

ELOTALK



News and views from Elopak's world of packaging

No. 02/2018

ENVIRONMENTAL FOCUS

**Elopak first to hit one billion mark
for 100% renewable cartons**

**Recycling is at
a crossroads**

**Natural Brown Board
portfolio expansion on track**



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Together we make packaging work



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Elopak AS Group Headquarters,
Postbox 418 Skøyen,
0213 Oslo, Norway.
Tel: +47 31 27 10 00,
Fax: +47 31 27 15 00

Editorial Team: Jutta Pinnerød,
Ingrid Lille Thorsen and
Stephanie Sergeant (Research)
Design: May Norreen Larsen
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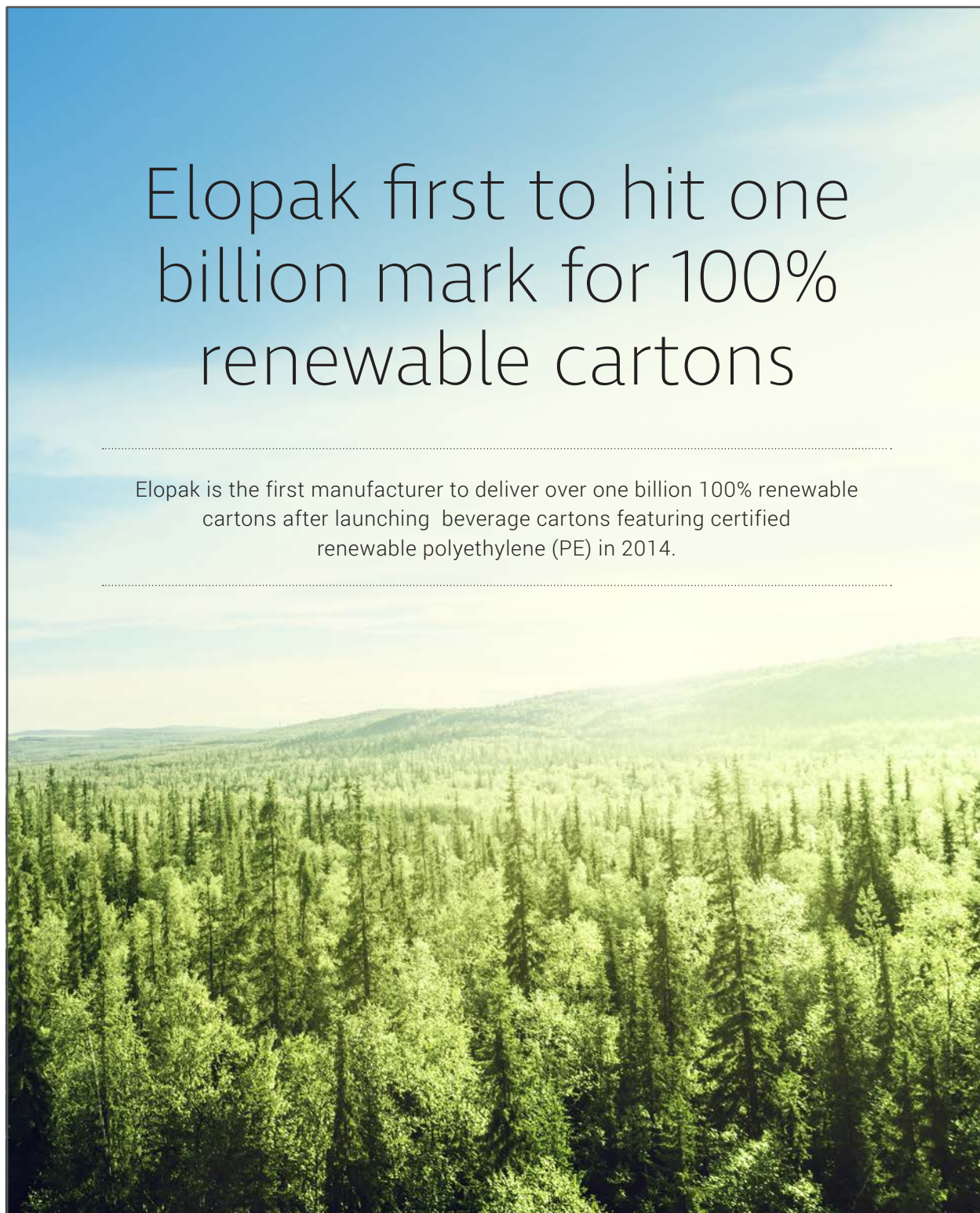
Naturally
Pure-Pak®



ENVIRONMENT

Elopak first to hit one billion mark for 100% renewable cartons

Elopak is the first manufacturer to deliver over one billion 100% renewable cartons after launching beverage cartons featuring certified renewable polyethylene (PE) in 2014.





Choosing Elopak's renewable cartons means using plants or wood residues as a resource instead of using fossil fuels such as petroleum. Plants can be replanted and when growing, they absorb CO₂ from the atmosphere.

When choosing one of Elopak's renewable PE-offerings, the Pure-Pak® carton becomes 100% renewable* with significantly reduced carbon footprint— your responsible choice

In 2017, Elopak further improved its renewable offering by introducing new feedstocks for renewable PE. The company chose to change its supplier base to widen its offering of renewable PE and now offers two different sources. One is derived from sugar cane, the other is based on tall oil, a residue from pulp and paper production.

"Reaching one billion fully renewable cartons is a major milestone for Elopak and a great contribution to reducing the use of fossil resources," says Marianne Groven, Interim Director Environment in Elopak. "As a major global packaging company it is our responsibility to continue developing our renewable offering and lower the carbon footprint of our cartons. Elopak will always strive to provide packaging with a strong environmental profile to support our customers' brands."

Sourced from Nordic forests, the tall oil-based feedstock enables Elopak to offer beverage cartons entirely based on wood. Tall oil is a residue (also referred to as second generation feedstock) from pulp and paper production, which is the main raw material in the beverage carton. The wood for both the paperboard and the renewable PE is sourced 100% from responsibly managed forests and other controlled sources, in accordance with the FSC™ certification system.

The alternative feedstock is sourced from Brazil, where sugar cane can grow in areas where other crops cannot.

Sugar cane is one of the most efficient plants in converting sunlight to chemical energy and hence is a sustainable, fast-growing renewable resource.

Both feedstocks are certified according to ISCC PLUS, ensuring that the entire value chain is sustainable and certified up to the finished product.

ENVIRONMENTAL REPORT 2017

Full details of Elopak's renewable sourcing can be found in the company's 2017 Environmental Report.



"Reaching one billion fully renewable cartons is a major milestone for Elopak and a great contribution to reducing the use of fossil resources "

*by way of mass-balance."



For more information contact Marianne Groven, Group Headquarters, Norway



marianne.groven@elopak.com



www.elopak.com

Natural Brown Board supports Arla's new Global identity

Since Elopak launched the first gable top carton with the Natural Brown Board in 2017, the Pure-Pak® carton has been introduced across Europe for market leading brands.

Arla Foods, the first major brand to introduce the new Natural Brown Board cartons, has identified and utilised its creative design potential for the launch of the new Arla Organic global visual identity.

Launched in June 2018, the new effective design of white print on a brown carton creates exceptional standout and depicts the sustainable values of both the product and the package. It has been launched across its organic milk and drinking yoghurts packaged in 1 litre Pure-Pak® cartons with the Natural Brown

Board, and renewable PE, in the Netherlands, Denmark, Sweden, Germany and Finland.

"The look and feel of this carton gives the consumer the confidence that it is genuinely natural," says Arla. "Our new identity brings focus to our 100% natural dairy and our belief in pure nature because it is better for the cows, for the environment, for everyone. Nature is happy with our products from cow to the fridge."

The introduction of the Pure-Pak® carton with the new Natural Brown Board met the rising demand for more sustainable and natural packaging.

"The Natural Brown Board delivers on key values for Arla. It is renewable, recyclable, reduces climate impact and communicates organic values. The new-look brown carton also enables new branding opportunities which we have utilised with the concept for the new Arla Global Identity for our organic brand values," adds Arla.

"The look and feel of this carton gives the consumer the confidence that it is genuinely natural," says Arla."



For more information contact Inge Sommerlund at our office in Denmark



inge.sommerlund@elopak.com



www.arla.com

Demeter gives Hay Milk impact on shelf

In August, the Demeter Haymilk Farmers relaunched its own brand "Demeter HeuMilch"



The HeuMilch is made from strict 'Biodynamic' farming methods, and was first launched in January 2017 in 1 litre Pure-Pak® Classic cartons in Germany and Austria.

The Natural Brown Board has visible fiber structure that gives the pack a natural look and feel. With less raw materials it is also more environmentally friendly with a significantly reduction of the carbon footprint (expressed as CO₂e) compared to previous cartons.*

"The ideal packaging for our hay milk: weight-reduced, climate-friendly and, at first glance, distinguishable from traditionally produced milk on the shelf," explains Andreas Aufmuth, Sales Manager of Demeter Hay Milk.

Best protection of ingredients and taste

Compared to the dark glass bottle often used by Demeter, the carton achieves better light protection, with the high nutrient content and full-bodied taste retained longer. An important advantage, as the hay milk contains a significantly higher amount of omega-3 and omega-6 fatty acids than conventional and organic milk.

Resource and climate-friendly, mostly derived from renewable resources and fully recyclable, the Natural Brown Board fits perfectly with Demeter. Its biodynamic growers community relies on the highest standard in hay milk production with cows fed fresh grass in the summer and hay in the winter.

"No question: the Natural Brown Board from Elopak expresses that our breeding, husbandry, production and marketing are in harmony with nature," adds Andreas Aufmuth.

*based on internal cradle-to-gate calculations in Elopak's Dynamic Elopak Environmental Performance tool (third party verified)

About DemeterMilchbauern Süd w.V.

The producer group DemeterMilchbauern Süd w.V. was founded in July 2013 by committed Demeter farmers from the area of Upper Swabia / Bodenseekreis / Allgäu. Demeter members follow strict guidelines based on Rudolf Steiner's Agricultural Course in 1924. With their high standards, they handle the natural resources with care and make the landscape sustainable. As the oldest organic association in Germany, Demeter provides considerably more than the minimum standards required by the EU organic label.



For more information contact Key Account Manager Nicole Bühl at our office in Speyer, Germany.



nicole.buehl@elopak.com



www.heumilchbauern.de or www.demeter.de



Recycling is at a crossroads

Richard Hands, CEO, ACE UK, talks to Elotalk about how beverage carton recycling is at a crossroads in the UK and across Europe.



“There has also been a lack of understanding and awareness about their recyclability...”

In the EU, different packaging materials have different recycling targets that each member state has to achieve. There are different ways to achieve the targets, but the UK model has been to go down the route of lowest cost to business. This has meant that the system has focused on high-tonnage, easy-to-collect materials, explains Richard Hands CEO, ACE UK.

“Beverage cartons have never been prioritised, because of comparatively low tonnages available – so they aren’t driving the recycling agenda. There has also been a lack of understanding and awareness about their recyclability, because people assume that multi-material packages must be more difficult to recycle. Beverage cartons are categorised as paper packaging currently, amongst millions of tonnes of other types of paper and board packaging. As a result, beverage carton recycling has been on the sidelines of the recycling debate for many years, but this is now changing.

“Recycling in the UK is at a crossroads, with major reforms to the ways in which recycling is funded and delivered expected, and now is a ‘once in a lifetime opportunity’ to build a national system that works for all packaging.”

Towards a circular economy

In June, ACE UK welcomed the final adoption of the revised EU Packaging and Packaging Waste Directive as a strong foundation on which member states can build towards a circular economy.

“ACE UK, with a foot in both the UK packaging and recycling industries, is working hard to pressure government to introduce new policies to improve consistency of collections being undertaken by the municipalities. There has been good progress with new consistency frameworks in place for both Scotland and

“ACE UK welcomes anything that improves the environmental profile of packaging, such as the Pure-Pak® Sense carton with its easy fold design.”

England, and these place the beverage carton in the right recycling category along with cans and bottles. But so far the frameworks are guidance only, and therefore voluntary.

Awareness

Asked about the potential benefits of innovation in design for both packaging and packaging systems, Richard said: “ACE UK welcomes anything that improves the environmental profile of packaging, such as the Pure-Pak® Sense carton with its easy fold design.

“Pressure on the supply chain is immense, both governmental and societal, to innovate to reduce both packaging and food waste, to maximise renewable materials from bio sources and to minimise the use of fossil oil. Our objective as an industry is to achieve 100% renewable packaging – from well managed and traceable sources – such as FSC™ certified forests – and to ensure as much recycling as possible takes place when packaging reaches the end of its life.

“At ACE UK, following the opening of the Halifax

recycling plant, we are now reaching stage 2 – to deliver a local facility for recycling the plastic and aluminium components of the beverage carton. We are at an advanced stage with this and should be able to announce something positive soon. We are working with partners to have something up and running next year.”

“People want to do the right thing, and the need to recycle and use our resources more wisely has come into even sharper focus following the Richard Attenborough ‘Blue Planet II’ TV programme highlighting plastic waste in the ocean. We at ACE UK receive a lot of calls from the public asking about how to recycle – and even to report when bring banks are full and need emptying. Ultimately we want to achieve 100% kerbside collections – but we need the policy to be in place.

When asked about consumer awareness of beverage carton recycling, Richard said: “Awareness of the fact that

ACE UK

The Alliance for Beverage Cartons and the Environment (ACE UK) represents leading beverage carton manufacturers, Tetra Pak, Elopak and SIG Combibloc, in profiling the environmental credentials of cartons. In 2013 ACE UK opened the UK’s first beverage carton recycling plant and has helped achieve more than two thirds of the UK’s local authorities (68%) to offer kerbside collections of beverage cartons, with 28% operating bring bank systems.



Richard Hands CEO, ACE UK.



cartons are recyclable has been low in the UK and this is down to the fragmented system and misinformation about cartons. There needs to be clearer understanding – not just for cartons, but for all packaging materials.

Cartons are fully recyclable and are being recycled – the question is how to collect more? The point should also be made that such packaging is brilliant at what it does – keeping foods fresh and minimising waste. The beverage carton is a clever, resource efficient, lightweight, low carbon and environmentally-sound format.

“There is also a lot of confusion about the terms recyclable, renewable, biodegradable and compostable – in fact, around a lot of the terminology that industry uses but that consumers do not fully understand. To improve communication and properly engage with stakeholders, we need to find an easy and common language for industry, consumer and policy makers.”

www.ace-uk.co.uk



Purely sourced from nature

The dairy co-operative Molkerei Ammerland, located in one of the largest traditional dairy regions in Europe, will be the first German dairy to launch Pure-Pak® cartons 100% derived from renewable raw materials. The new organic “Ammerländer” fresh milk will be launched in 1 litre Pure-Pak® Sense cartons with Natural Brown Board.



The first "Ammerland" brand was launched in 2001. Today, "Ammerländer Weidemilch" (meadow milk) represents the best-selling fresh dairy brand in Germany's NordWest region. From October 2018 onwards, the company will respond to the rapid growth of the organic market with the launch of "Unsere Ammerländer Biomilch". The dairy is increasingly focusing on value-added concepts; since 2017 it has been offering their dairy cattle farmers an organic dairy farming alternative in accordance with the Bioland standard.

Ammerland has chosen what it considers to be the most eye-catching and sustainable milk packaging on the fresh milk shelf. The Pure-Pak® Sense carton with Natural Brown Board is fully based upon renewable resources, - also the Polyethylene for the closure and the carton barriers are wood-based, derived from tall oil, a residue from pulp and paper production, originating from Nordic forestry.

"Therefore, not only is the organic milk from sustainably farmed dairy cattle, but it is also filled in the most sustainable packaging in the fresh segment," said Dr. Lars Schildwach, Managing Director Sales. "This is our most sustainable product so far and we have taken the opportunity to also adapt our brand. The logo now includes a natural green banner which we will be adapting for other organic products."

In July 2018, Ammerland undertook consumer research to evaluate several packaging design routes for its new organic milk and to test responses and perceptions to the Natural Brown Board in comparison to the white Duplex Board. The research concluded that there was a clear consumer preference for Natural Brown Board as it communicates sustainability and naturalness, while delivering the best brand fit for an organic product. Consumers also said that it was much easier to identify it as an environmentally friendly package.



"Almost every day, through the media and social networks, we are reminded of the world's problem with plastic waste, especially in the oceans. On one hand, plastic bags and straws are being abolished, while on the other hand, there is a trend towards PET bottles in the milk segment," said Ammerland Brand Manager, Swantje Harms. "We want to take a step forward, making the consumer aware of greener packaging. We still have a long way to go, but what's important is that we make a start and show that there are green alternatives and opportunities."

The market launch will include radio, billboards, advertisements and POS, supplemented with social media and PR.

"Ammerland has chosen what it considers to be the most eye-catching and sustainable milk packaging on the fresh milk shelf."



For more information contact Astrid Näscher at our office in Speyer, Germany.



astrid.naescher@elopak.com



www.molkerei-ammerland.de

New generation board rolls out across Europe

Elopak and its board suppliers have made significant investments and developments and are now rolling out several new generation, lighter boards across Europe.

The new boards are more lightweight than the old generation boards but retain the same stiffness, and performance on the filling machine, in transportation and on-shelf appearance.

This has been made possible thanks to a new pulp-making process using smaller fibres that increases the internal bonding, providing a stronger structure to the board. The new state-of-the-art process uses less resources from the forest yet retains more fibres. The result is lighter boards with same performance and lower carbon footprint.

“Sustainability is very high on the agenda for many of our customers and these new lightweight boards can help reduce their carbon footprint as well as environmental and waste fees. Because of all the benefits, we believe that these new boards will soon become standard,” explains Håvard Grande Urhamar, Elopak’s Senior Manager Board Development.

This type of next generation lightweight board has already been used in over 1 billion cartons, spread over more than 150 filling sites.

The new lightweight board is interchangeable with other board types; most filling machines run the new board without any adjustments.

For more information or test material, please contact your local sales representative.



Håvard Grande Urhamar



Falköpings Mejeri launches 100% forest-based carton

Falköpings Mejeri in Sweden has launched organic fresh cream in 330ml and 500ml Mini Pure-Pak® cartons featuring forest-based renewable PE. The products are from the Garant brand and Änglamark brand for Swedish grocery retailer Axfood and COOP.

For Falköpings Mejeri it is important to be able to offer as environmentally-friendly and responsible packaging as possible for its Garant and Änglamark organic brands. The cartons are fully renewable based on sourcing from European forests. The renewable PE is based on tall-oil, a residue from paper and pulp production. The cartons are 100% forest-based (by way of mass balance), 100% recyclable and 100% responsibly sourced.



For more information contact our Key Account Manager Jörgen Björnson joergen.bjoernson@elopak.com or visit our customers website www.falkopingsmejeri.se.



Juustoportti launches its first Oat drink in Finland

Juustoportti dairy has launched Oat Drink in Finland and opened a completely new segment in its portfolio for vegetarian and vegan consumers.

Launched in 1 litre Pure-Pak® Sense aseptic cartons in January, the new oat drink is made from pure Finnish oats, and is gluten-free with no additives. Consumers can use the oat drink in coffee as an alternative to milk, and can benefit from the added value of calcium, vitamins D2 and B12.

The new oat drink is following the European trend to introduce dairy alternatives into markets where consumer tastes are expanding, and liquid milk consumption is decreasing. Such market changes have a more extreme impact in Finland where liquid milk consumption is very high, and non-dairy drinks are growing in double-digits.

Juustoportti invested in a complete new aseptic processing line including Pure-Pak® Aseptic filling machine and downstream equipment from Elopak. The Pure-Pak® Sense aseptic carton is the only aseptic packaging gable top solution. It therefore provides standout in a burgeoning sector for the new oat drink which is now being sold by Finnish retailers.



For more information contact Market Unit Manager Finland and Baltic, Juha Oksanen juha.oksanen@elopak.com or go to our customer's website www.juustoportti.fi.

CLUN gives Almond Breeze a new look

The famous Almond Breeze® brand has been re-launched in Spain by Cooperativas Lácteas Unidas (CLUN) in 1 litre Pure-Pak® Sense Aseptic cartons with Linea corner panel and Pure-Twist Optima closure.

Launched in February, the three Almond Breeze® products include Original, Zero and Cappuccino varieties. They are all gluten-free, lactose-free and low calorie, and provide a tasty and light alternative to milk for drinking, cooking or for coffee, tea and hot chocolates. These products are the first plant based beverages to be packaged in Pure-Pak® Sense Aseptic cartons in Spain.

The Almond Breeze® brand is owned by Blue Diamond who has been devoted to the benefits of almonds grown in sunny California since 1910. They believe that the almond is a superfood above all others, with its source of proteins and vitamin E, rich in calcium fibre, iron and other important nutrients. Therefore, they have spent more than 100 years innovating and offering almond products made from only almonds supplied by 3000 of the Blue Diamond Growers cooperative in California.

Almond Breeze supported the re-launch of the range in Pure-Pak® Sense Aseptic cartons with an extensive marketing communications campaign. This included exterior advertising, radio and magazine advertising, a social media campaign and YouTube videos.



For more information contact Lucia Berra in our Spanish office lucia.berra@elopak.com, or our customer's website www.almondbreeze.es.



Natural Brown Board portfolio expansion on track

In 2017 Elopak launched the first gable top carton with Natural Brown Board. The new board, developed in collaboration with Stora Enso, retains the natural brown colour and visible structure of the wood fibers, creating a distinctive look and feel.



"Our Pure-Pak® cartons with Natural Brown Board are now available in 100% forest-based renewable PE and as certified CarbonNeutral® packaging."

One year on, with launches of Natural Brown Board from global leading brands to regional organic brands across Europe, Elopak has been developing and testing new formats and applications.

"There has been a very strong response from customers who are looking to choose more sustainable packaging that reflects organic values and stands out as being natural," says Paul Sweeting Director Strategic Marketing & Product Management from Elopak. "Consumers of organic milk tend to have great interest in climate and environmental issues creating a demand for more natural and sustainable packaging materials and the Natural Brown Board makes it very easy to find organic products on the shelf!"

The new cartons were first launched in 1 litre and 500ml sized cartons for fresh and ESL products. As part of the continuous development and improvements to innovations, testing is now taking place of new carton sizes, barriers and features for the Natural Brown Board.

"We will make announcements around new size options for mini and family-size cartons, alongside new barriers when testing is complete and commercial release is ready," adds Håvard Grande Urhamar, Elopak's Senior



Manager Board Development. "Our Pure-Pak® cartons with Natural Brown Board are now available in 100% forest-based renewable PE and as certified Carbon-Neutral® packaging. This enables our customers to further increase the environmental benefits of their packaging."

The distinctive characteristics of the Natural Brown Board mean that designs may require adjustments when transferring from a standard white carton. To help customers get the best results from this environmentally friendly new material, Elopak has produced a 'color book', a practical guide for designers which highlights color considerations. Our Graphic Designers have gained considerable experience in working with the Natural Brown Board and can help our customers with tips and testing out various design alternatives on Mock-ups.



For more information contact Hanna Wird at Corporate Offices, Norway



Hanna.wird@elopak.com



www.elopak.com

Strengthening the organic product range

Schwarzwaldmilch launches organic fresh hay milk in Natural Brown Board

In July 2018 dairy company Schwarzwaldmilch (Black forest milk) launched its organic fresh hay milk in 1 litre Pure-Pak® cartons with Natural Brown Board. The new product strengthens their organic range and stands out in a growing market of organic and hay milks thanks to the natural appearance and feel of the new carton from Elopak.

The organic hay milk comes from the Black Forest region and is certified according to Bioland guidelines. Cows graze from April to October for at least 150 days a year on lush green Black Forest pastures, and in winter are fed only with hay.



For Schwarzwaldmilch the Natural Brown Board from Elopak embodies authenticity and sustainability and communicates the most original form of milk based on a traditional and natural way of farming, and a very gentle milk processing. The result is a full-bodied taste, organic hay milk, 3,8% fat content packaged in 1 litre Pure-Pak® Sense cartons with Natural Brown Board.

"For us as a home loving and ecologically focused company, this is the perfect packaging for our natural organic hay milk: even more environmentally friendly than

the previous milk carton and an eye-catcher on shelf. The natural-look carton expresses the special nature of this milk," explains Caroline von Ehrenstein, Head of Marketing and Communications at Schwarzwaldmilch.

This is the first Pure-Pak® carton for a German fresh milk brand, with Natural Brown Board. The reduced need for chemicals and raw materials has enabled Schwarzwaldmilch to reduce CO₂e significantly compared to the previous milk carton used. As with almost all of Elopak cartons in Germany, the carton is FSC™-certified and fully recyclable.

"With the launch of the new packaging, we signal to our consumers that we care about environmentally friendly and convenient packaging solutions," explains Caroline von Ehrenstein.

About Schwarzwaldmilch Group

The Schwarzwaldmilch Group is one of the leading dairies in Germany. The farmers of the region have been supplying milk in Freiburg and Offenburg for almost 90 years. The approximately 1,050 mostly small, family-run farms, with their average of 37 dairy cows, ensure the outstanding quality of the dairy products. The company's Bioland certified portfolio ranges from milk (fresh and shelf-stable) to yoghurts, butter and sour milk products to lactose-free products. Around 370 employees work in Freiburg and Offenburg.



For more information contact Key Account Manager, Michael Schumacher at our office in Speyer, Germany.



michael.schumacher@elopak.com



www.schwarzwaldmilch.de

Natural spring water in CarbonNeutral® cartons in Spain

In Spain, Fontsovia has launched natural spring water in CarbonNeutral® Pure-Pak® Mini cartons.

Aiming to reduce the environmental impact of water packaging, Fontsovia launched Agua en Caja Mejor, meaning “Water in Box is Better” in 2017 and is one of the pioneer companies to introduce natural spring water in cartons to the Spanish water market.

Marketed with the slogan: “Choose Better, Choose Carton”, the water is drawn from a spring at the Castle of Gormaz in the province of Soria, Castile and León, Spain and packaged in 330ml and 500ml Pure-Pak® Mini cartons, chosen for their on-shelf appearance and environmental benefits.

Recently, to complete its environmental profile, Agua en Caja Mejor decided to choose CarbonNeutral® Pure-Pak® cartons. Working with Elopak, Agua en Caja Mejor cartons now represent zero CO₂e emissions to the atmosphere.

On-pack graphics feature the CarbonNeutral® packaging logo and explain the carton’s additional environmental sustainability benefits, including: made from mainly renewable resources; that the paperboard is made from responsibly managed forests and other controlled sources; the cartons are shipped flat to the spring, releasing 67 times less pollution than transporting empty plastic bottles.

Reinforcing Fontsovia’s commitment to the planet, 10% of its profits are destined for reforestation projects through ‘Plant for the Planet’. Finally, the company has the ‘Plant your tree’ promotion – Fontsovia pledges to plant a tree on behalf of each consumer who posts a picture featuring a Agua en Caja Mejor carton on social media using the hashtag #PlantaTuCaja.



CarbonNeutral®

Elopak has been a CarbonNeutral® company since June 2016. Achieving carbon neutrality means that alongside Elopak’s continuous efforts to reduce greenhouse gas emissions, the residual emissions are offset by supporting verified projects outside its value chain. These projects have a very positive effect on local livelihoods and the environment. Specifically, Elopak is supporting a Kenyan cooking stove project, as well as a REDD+ rainforest protection project in Borneo, where 65,000 hectares of tropical rainforest are being preserved.



For more information contact Marina Bortoletto at our office in Spain.



marina.bortoletto@elopak.com



www.aguaencajamejor.com



Packaging the unforgettable taste of lemonade

Only the best lemons are used for U.S. Anderson Erickson Dairy Classic and Lower Sugar Lemonade re-launched in spring 2018 in half gallon (1.89 litres) Pure-Pak® Classic cartons with a new fashion-inspired design.

AE Dairy has been making dairy products with milk from Iowa farms since 1930. Beyond dairy, it also produces 100% orange juice and lemonade, made with 15% real lemon juice.

“Like other AE Dairy products, our lemonade has a story, and we’ve been making it since the 1990’s,” said Director of Marketing, Kim Peter. “Besides the recipe which balances the tartness of real lemons and just-right sweetness, it’s about the taste we create for customers to enjoy.”

The company’s commitment to quality includes weekly taste tests where members of the Erickson family and key staff sample AE products from recent batches. This includes tasting a variety of other products such as lemonades from across the U.S., to see how its lemonades compare.

America loves lemonade and it even has a day devoted to it! The first Sunday in May is ‘Lemonade Day’. Tapping into the country’s love for a drink that is as American as apple pie, AE Dairy’s lemonades use juice from real premium lemons, with no preservatives and are gluten-free.

“Innovation is a part of our roots, and we’re always looking for new forms, flavors and favorites to offer customers. Some want beverage options with less sugar, and back in 2007, we added our Lower Sugar Lemonade, which we offer from early spring through to the fall. It has one-third less sugar and no high fructose corn syrup.

“Inspiration for our packaging can come from a variety of places including even fashion!” said Kim Peter. “The iconic Strawberries New York Tote lunch bag by American fashion



designer, the late Kate Spade, sparked the concept for our lemonade carton designs. We believe the graphics capture childhood whimsy along with the unforgettable taste of refreshing AE lemonades. With this fun, colorful and bright design, the Pure-Pak® Classic carton is the perfect package to convey the feelings associated with drinking AE lemonades, and it also provides more space to promote our brand.”

“Inspiration for our packaging can come from a variety of places including even fashion”



For more information contact Commercial Manager Elopak Inc. Jose Ortiz at our office in US.



jose.ortiz@elopak.com



www.aedairy.com

Bonlac extends its portfolio

Panama based Sociedad de Alimentos de Primera S.A. has recently launched two new products under its 'Bonlac' brand – 'ChocoLac' chocolate milk in Pure-Pak® Classic cartons, and Jugo de Naranja premium orange juice in Pure-Pak® cartons with Curve feature.



Within the fresh milk market, Bonlac currently has a market share of 49%, with 60% of its portfolio available in Pure-Pak® cartons. Premium chocolate milk ChocoLac was launched in 946ml and 473ml gable top Pure-Pak® Classic cartons in May 2018 and strengthens and expands the company's portfolio of fresh flavoured milk.

Available through supermarkets and mini-markets, ChocoLac is positioned as 'the richest chocolate milk' in Panama – designed around consumers' desire for new indulgent and nutritious products, where freshness and flavour are the main drivers.

In the 100% natural orange juice market, Bonlac currently has a market share of 15% and the introduction of Jugo de Naranja premium orange juice in 946ml Pure-Pak® cartons with the Curve feature has contributed to 2% growth since its launch in October 2017.

With the launch campaign Bonlac highlighted the new Pure-Pak® carton and special qualities of the juice: made in Panama; extracted from 100% Panamanian oranges; and it's not from concentrate naturalness, with no

preservatives or added sugar. It is ideal for those looking for a healthy alternative and a natural source of vitamin C.

For both launches, Bonlac selected Pure-Pak® cartons to underline the freshness of each product, while allowing consumers to buy them at an affordable price and enjoy them at different times and places of consumption.

Bonlac's marketing manager, Lourdes Aldrete adds: "Elopak is one of our A-list suppliers, for its quality of service, willingness and support, especially with new developments where, without a doubt, its advice and accompaniment in the process is a fundamental part to fulfilling our objectives as a company."

About Bonlac

According to Kantar Worldpanel CAM's 'Brand Footprint 2018', Bonlac is one of the Top 10 most recognized brands in Panama, and is present in 98% of households.



For more information contact Elopak Sales Representative Vinicio H. Soto.



vinisoto@racsa.co.cr



www.bonlac.com.pa

SHAKING UP THE MILK MARKET IN ICELAND

Býlið okkar launches Iceland's first fresh plant-based dairy alternative

Býlið okkar is shaking up the milk market in Iceland with the launch of two new types of dairy alternative fresh milks. The new Heiða brand features two almond milks and two oat milks, which are the first plant-based fresh dairy alternatives in Iceland.

The range has been launched in the first 1 litre Pure-Pak® cartons in Natural Brown Board, and the first carton with the window feature in Iceland.

Gudni Thor Sigurjonsson, Managing Director of Býlið okkar believes that these innovations will shake up the market. "With Iceland's first fresh dairy alternative milks, we are introducing an innovation which is set to shake up the market which has until now featured only 100% UHT milk," says Gudni. "The new products are also vegan, free from all livestock contact and have a lower carbon footprint than other similar products."



"The cartons with the Natural Brown Board have a natural look and feel, and are a perfect fit with the brand image," adds Gudni. "The window feature offers consumers a more transparent and appealing package."

The window feature helps consumers control portions and easily identify how much is left. As the product is fresh with a shelf-life of 12 days, this can also help reduce food wastage.

"Plant-based milks have a lower carbon footprint than normal milk, and as we import only the raw materials of almonds and oats and use Icelandic water to process the milks – they are more environmen-

tally friendly than other similar products which have been imported filled until now. As we transport the cartons empty and compressed, the packaging further enhances the product's environmental profile," continues Gudni.

"We undertook a consumer survey in Iceland three years ago which found that the younger generation in particular is looking for alternatives to milk due to a growing awareness of the environment and animal welfare. There is also the rise in Flexitarians who choose to have some days in their diet with no animal products.

"With the Heiða brand, we are offering fresh, healthy alternatives to milk for all consumers, including lactose intolerant and those who choose to change their diets. We aim to bring more smart products and more choice to consumers."

About Býlið okkar

Býlið okkar produces and distributes quality products made from raw materials that are derived from agriculture and nature. The company makes it a promise to only deliver the best quality products, and to always put its consumer first.



For more information contact Gert Wallem at our office in Norway.



gert.wallem@elopak.com



www.heiða.is or facebook @Bylidokkar.



The four product range features almond and oat milks, either naturally unsweetened or sweetened with organic agarve.

Delice chooses "new packaging, for a better taste"

In Tunisia, La Société des Boissons du Cap Bon (SBC) has re-launched its Delice juices, plus nectars and juice drinks, in 1 litre Pure-Pak® Sense Aseptic cartons with the Linea corner panel.

According to Delice SBC Marketing Manager Imen Jelili: "Delice is the leading ambient juice, nectars and still juice drinks brand in Tunisia, with 45% market share in the 1 litre category. In total we have re-launched nine products including nectars and still drinks which are the most popular juice products in Tunisia"

The Delice range was re-launched in March 2018, while the major communication campaign through radio, TV, trade, outdoor advertising, POS and Facebook, began in May to enable promotion around

Ramadam and focused on the theme 'new packaging for a better taste'.

"For Delice, Elopak is a long-term partner," said Imen Jelili, "We appreciate and rely on the company's unrivalled know-how on both machinery and packaging. Selecting the Pure-Pak® Sense Aseptic carton for this re-launch enabled us to meet all our criteria, including stand-out design, differentiation and convenience.

"Important for the Delice brand, the Pure-Pak® Sense Aseptic carton's arched top fin and Linea corner panel deliver outstanding shelf presence, while enabling clear product and range differentiation. It also provides exceptional functionality and convenience, answering consumer demand for easy opening convenience and an excellent pouring function. The Pure-Pak® Sense Aseptic carton is also designed to withstand the challenges of ambient distribution over long distances, which is important in our market."



Pure-Pak® Sense Aseptic carton enters North Africa.

The launch of this product follows the installation of a E-PS120A aseptic filling line.



For more information contact Sales Manager Riadh Gharbi.



riadh.gharbi@elopak.com



www.deliceholding.tn/Fr/

Parmalat extends Zymil lactose free range

Parmalat has launched an extended shelf life organic lactose free milk from the Zymil brand.

The new product was introduced in 2018 across key retailers in Italy, in 1 litre Pure-Pak® Diamond cartons with Curve corner panel.

This is the latest addition to Zymil, the leading lactose-free milk brand in Italy. Zymil products are treated so the lactose components are broken down, enabling the body to assimilate the glucose easier. With the increasing number of lactose intolerant people who have difficulty digesting milk, more variety is demanded by consumers.

In 2018, Zymil is celebrating its 50th anniversary boldly on the front of its products, empowering its positioning as “the lactose free experts” not only in the milk market, but also for all yoghurt and dairy products.

With the launch of this organic Zymil milk, Parmalat brings three main issues to the forefront and pledges a commitment to the well-being of animals, to the protection of the environment and to the quality of the milk.

“Parmalat is a global leading dairy and these issues are central to its philosophy,” says Jacopo La Rosa, Elopak’s sales manager in Italy. “Zymil is one of its most successful brands and is dedicated to the respect of well-being. The



" This is the latest addition to Zymil, the leading lactose-free milk brand in Italy."

brand is not only for lactose intolerant consumers but for all those who just love good, fresh and light milk. The best organic milk is selected, which is 100% Italian and locally produced for exceptional freshness and quality."

"For the launch of the new organic Zymil milk, Parmalat selected more environmental packaging with Pure-Pak® cartons and created a different pack design enhancing quality and stand-out," adds Jacopo.



For more information contact Jacopo La Rosa at our office in Italy.



jacopo.larosa@elopak.com



www.parmalat.it/zymil/



Prohuevo launches egg products under its Vitovo brand

Prohuevo, S.A., part of the El Granjero Industrial Group, is the first to establish an egg pasteurization plant in Nicaragua, and has launched a variety of egg products in Pure-Pak® cartons, under its 'Vitovo' brand.

"With the new facility, Prohuevo is taking a major step in introducing a commercial liquid egg product."



Following an investment of \$10 million, the new Prohuevo plant was opened in August 2017 in the municipality of Masatepe. With the new facility, Prohuevo is taking a major step in introducing a commercial liquid egg product. With most of its production destined for export, the plant has an installed capacity of 18,000 liters of pasteurized egg per day, equivalent to processing 396,000 eggs per day.

The Prohuevo plant was designed and built with the intention of increasing capacity. The second stage of the plant was completed at the start of this year, with the installation of equipment to produce spray dried egg – making it the first plant of this type in the Central American region.

"Our growth is based on quality production and product diversification, specially products with added value, such as egg based products under our 'Vitovo' brand," said Prohuevo President Mr. Bismark Tapia. "For 25 years we have reinvested all our profits, investing in the latest technology, production facilities and commercialization techniques – and we will continue to do so.

"We have a laboratory where we develop products with specifications requested by our customers. That is an advantage as it delivers greater flexibility, which together with the automation of our facilities and the Quality Certifications of our farms, will lead us to have a greater participation in the national and international

market, with our 'Vitovo' brand," said Bismark Tapia.

Prohuevo is currently marketing pasteurized eggs only in Nicaragua and Guatemala, but is already in the certification process with different countries in the Central American, Caribbean and Asian regions.

Packed in 1 litre and 500ml Pure-Pak® cartons with Elo-Cap closures, the 'Vitovo' brand of Whole Liquid Egg and Liquid Egg Whites was launched in July 2018. "In addition to guaranteeing quality and product safety, the gable top carton brings elegance and status to our flagship product," said Bismark Tapia

"For this important project we needed a carton supplier that did not only seek to sell the materials, but was willing to become a strategic partner. Our equipment and machinery supplier Sanovo spoke very highly about Elopak, and recommended its quality, innovative products and service. We choose to work with suppliers who share the same values as Prohuevo, and Elopak has proven to be one of them.

"We continue to invest in new technologies and information systems, aligned with the so-called fourth industrial revolution," said Bismark Tapia. "Our production must be increasingly automated and intelligent, achieving greater efficiency in processes, and as our consumers continue to evolve with greater connectivity, we must offer them new and better shopping experiences, both 'offline' and 'online'."



For more information contact Elopak Sales Representative Vinicio H. Soto.



vinisoto@racsa.co.cr



elgranjero.com.ni/

Retailer REWE to launch milk with the animal welfare label

Retailer REWE will introduce milk certified by the German Animal Welfare Association (Deutscher Tierschutzbund). The retailer will launch its own brand "REWE Beste Wahl" Pasture and Fresh Milk with the animal welfare label in Pure-Pak® Sense cartons in September.

The new certification is for animal welfare of dairy cattle farming and comes into force in September across Germany.

The pasture milk from REWE also carries 'Pro-Pasture' seal which, according to its criteria, guarantees that milk comes from cows that, amongst other things, spend at least six hours a day, at least 120 days a year grazing in fresh air.

Improving the welfare of farm animals is an important part of REWE's sustainability strategy. With both

certifications REWE is promoting higher welfare standards for dairy cows. Consumers can better identify animal-friendly products and be confident of the welfare, health and protection of dairy cows.

Products will be filled by several dairies in Germany. One of them is the dairy "Die Marburger Traditionsmolkerei" who has only recently installed a new Shikoku filling line from Elopak.

REWE plans to launch more milk products with improved animal welfare criteria in future.



About REWE:

The REWE Group was founded in 1927 when 17 purchasing cooperatives joined forces and founded the "Revisionsverband der Westkaufgenossenschaften", or: REWE. It represents today one of Europe's largest retail and tourism co-operative group based in Cologne, Germany. The basis of the co-operative trade group consists of a network of independent retailers.

REWE Group does business in 21 European countries. In Germany, REWE Markt GmbH achieved 21,2 bn € turnover in 2017, operating more than 3.300 outlets with 120.000 employees.

At REWE Group, sustainability is a fundamental element of its corporate culture. Sustainability became part of REWE Group's Mission Statement in 2008. REWE Group engages in such activities as increasing the energy efficiency of its locations or promoting regional and organic farming.



For more information contact Key Account Manager, Michael Schumacher at our office in Speyer, Germany.



michael.schumacher@elopak.com



www.elopak.com

Meierkamp pasture milk re-launch

In August, the ALDI Nord and ALDI Süd in Germany re-launched their Meierkamp pasture milk in Pure-Pak® Sense cartons with Natural Brown Board.

The milk has the premium label "For More Animal Welfare" and comes from farms in the North Sea coast, close to ALDI's long-time supplier, Osterhusumer Meierei. Here it is gently processed with a special microfiltration, filled into Pure-Pak® cartons and offered/sold in selected regions at Aldi Nord and Süd.

The Meierkamp pasture milk was introduced to the Pure-Pak® Classic carton in 2016. It has now had a facelift for its re-launch in the Pure-Pak® Sense carton with unbleached Natural Brown Board, which has a visible structure for a natural look and feel.

Authentic packaging for premium pasture milk

The natural look of the new packaging reflects the high standards of animal welfare and the best quality milk. "The new packaging is perfect for the high quality fresh milk from the North German coast. It can be filled on our existing filling lines without changing the machine settings, so that a conversion to the new Natural Brown Board was absolutely problem-free," explains Christoph Bossmann, Managing Director of Osterhusumer Meierei.



High shelf effect, strong sustainability

The new Natural Brown Board is unbleached and without the usual white coating. The resulting natural appearance of the carton stands out on shelf. Due to changed production processes and reduced use of raw materials, it is also more environmentally friendly with a significant reduction in CO₂e compared to the milk carton used by ALDI to date.



For more information contact Petra Volk at our office in Speyer, Germany.



petra.volk@elopak.com



www.aldi-nord.de and www.aldi-sued.de



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