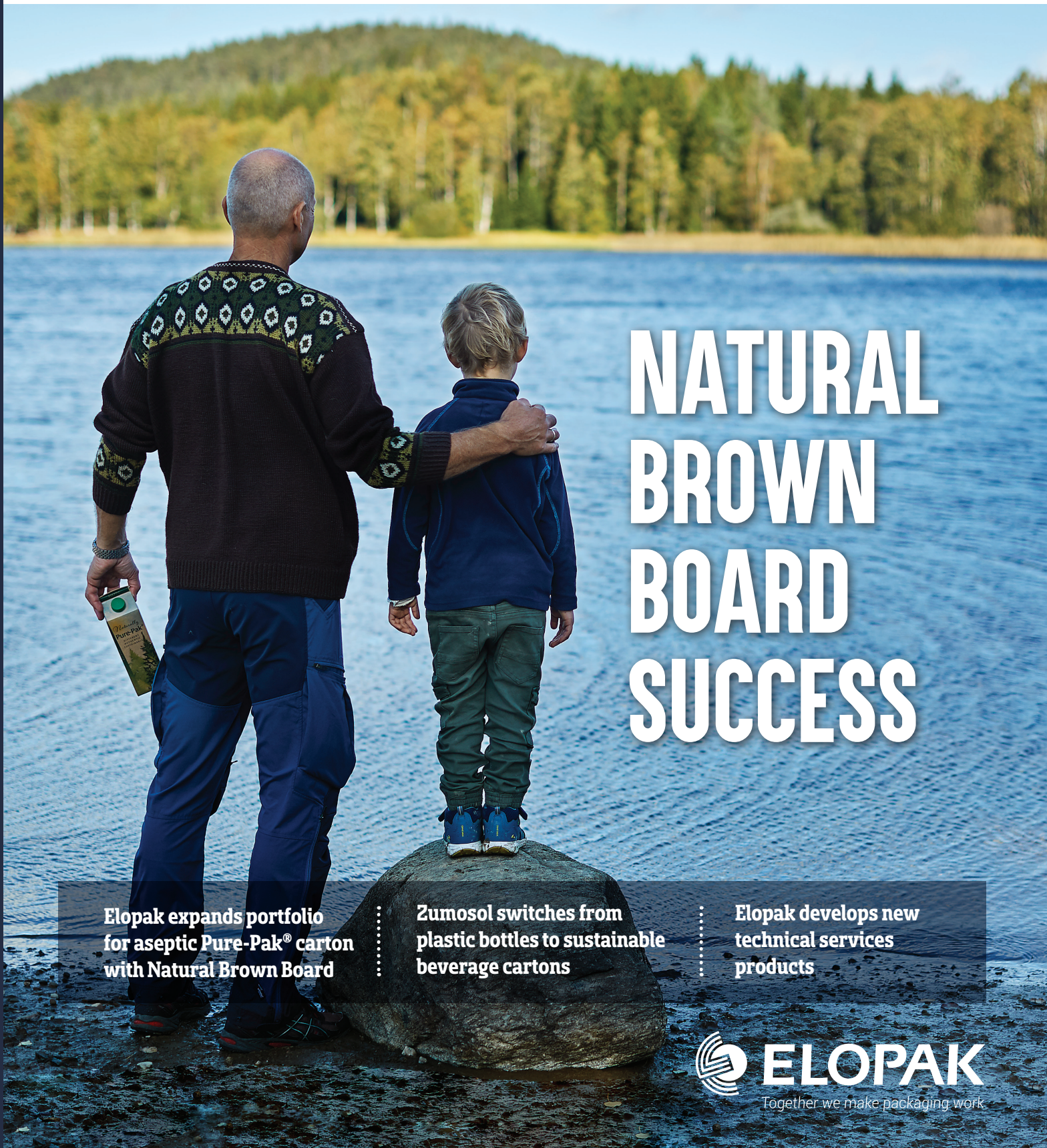


ELOTALK



News and views from Elopak's world of packaging

No. 03/2018



NATURAL BROWN BOARD SUCCESS

Elopak expands portfolio for aseptic Pure-Pak® carton with Natural Brown Board

Zumosol switches from plastic bottles to sustainable beverage cartons

Elopak develops new technical services products



ELOPAK

Together we make packaging work



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Elopak introduces Pure-Pak® aseptic cartons with Natural Brown Board. A more sustainable and differentiating solution. The cartons are carbon neutral and 100% recyclable.

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ENVIRONMENT

Elopak expands portfolio for aseptic Pure-Pak[®] carton with Natural Brown Board

In October Elopak took a step forward in sustainable packaging with the launch of aseptic Pure-Pak[®] cartons with Natural Brown Board.

This latest launch follows the introduction in late 2017 of the first gable top cartons with Natural Brown Board for fresh products. One year on, and with the fresh carton successfully on shelf across Europe for market-leading multinational and medium sized dairies, these Pure-Pak[®] cartons are now available for products outside the cold chain.

"Our objective was to transfer the success in the fresh market to new sectors with the technical and commercial release of

Natural Brown Board aseptic," explains Johanne Ramdal, Project Leader.

The aseptic Pure-Pak[®] cartons have one less layer and thereby retain the natural brown colour of the wood fibres which gives a visible fibre structure. This also results in reduced carbon footprint and reduced weight, providing a naturally different, sustainable and authentic package that meets demands from growing trends in ethical, ecological and organic products.



The Pure-Pak® carton with Natural Brown Board for fresh products has been launched by global leading brand Arla across European markets, and is today is also on shelf in the Baltics, Iceland and for a range of brands in Germany.

“The fresh Pure-Pak® carton with Natural Brown Board is a success story which we now follow up with the launch of an aseptic solution,” says Paul Sweeting, Director Strategic Marketing & Product Management. “Across all our markets, our customers demand more differentiation and innovation. The natural look and feel of the Natural Brown Board has been shown to boost brand value, and products with sustainable packaging are simply more credible for the consumer and are more distinctive on the shelf.”

The development of the aseptic Pure-Pak® cartons with

Natural Brown Board commenced in June 2018, and was completed in record time for commercial launch in October, with first cartons launched by Zumosol in Spain in November.

“This was a new record for achieving aseptic qualification due to outstanding contribution and collaboration to the technical challenge from across multifunctional teams in Elopak,” adds Johanne. “The most important part for this latest development was to achieve the same natural feeling and printing capabilities as the fresh carton, to enable our aseptic customers to maximize the branding and stand out possibilities in ever changing markets.”

As with all Pure-Pak® cartons, the aseptic Natural Brown Board is fully recyclable through the existing collection,



For further information about the portfolio of Pure-Pak® cartons with Natural Brown Board please go to www.naturallypurepak.com.

"Our objective was to transfer the success in the fresh market to new sectors with the technical and commercial release of Natural Brown Board aseptic," explains Johanne Ramdal, Project Leader.

development and improvements to innovations, testing is taking place by Elopak of new carton sizes, barriers and features for the Natural Brown Board.

Elopak's Director Environment Marianne Groven says: "Elopak has a continuous focus on developing and offering products with an improved environmental profile. The Natural Brown Board is a good example in this respect. With this latest launch Elopak is expanding our portfolio, enabling added value UHT milk and ambient juice products, plus new emerging aseptic markets, in order to be sustainable, authentic and naturally different".

The new aseptic Pure-Pak® cartons with Natural Brown Board can be applied to Elopak's existing aseptic filling technology. Elopak's E-PS120A filling machine enables both dairy and fruit juice companies to efficiently fill low and high pH products.

Depending on the product specification, up to 12,000 packs per hour can be filled on the new machine. The machine allows filling of up to three sizes, it provides quick and easy change of designs and volumes. The modular design promises maximum efficiency in installation, sales and maintenance.

sorting and recycling facilities. The new cartons are CarbonNeutral®, certified in accordance to Forest Stewardship Council™ (FSC™) requirements and made with board from responsibly managed forests and other controlled sources. (FSC license code FSC™ C081801)

"The CO₂ emissions of the packaging material are neutralised using selected, certified climate protection projects outside our value chain," explains Paul Sweeting. "One more contribution to the already sustainable beverage carton, enabling our customers to further increase the environmental benefits of their packaging,"

The aseptic Pure-Pak® carton will be available in the sizes 1000 ml, 750 ml and 500 ml and runs on the E-PS120A aseptic filling machine. As part of continuous

UK Recycling Day sparked topical industry debate

Elopak UK joined together this September with the Alliance for Beverage Cartons and the Environment (ACE UK) to co-host a special Environmental Day for customers.

The day was organised by Martin Shaw, Market Unit Manager, UK & Ireland, and included a visit to the SONOCO Recycling Plant hosted by ACE UK. Elopak is a founder member of ACE UK, the beverage carton industry's environmental body, which delivers the industry's recycling programme.

Delegates included many of the UK & Ireland's key customers including CREDITON Dairy, Princes Soft Drinks, Sunmagic Juices, St. Helen's Farm, Refresco, Hain Daniels Group, Dales Dairy and P. Mulrine & Sons. Visitors were welcomed by Elopak colleagues and an exhibition of Elopak's latest Environmental developments for its customers organised by Marina Bortoletto, Marketing Director for South Europe, including the most recent Natural Brown Board and CarbonNeutral® cartons to be launched.

The agenda included an introduction from Martin Shaw and Commercial Director UK and Ireland, Kees Geelhoedt.



Their overview highlighted the Elopak Mission including 'preserving the world's resources in a healthy, safe and sustainable manner' and focussed on Elopak's key environmental milestones so far with promotion of recycling, becoming a CarbonNeutral® company, and developing sustainable packages.

"With current high-profile issues, it was important to inform customers of the situation right now for recycling in the UK, and how recent Elopak developments such as renewable PE, waste saving features and carbon neutrality is further improving the carton's environmental profile," said Martin Shaw.

Topical debate was sparked by an in-depth and interactive presentation by Specialist Manager Environment, Elisa Gasperini focussing on the role of packaging on the environment, and Elopak's environmental offer. Elisa highlighted the difficult key facts including 60% of Plastic Waste in EU is attributable to the packaging industry, and 8.8 million metric tons of plastic waste are dumped in the world's oceans each year. Elisa also asked the question 'do we need packaging at all?'

"By asking this question we are drawn to discuss the benefits of food packaging such as preserving food quality and convenience, alongside the huge global concern over food waste. This leads to the overall answer that yes, we need food packaging, but we must manage the impact packaging has on nature through the use of renewable, low carbon packaging material and by ensuring packaging is collected and recycled," adds Elisa.

Everyone took part in a visit to the SONOCO Recycling plant, the first carton beverage recycling facility in the UK. Before the visit, CEO of ACE UK, Richard Hands presented



The Elopak team hosting the UK Recycling Day (l-r): Martin Shaw, Market Unit Manager, UK & Ireland; Elisa Gasperini, Specialist Manager Environment; Noëlla de Cock, Key Account Manager, Global Accounts; Marina Bortoletto, Marketing Director, South Europe; Kees Geelhoedt, Commercial Director UK & Ireland.

the history and development of the plant, plus an overview of the current and future landscape for recycling across the UK and Europe.

To end the day, Marina Bortoletto Marketing Director from Elopak, Spain presented recent customer case studies of our latest environmental developments. Her presentation also focussed on how sustainability can be positive for brands and finished by looking to the future of sustainable packaging, beyond the complexity and the regulations, towards brand equity, differentiation and sales.

"This was a significant event, not least because of the number of key customers who joined, but to generate debate around the critical issues in our industry including sustainable materials, recycling, packaging and plastic waste," said Kees Geelhoedt. "The interaction, questions and debate that arose during the day confirmed the interest from our customers and moved discussions forward."

What our customers said:

"These were important discussions to have. Figures such as ACE's goal to increase kerbside collection from 67% to 75% are very important as we have a high percentage of product packaging. Volume needs to be increased, and collection needs to be made compulsory with authorities or the industry won't want to invest in technology. This is now more prevalent following China's ban on importing mixed paper and plastic," adds Edward Giles, Buyer, Hain Daniels Group.

"There is nothing like seeing it," added Tim Smiddy, Managing Director of Crediton Dairy about the recycling plant tour by ACE UK. "There is a lack of understanding and almost fear in the industry, but it was very positive to see the process first hand and how actually straight-forward it is. Going forward we as an industry need to educate and communicate, simplify the message and deal with the challenge of changing the infrastructure to develop both collections and technology."



For more information contact Elisa Gasperini at Elopak Group Headquarters in Norway



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www.elopak.com

Dutch beverage cartons will be fully recycled from 2019 onwards

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HEDRA, the Dutch beverage carton trade association, has good news. From 2019 beverage cartons in The Netherlands will be fully recycled!

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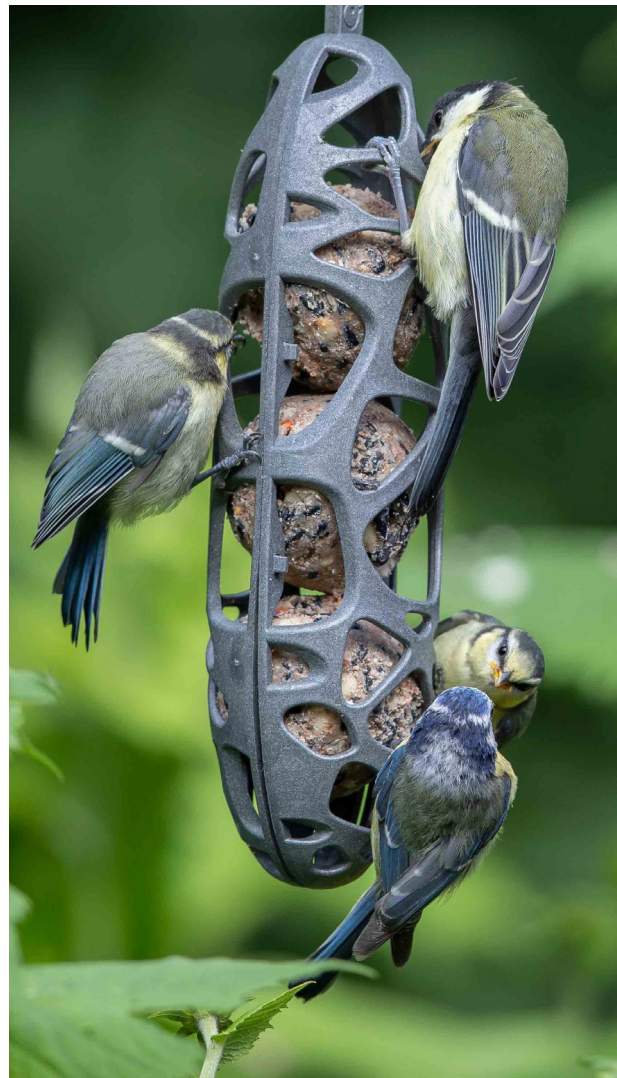
In addition to the high-quality paper fibers in the cartons, which are a very popular secondary raw material for the paper-processing industry, the carton's closures and coatings will now also be recycled.

Using a new technology, plastic and aluminum from beverage cartons are processed into granulate, which is reused in the plastics processing industry. Injection molding technology is used to make gravel grids, plug boxes and bird feed containers. The Bird feeder 'Hello Sam' is a good example of this.

The installation was developed by Recon Polymers in Roosendaal and has a capacity of 5000 tons. It supplies two streams: the material of the closures (HDPE) which is a high quality raw material for the plastics processing industry, and the material of the coating (LDPE and aluminum) of which the granulate is made.

The Poly/Al recycling facility will begin commercial production in early 2019. The installation will process the Poly/Al material from WEPA, the Dutch beverage carton recycling plant in Swalmen (Roermond).

"This is a significant step for our industry and represents a game changer for beverage carton recycling," says Inge Eggermont, Elopak's Environment & Public Affairs



"This is a significant step for our industry and represents a game changer for beverage carton recycling," says Inge Eggermont, Elopak's Environment & Public Affairs Manager.

Manager. "Other countries have shown interest in this process, and the installation is a show case for the future of recycling across all industry sectors and will hopefully lead to further investments across Europe and beyond."



For more information contact Inge Eggermont, Elopak's Environment & Public Affairs Manager, in the Netherlands



inge.eggermont@elopak.com



www.hedra.nl



Ill. foto

Grådö expands dairy with latest new generation, flexible filling technology

Following its 2015 dairy upgrade with the world's first flexible, new generation Shikoku filling machines from Elopak – Grådö Mejeri dairy in Sweden will now be the first to install the new rectangular family size machine in the Flex range.

The installation of the new filling line with closure applicator takes place in November and continues the dairy's major production upgrade and modernization which began in 2014.

With this latest expansion to its Flex machine series, Elopak enables customers to diversify their ranges into family sized 1.5 litres products. "This upgrade enables Grådö Mejeri to achieve higher volumes for both fresh milk and ESL products, and the dairy will continue with its production development with additional machines in the next 2-3 years," explains Key Account Manager, Elopak Sweden, Jörgen Björnson.

This latest machine, as with the entire Flex series, is a result of a collaboration with Elopak's long-time business partner Shikoku Kakoki in Japan. It has been developed with Ultra-Clean hygienic features and high efficiency standards, and as with all the Flex machines features the embedded data capturing system (ELOEE*).

"The new machine has the flexibility of fast conversion between sizes and formats, with a company design for reduced footprint. Thereby it is providing the production flexibility and efficiency required to be competitive in fast moving markets," says Jörgen Björnson. "ELOEE* provides daily reports of data on the machines operation enabling better communication and management of performance."

The new Flex machine will fill fresh milk and ESL milk in 1.5 litre Pure-Pak® cartons.

*ELOEE Elopak Line Overall Equipment Effectiveness.



For more information contact Key Account Manager Jörgen Björnson at our office in Sweden



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www.elopak.com



TAILOR-MADE FOR CUSTOMERS

– Elopak develops new technical services products

Using decades of Elopak Technical Services (ETS) experience supporting our customers with filling machine and packaging technology, Elopak has introduced a new range of Technical Services products.

“Through working with customers, we are constantly developing and upgrading technology. Using this extensive experience and resulting business intelligence, we have created a range of new technical services products,” explains Gustavo Fernandez, Product Manager Service.

The new products are a range of technical upgrades, modifications or developments on existing Elopak filling line technology. Each is documented with a leaflet, detailing specific upgrade or technical developments, plus the key benefits including down time and return of investment (ROI) simulation, as each customer is different and values can vary. Each product has been developed from an existing real live business case for a customer – and can now be offered to other customers as part of their tailor-made technical services.

“Because they have already been successfully delivered to customers, these services are defined by Total Productive Maintenance methodology and can therefore be applied to other customer’s requirements,” adds Gustavo.

“Every customer is different, and we always start with understanding specific customer needs,” says Gustavo. “We ask – what is driving this customer? Do they want more product capacity? Or do they want to be more competitive? By liaising with the local market unit team we look for the main value drivers of each customer.”

Each new product is placed within key classifications related to these customer value drivers which are: Productivity, Quality, Cost, Delivery, Safety, Morale and Environment. Most of our new products have the leaflet and ROI simulation ready, the rest will be available in the upcoming weeks. This new service offering is a main driver for ETS which is continuously developing products to enhance customer’s operations

“The leaflet for each new product stipulates which value drivers it provides. Therefore, we can pick products and create a package that fits the needs for each new customer case, or we develop a new upgrade, solution or development which then becomes a new product itself.

“Because we are constantly moving technology and systems forward, our range of products available through ETS continue to grow, expanding opportunities for customers,” says Gustavo.

X-Ray Partnership Programme – be best in class

Also delivered by Elopak technical services, is the Elopak X-Ray Partnership programme. This service supports customers to reach operational excellence with sustainable improvements, through a Total Productive Maintenance (TPM) approach.

“The X-Ray programme provides an opportunity to improve and how to become best-in-class,” explains Gustavo. “Markets are becoming more aggressive and our customers need to be more cost effective to succeed.”

The programme involves a multidisciplinary team from Elopak working with the customer to generate a 360° overview of daily operations across four areas: filling machines, equipment, processes and people.

“The process, which includes a benchmarking audit against peers, will identify potential value chain helping customers optimize cost structures and quality of the end product,” adds Gustavo. “We present a detailed report including strengths and weaknesses of quality, maintenance and operations, plus a tailor-made improvement programme. The service can be adapted for any customer or any size and location, from key global accounts to smaller regional producers.”



For more information please contact product manager Gustavo Fernandez at our filling machine manufacturing plant in Mönchengladbach, Germany; or speak to your Local Service Representative.



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www.elopak.com

Zumosol switches from plastic bottles to sustainable beverage cartons

FIRST ASEPTIC PURE-PAK® CARTONS WITH NATURAL BROWN BOARD ON THE MARKET

Zumosol in Spain has re-launched its organic juices in 1 litre aseptic Pure-Pak® Sense cartons with Natural Brown Board. In a switch from plastic packaging, the premium juice manufacturer found the new more natural and sustainable cartons a perfect fit for its organic portfolio.

First launched in December 2017, in plastic bottles the Zumosol range of three organic juices, are now being relaunched in cartons with Natural Brown Board. The aseptic Pure-Pak® cartons have one less layer and thereby retain the natural brown colour of the wood fibres which gives a visible fibre structure. This also results in reduced carbon footprint and reduced weight, providing a naturally different, sustainable and authentic package that meets demands from growing trends in ethical, ecological and organic products.

“Our ecological range is made entirely from organic crops, with both ingredients and process adhering to the highest standards of respect for the environment. As one of the leading brands in the Spanish market, we are constantly looking to improve the sustainability of our products,” explains Laura Rueda from Zumosol. “The new carton

has the natural look and its clear benefits for the environment that supports organic values, provides outstanding differentiation on shelf and strengthens the Zumosol brand commitment to sustainability.”

The new cartons are CarbonNeutral®, certified in accordance to Forest Stewardship Council™ (FSC™) requirements and made with board from responsibly managed forests and other controlled sources. (FSC license code FSC™ C081801) As with all Pure-Pak® cartons, the Natural Brown Board is fully recyclable through the existing collection, sorting and recycling facilities.

“We have seen an increased awareness in the market of sustainable packaging, leading to a demand for more environmental solutions,” adds Marina Bortoletto, Elopak’s Marketing Manager for South Europe. “We believe that

About Zumosol:

Zumosol belongs to Zumos Palma, part of the multinational Toksöz Group, which is present in over twenty countries, and which has one clear goal: to create products which we would choose, without hesitation, for the people we love. Products that make us feel good, feel more alive, and be more open to enjoyment. The brand has more than 20 years of experience, more than 100 employees and on sale at more than 25,000 locations.

Both Toksöz and Zumosol share quality, health and sustainability as markers of their identity. This is why the Group chose juices based on a sustainable and healthy philosophy, which also applies to other food categories, such as chocolate and ice cream.

With a capacity to process 150 millions of kilos of citrus fruit a year – that's as much as 10% of the European imports of orange juice, the brand is committed to the environment and its local area.



“We have seen an increased awareness in the market of sustainable packaging....”

from the market feedback this is a good solution which is sustainable from the inside – to the outside.”

The new cartons will soon be on shelves for Zumosol

nationally in Spain across all key supermarkets. The organic range features Orange, mango orange, red-fruits varieties packaged in 1 litre Pure-Pak® Sense cartons with Natural Brown Board.



For more information take contact with Marina Bortoletto at our office in Spain



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www.zumosol.com

Pure-Pak® Sense aseptic cartons for UHT milk in Austria

Berglandmilch Austria has re-launched its Schärddinger Formil UHT milk in 1 litre and 500 ml Pure-Pak® Sense aseptic cartons with Linea corner panel in May 2018.



Formil, the best known UHT brand in Austria, is now on shelf nationwide in the new cartons following an investment by the dairy in Elopak aseptic filling technology. Elopak worked with Berglandmilch to install the E-PS120A machine alongside downstream and upstream modifications including a new tray packer, conveyor and buffer system.

Products were launched across western Austria and then rolled out nationwide, including Schärddinger Formil UHT whole, skimmed and semi-skimmed milk plus semi-skimmed lactose-free milk. The company will begin exporting Formil products in Pure-Pak® Sense aseptic cartons in 2019. The new pack provides key standout and USP as the first gable top carton for UHT milk in the country, which has only 4 dairies producing UHT milk products.

“Through the installation of the Pure-Pak® Aseptic filling machine, Berglandmilch Austria was able to switch from competitor cartons to the Pure-Pak® Sense aseptic cartons,” explains Michael Gscheider, Market Unit Manager Elopak Austria. “We have a long relationship with Berglandmilch in the fresh milk sector, which includes extensive experience with Elopak technical services. Therefore our team was able to perform to Berglandmilch requirements and had their trust to deliver what we promised.”

Elopak partnered to identify suppliers of downstream compatible systems giving Berglandmilch the confidence that the systems would fit together.



OAT & MILK DRINK - The perfect morning milk

This September saw the launch a brand new Oat & Milk product also in Pure-Pak® Sense aseptic cartons with Linea corner panel. This latest product launches Berglandmilch’s entry into the growing plant-based sector.



For more information contact our Market Unit Manager in Austria, Michael Gscheider



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www.berglandmilch.at

Delta brings the world of milk to life with love

Augmented reality promotion and 'glass full of love' campaign supports launch of Pure-Pak® Sense cartons.

DELTA FOODS, the No. 1 Greek Dairy producer, has launched its fresh milk 7 days range in 1 litre Pure-Pak® Sense cartons. The leading food company in Greece was looking to lift and differentiate its products with the new package it calls the 'Eco-Fresh Pack®'.

Delta's promotion for the launch of the new-look cartons, features an Augmented reality icon on the carton. Consumers can open the icon by using the Shazam App on a smartphone to see the HEART design on the cartons come alive as a dairy pasture scene featuring birds, cows and glasses of milk.

"For Delta, the Pure-Pak® Sense carton was the right package at the right time, to provide differentiation and stand-out for the busy and demanding fresh milk market," says Thanos Theodoratos, Elopak's Manager Market Unit, Greece. "The Augmented Reality on-pack promotion appeals to the younger generation creating more connection with nature friendly DELTA brand."

The easy-fold feature of the Pure-Pak® Sense carton enables easier disposal, and encourages recycling. "These



sustainable features, and that the cartons are Forest Stewardship Council™ (FSC™) certified inspired us to call our carton the 'Eco-Fresh Pack®', says Tina Exarchou, Marketing Manager, Delta Dairy. "This is one of our most successful re-launches for many years with consumers really identifying with the new more environmental pack."

Delta supported the new carton launch with with a new TV campaign with the slogan "a glass full of love" which presents the hidden protagonist of every child's effort and success, their mother, with two real stories. The starring characters are real mothers, not actors: Sofia Petrounia, mother of the Olympic gold medal winner Lefteris Petrounias, and Maria Karyanou, mother of quadruplet girls who all four succeeded in the exams for the Greek Universities at the same time. Both TVCs highlight the care which is embedded in Delta Fresh Milk, through the use of the mother's character, always on our side.

"This is one of our most successful re-launches for many years with consumers really identifying with the new more environmental pack."



For more information contact our partner in Greece, Thanos Theodoratos



ant@tft.gr



www.delta.gr or www.youtube.com/watch?v=D22HPHs95Ik



ABOUT RØROSMEIERIET

Rørosmeieriet as was founded on January 5, 2001. It is the only organic independent dairy in Norway and has experienced steady growth to take organic dairy from 'niche to volume' in Norway.

The company produces high quality products, originating in rich food traditions from the Røros district. Rørosmeieriet aims to be Norway's premier organic dairy and is expanding and building its Røros site with new lines, supported by Elopak. Opening in 2019, the new plant will be a showcase dairy for Norway and for organic dairy product in Europe.

The Røros organic product range includes: Lactose Free low-fat milk, milk and cream, sour milk, Sour cream, Cheese, Yoghurt and Kernemjolk.

FOTO: GEIR FODEN

Røros first with Natural Brown Board in Norway

Rørosmeieriet Dairy announces the launch of its fresh organic milk in Pure-Pak® cartons with Natural Brown Board. Røros is the first Norwegian dairy to launch the new cartons.

"For over three years, we have carried out several steps to obtain more sustainable carton packaging and to be in the forefront of this industry," says Trond V. Lund, Dairy Manager, Rørosmeieriet Dairy. In 2016, Røros, was the first company, to introduce Pure-Pak® cartons with renewable PE made from wood residue. This means that both the carton's PE and closures are made with resources that would otherwise have gone to waste.

40% LOWER CARBON FOOTPRINT

By 2017, Røros had introduced lighter board reducing its material consumption. "With these sustainable milestones, we have, in cooperation with Rørosmeieriet, actually reduced the carbon footprint on their cartons by 40% since 2016," said Andreas Weselka, Key Account Manager, Elopak Norway.

With this latest launch of Pure-Pak® cartons with Natural Brown Board, Røros further improves the sustainability of its packaging. The cartons have one less layer and thereby retain the natural brown colour of the wood fibres which gives a visible fibre structure. This also results in reduced carbon footprint and reduced weight, providing a naturally different, sustainable and authentic package that meets demands from growing trends in ethical, ecological and organic products. "They cost a little more,

but we cannot afford not using this possibility to become even more sustainable," adds Trond V. Lund.

NORWAY'S MOST SUSTAINABLE

Rørosmeieriet Dairy debuted in a first place in the food industry during this year's Sustainable Brand award. Sustainable Brand Index is the Nordic region's largest brand study in sustainability. The survey is based on feedback from more than 6200 Norwegian consumers.

Rørosmeieriet's vision is "In line with nature" and the dairy based in the mountain region of Southern Norway, aims to be Norway's premier organic dairy. "When we change something, we want to contribute to more sustainability every time," said Trond V. Lund.



"HELMJØLK" FIRST OUT

Helmjølke from Rørosmeieriet will be the first product launched in Norway in 1 litre Pure-Pak® cartons with Natural Brown Board in December. "We hope that this will be well received by our customers," said Trond V. Lund. "The cartons are thinner, but the quality of the products will be just as good as before," concludes Trond V. Lund.



For more information contact Andreas Weselka at Market Unit office in Norway



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www.rorosmeieriet.no

Fresh milk goes back into cartons in UK with a2 Milk™

a2 Milk™ UK has ditched plastic bottles and switched to recyclable cartons. The cartons are made with FSC™ (Forest Stewardship Council) certified materials, are ISCC (International Sustainability & Carton Certification) certified and are also CarbonNeutral®.



a2 Milk™ UK has ditched plastic bottles and switched to recyclable cartons.

The a2 Milk™ Company has launched its fresh milk brand in 1 litre Pure-Pak® cartons in the UK, as part of a major new processing deal with Elopak customer Crediton Dairy. Tim Smiddy, Managing Director of Crediton Dairy spoke to Elotalk about this significant launch in UK fresh milk market which has been dominated by plastic packaging for decades, with millions of bottles disposed of daily.

“With the heightened awareness around plastic packaging waste we are seeing a lot of interest in switching from bottles to cartons,” says Tim Smiddy. “a2 Milk™ wanted to optimise the messaging of the product through the sustainability of the cartons, therefore they specified that all materials used must be sustainable with all renewable PE.”

Crediton used existing Elopak ESL filling technology for a2 Milk™, with products launched onto shelves in the UK at the end of September across all key supermarkets.

Natural a2 Milk™ comes from selected cows that produce milk containing only the A2 beta casein protein type and is free from the A1 protein present in conventional milk. Originally all domesticated cows produced milk with only the A2 beta casein protein type. Following domestication of cows, the A1 protein type emerged and spread through modern farming methods. Today, all conventional cows’ milk contains a mix of A1 and A2 protein types. Now a2 Milk™ is bringing back original milk which is more easily digested and as the company says – completely natural, the way milk is meant to be.

The launch in the UK is a turning point for fresh milk both in terms of the packaging and the product itself and reflects the a2 Milk™ Company’s significant success globally. In Australia a2 Milk™ is a mainstream product despite a high premium and has a ~10% value share¹ of the fresh milk market in grocery. Recently also launched in the USA the product has distribution coast to coast in over 6,000 stores. The a2 Milk™ company was named one of 2018’s Top 10 Most Innovative Companies in Food by US-based business magazine Fast Company.²



Gable top cartons are already used in the UK’s fresh dairy cabinet for flavoured milks, and non-dairy products such as soy, rice and oat milks, but this is the first white fresh milk product to move into cartons.

“This is the most value-added milk in cartons on the UK supermarket shelves and gives consumers more options and alternatives to standard cow’s milk,” adds Tim Smiddy. “With consumers becoming more enlightened to packaging sustainability and its environmental impact, the new carton is responding to a rising expectation for more sustainable and recyclable packaging. We expect to see a gradual shift of more products in the dairy sector moving away from plastic packaging to cartons.”

“Elopak contributed a vast amount of input for the launch of a2 Milk™ and helped us to develop the most sustainable carton possible, and they will continue to work in partnership with us for further expansion of the a2 Milk™ range in the UK,” adds Tim Smiddy.

“We have always been a pioneer and the introduction of our new sustainable cartons in the UK is another first,” said Simon Hennessy, a2 Milk™ Company General Manager for International Development.

All a2 Milk™ products naturally contain the A2 protein, sourced from farms in the North West, Shropshire and Cheshire and are completely free from the A1 protein type.

SOURCES:

1. Aztec Australian Grocery and Pharmacy Scan value share 12 months ending 30/06/18.
2. www.fastcompany.com/most-innovative-companies/2018/sectors/food



For more information contact Martin Shaw at our office in UK



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a2milk.co.uk and www.creditondairy.co.uk

Season's GREETINGS



**World
BEVERAGE
Innovation
Awards**
**2018
WINNER**

“Carton Packaging at its best”

Elopak is delighted to announce that it has won a World Beverage Innovation Award, scooping the Best Carton/Pouch category at the 2018 awards held in association with BrauBeviale.

The awards celebrate and recognise excellence and innovation across the global beverage industry. The winners were announced at a special awards ceremony at BrauBeviale on 14 November 2018, with Elopak announced as the winner of the Best Carton award.

Judges commented on Elopak’s winning entry: “Carton packaging at its best.” Judges also said: “I love that the product highlights its natural and sustainable packaging elements. It’s clear that these are core to the brand’s values.”

Collecting the award for Elopak was Paul Sweeting: “I am delighted to accept this award recognising Pure-Pak® with Natural Brown Board as the best carton innovation. It is a result of excellent teamwork between colleagues in Purchasing, Material Development, Technical & Sales functions as well as with our suppliers and customers. Elopak will continue to develop sustainable products and bring new packaging solutions to our customers – such as the aseptic version of Pure-Pak® which is just going onto supermarket shelves.”



Paul Sweeting, Director Strategic Marketing & Product Management

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