its fresh-milk range in 2015 in 1 litre Pure-Pak® Classic cartons with Optima closure. In January 2016, the dairy became the first in Norway to select Pure-Pak® cartons made from renewable materials. The 1 litre Pure-Pak® Classic cartons were introduced with both renewable board and closures made from certified renewable polyethylene (PE).

The list of innovations continues for Røros in 2018 with the launch of new lactose fresh organic milk. Until now, all lactose free milk in Norway was standard UHT, but the growing number of lactose-intolerant consumers can now enjoy the quality of organic fresh milk.

"Røros has taken organic production to new levels but maintains its individuality and independence by emphasizing values such as local and pure ingredients and traditional production methods," explains Andreas Weselka, Key Account Manager, Elopak. "The dairy is constantly looking for ways to improve its products and packaging, and with this new agreement in place, we look forward to supporting future growth and development."

"Røros has taken organic dairy from 'niche to volume' in Norway"



For more information please contact Key Account Manager in Norway, Andreas Weselka



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



## Prairie Farms

is known for setting the standard for milk flavor innovations with flavors for all seasons, including Prairie Farms' Halloween Favorites; include Spooktacular Egg Nog, Peanut Butter Chocolate Milk, and Pumpkin Spice Milk. Winter/holiday offerings include Egg Nog, Holiday Custard, Chocolate Mint, Fudge Brownie, Peppermint Mocha and Speculoos Cookie milk flavors.



# Pure-Pak® brings stand-out for Prairie Farms

US dairy Prairie Farms launches 'MOOOO-licious milk flavors' to put the spring into Springtime in Quart Pure-Pak® Classic cartons.

The four totally unique flavored milks; Chocolate Marshmallow, Strawberry Crème, Orange Crème and Egg Nog are sold from February until May 'while supplies last' throughout the US Midwest and South.

"Our new MOOOO-licious milk flavors welcome Spring in the sweetest way possible," said Rebecca Leinenbach, Vice President of Marketing and Communications for Prairie Farms. "Offering a variety of fun and unique seasonal flavors throughout the year allows Prairie Farms to build on our leading market position as the top brand in the flavored milk category."

For new Elopak customer Prairie Farms the Pure-Pak® carton breaks the existing category norms. "The quality litho printing capabilities provide us with design flexibility, which is essential to differentiating our brand in a crowded marketplace," adds Rebecca.

Prairie Farms uses the design opportunities to the full with colors and illustrations playing an important role in differentiating between the flavors. The Quart (946ml) Pure-Pak® Classic cartons also feature on-pack recipes, carefully chosen to celebrate the joy of Spring.

Prairie Farms Dairy, Inc. is one of the largest and most successful dairy cooperatives in the Midwest, with over

900 farm families, 5700 employees, 45 manufacturing plants, over 100 distribution facilities and annual sales of over \$3 billion.

As one of the strongest farmer-owned dairy cooperatives in the US, Prairie Farms consistently outperforms the competition in sales and flavor innovation. In Great Lakes Multi Outlet Geography (as defined by IR), Prairie Farms is the number one brand within the refrigerated flavored milk category. In 2017, Prairie Farms Salted Caramel Milk won "Best of the Best" in the World Dairy Expo Championship Contest with a perfect score of 100 points.

"The quality litho printing capabilities provide us with design flexibility, which is essential to differentiating our brand in a crowded marketplace"



For more information please contact Commercial Manager Elopak Inc. Jose Ortiz



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

# Environmental Highlights 2017



## Our raw materials



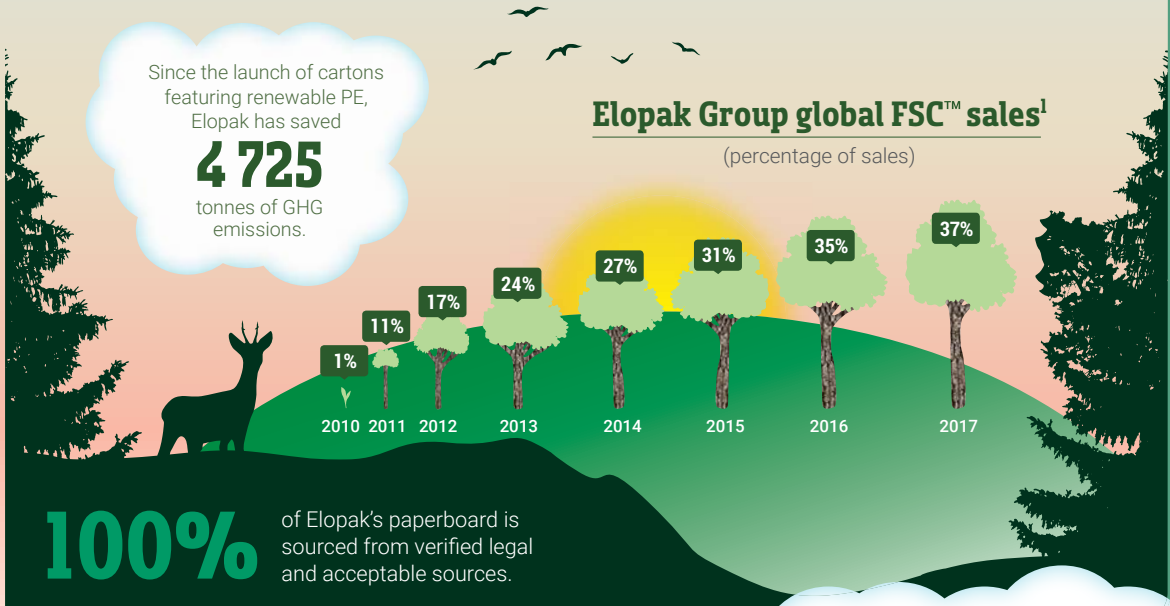
Since the launch of cartons featuring renewable PE, Elopak has saved

**4 725**

tonnes of GHG emissions.

### Elopak Group global FSC™ sales<sup>1</sup>

(percentage of sales)



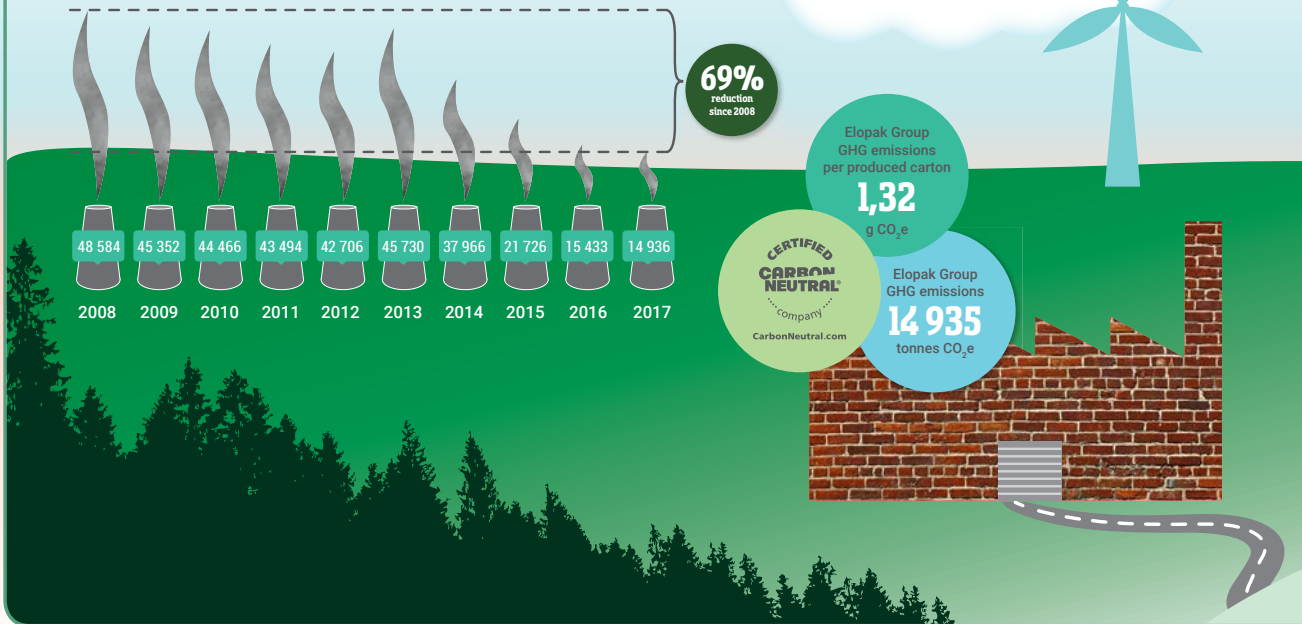
**100%**

of Elopak's paperboard is sourced from verified legal and acceptable sources.

## Our company

### Elopak Group<sup>2</sup> GHG emissions

(tonnes CO<sub>2</sub>e)



**RE 100**



Elopak was the first packaging company to join the RE100 campaign and has been sourcing 100% renewable electricity since 2016.

<sup>1</sup> The Forest Stewardship Council™ (FSC™), FSC™ C081801. Look for FSC certified products – the mark of responsible forestry. [www.fsc.org](http://www.fsc.org)

<sup>2</sup> 100% owned subsidiaries

<sup>3</sup> Based on internal cradle-to-gate calculations in Elopak's DEEP tool. The numbers represent PE coated cartons with closures, for fresh dairy products.

## Our products



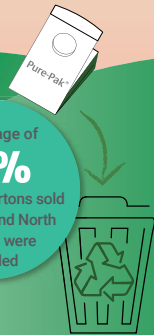
**CERTIFIED CARBON NEUTRAL**  
packaging  
CarbonNeutral.com



**47%**  
average beverage carton recycling rate in Europe

**99%**  
of Elopak's internal paperboard and carton waste recycled

An average of **36%** of Elopak cartons sold in Europe and North America were recycled



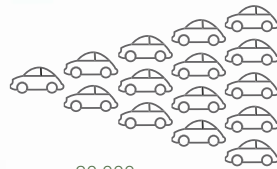
Carbon Footprint of an average Elopak PE carton with closure:

**27,05**  
g CO<sub>2</sub>e/carton<sup>3</sup>

Since Elopak became carbon neutral, we have offset more than

**70 645**

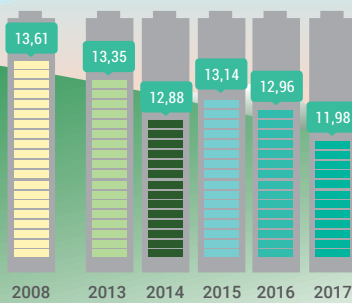
tonnes of GHG emissions (CO<sub>2</sub>e). This is equivalent to removing 30 000 cars from the road for one year.



~ 30 000 cars

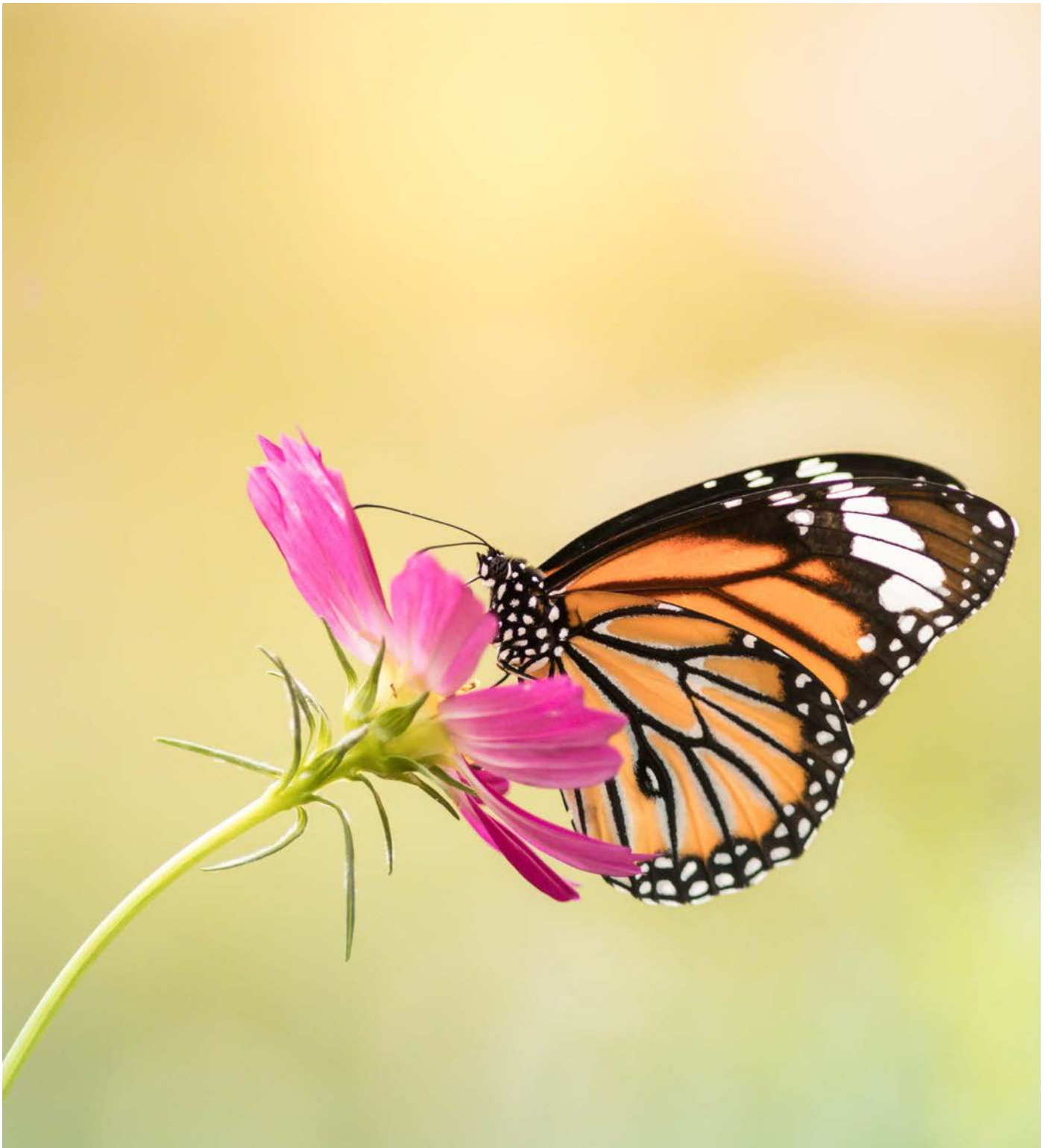
### Elopak Group<sup>2</sup> Energy Intensity from Production

(kWh/1 000 cartons produced)



Elopak's 2017 emissions related to third party transport is:

**19 799 tonnes**  
CO<sub>2</sub>e



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Pure\_Pak



Elopak



Pure\_Pak



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**ELOPAK**

Together we make packaging work

