

#2

NEWS AND VIEWS FROM ELOPAK'S WORLD OF PACKAGING

ELOTALK



Content

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Naturmælk invests

Independent dairy, Naturmælk has re-launched its organic dairy products in new cartons after the investment of three new Shikoku flex machines and a mini machine for school milks.

Installed in 2019 across its two sites in Denmark, all machines are now fully operational, and Naturmælk has introduced its vast range of milk, yogurt, buttermilk, and cream varieties in Pure-Pak® cartons with Natural Brown Board, and Mini Pure-Pak® cartons.

Naturmælk was established as an organic cooperative dairy in 1994 and was a dream come true for farmers in Denmark hoping to produce more organic and ecologically friendly produce.

“We are a small, yet ambitious dairy owned by our suppliers with a vision to deliver the healthiest milk on the market with great quality,” says Leif Friis Jørgensen, Director of Naturmælk. “Today, we continue to see ourselves as a small innovative organic and biodynamic dairy – which every day makes the greatest effort with both love and good craftsmanship to produce quality products that taste great.”

A total of 84 different products are now filled in 500ml and 1-liter Pure-Pak® cartons with Natural Brown Board, and Mini Pure-Pak® cartons.

“The Natural Brown Board cartons enrich the organic values of our dairy products which are processed gently and slowly to maintain the natural goodness and taste,” adds Leif.



Centre of innovation

What is it like to have the "Best Job in the World" for 25 years?

Elisabeth Olsen, Laboratory Manager explains how COVID-19 challenges are just the "every day" for her and her team in Elopak's Innovation Center, and why on her first day she knew she had 'The best job in the world'.

On her first day working for Elopak in 1993, Elisabeth Olsen travelled to Denmark as part of a collaboration with APV, a producer of processing equipment for the food industry.

"We were testing the hygiene performance for Pure-Lac milk with extended shelf life (ESL) and great taste freshness on our first ESL filling machine," explains Elisabeth. "It was exciting and interesting, with great colleagues. After my first day, I felt that I had the best job in the world. Today I feel the same, and I am still learning so much every day."


ENSURING SAFETY AND QUALITY

The Food and Material Laboratory is part of the System Validation Department headed by Gunnar Rysstad,

Director System Validation. It provides a wide range of analytical testing for research and development projects, and customer claims and technical support. The team performs tests using a wide range of instruments on various types of materials and packaging, as well as on products filled in cartons. The tests are to ensure safe products of high quality throughout the whole supply chain.

FOOD MICROBIOLOGY

The microbiology laboratory is equipped for the microbiological investigation of food, packages and filling machines. "For example, if a customer has a hygiene problem, they can send samples of contaminated/spoiled products to the laboratory so we can identify the microorganisms that are causing the contamination. Certain groups of microorganisms are indicative of certain sources of contamination. Through the identification of microorganisms, we may be able to detect routes and sources of contamination," explains Elisabeth.



**"The team performs tests
using a wide range of
instruments on various
types of materials
and packaging..."**

About Elisabeth Olsen:

Before joining Elopak 25 years ago, Elisabeth obtained a degree in Food Technology from Trondheim University. In her first role as Laboratory Engineer, Elisabeth worked in the lab performing product analysis, and on projects to improve the hygiene of filling machines. For a brief period, Elisabeth also worked on converter hygiene at Elopak's converter plants. This role involved visiting the plants, establishing hygiene procedures, and helping to ensure compliance with FDA regulations. Today, Elisabeth is the manager of three labs in the Spikkestad Innovation Center: the microbiology, chemistry, and materials laboratories. Working with her is a team of ten laboratory engineers, who between them are responsible for the application of 160 analytical methods.

FOOD CHEMISTRY

Another valuable service Elisabeth and her team provide is shelf-life studies performed in the chemistry laboratory. "Different barriers are needed to protect various types of beverage products. The most common effects studied are the effect of oxygen and/or light," she explains.

The team performs shelf-life studies on both juice and milk products. The products can be processed, filled, stored in the test center at Spikkestad and analyzed during the shelf-life period. Orange juice is known to be extremely sensitive to oxygen and is the most often used test medium. "Vitamin C models for the ambient and chilled distribution of orange juice have been developed, based on the many shelf-life tests performed," explains Elisabeth.

"The most challenging liquid food product to fill and store in our packaging is, in my opinion, oil. Carton integrity issues will cause very visible raw edge penetration of oil in the paperboard, causing the carton to lose its strength. The oil is also susceptible to oxidation and will become rancid in contact with oxygen," says Elisabeth.

The evaluation of suitability of the packaging and filling of new products covers the analysis of foamability/stability, rheological measurements, product, and package interactions etc. "For instance, pineapple juice can be a challenge to fill since it can create a lot of foam and cause top-sealing problems and carton integrity issues," continues Elisabeth.

"That is our role here, to try to make it possible for our customers to fill products they want to develop. As product variants become more and more challenging, this service becomes ever more important," adds Elisabeth.

PACKAGING MATERIAL ANALYSIS AND PERFORMANCE TESTING

The goal is to use minimal packaging material, but at the same time maintain the product quality during the whole supply chain. "We need to identify the strengths and weaknesses of our packaging material. We offer dif-



ferent types of material analyses of barrier properties, determination of board properties and polymer evaluation. If our packaging is not designed to last a long trip on a bumpy road, in high humidity and temperatures, we will lose money and customer reputation,” confirms Elisabeth.

The team uses Elopak’s vibration testing equipment to simulate distribution methods for filled packages distributed on truck or rail. Two hours on the vibration table corresponds to 1000 km on a bumpy road on a truck.

COVID 19: HYGIENE IS OUR DISCIPLINE

“We can’t do our laboratory work from home, of course, but hygiene is our discipline, so it has been easy for us to adopt new measures during the Coronavirus crisis. In the laboratory we follow the rule to keep 1 m distance. In addition, we keep 2 m distance when we work together for more than 15 minutes. If someone in the laboratory get covid-19 infection it is not necessary to place the laboratory staff in quarantine. We have also the possibility to use facemask when it is not possible to follow the social distance rule. As a team, we have a strong attitude of continued motivation to give support to our projects and customers. Still, at the same time we are committed to staying healthy so that we can continue our work,” confirms Elisabeth.

“During the pandemic, we knew that if just one of us was ill in the lab, then we may all have to be quarantined, so we took no risks with our health. We have a strict hand hygiene protocol, and we sterilize every surface before we start work. We disinfect all equipment, instruments, and computers with 70% ethanol before and after work. However, during the crisis, we split our time 50/50 with home working.”

All reporting is done from home, to avoid having too many people in the labs at one time. “We are lucky that we can combine lab work with the home office. We have the best of both worlds.”

WHAT IS YOUR GREATEST ACHIEVEMENT?

My team – “The most pride I have with my work today is my team. The whole team work very well together, and everyone has clear responsibilities. We are confident in each other, and we share the knowledge to make us better. I would say it is a very motivated team. Teamwork makes the Dreamwork ...” concludes Elisabeth Olsen.



CLUN expands new Clesa Bienatur UHT range with two enhanced UHT milks

The protein-enhanced milk is a skimmed, lactose-free drink for consumers who struggle to digest dairy, with added 15g of protein and 450mg of calcium per 250ml milk glass. For consumers who want reduced fat and added nutrition, there is a new fiber-enhanced milk product. With high fiber content, the semi-skimmed milk has added vitamins A, D, E plus Folic Acid to support a healthy lifestyle.

These two new dairy recipes for its expand-

ing UHT range follow the launch in January 2020 of its Clesa Bienatur UHT milk, made from 100% Galician milk certified in Animal Welfare™ by AENOR.

The new Clesa Bienatur milks marked a return for the Clesa brand to the UHT milk market with an innovative packaging design to represent the brand's quality guarantee. The range includes whole, semi-skimmed and skimmed milk plus lactose-free milk, both skimmed and semi-skimmed.



About Clun:

CLUN cooperative has some major strategic objectives that contribute to the sustainability of dairy production: integration of financial technical services to achieve greater efficiency in production costs; optimising supplies; and adding volume to improve the value chain and contribute to its structure. CLUN markets the best dairy products in Galicia under the Feiraco, Única, and Clesa brands.

Cooperativas Lácteas Unidas (Clun) has launched two more new products for its Clesa Bienatur UHT range. In May 2020, both protein-enhanced and fiber-enhanced milk were introduced, bringing more choice for the growing number of Spanish consumers who want extra health benefits from dairy products.

The new Clesa Bienatur milks marked a return for the Clesa brand to the UHT milk market with an innovative packaging design to represent the brand's quality guarantee. The range includes whole, semi-skimmed and skimmed milk plus lactose-free milk, both skimmed and semi-skimmed.

To ensure convenience and a better consumer experience, and to reduce its environmental impact, Clun chooses Pure-Pak® Aseptic cartons with CarbonNeutral® certification. This certification guarantees that all CO₂ emissions related to the manufacture of this carton have been neutralized to zero by supporting verified emission

reduction projects. The cartons are certified according to the standards of the Forest Stewardship Council™ and is made only from well managed forests and other controlled sources*.

The new ranges of UHT milk products are processed at the cooperative's factory in Ames in the Galician province of A Coruña. Available throughout Spain, initially through Carrefour hypermarkets.


The Clun group includes leading Spanish brands Feiraco, Única, and Clesa.

*The Forest Stewardship Council™(FSC™). FSC™ C081801. Look for FSC certified products – the mark of responsible forestry. www.fsc.org

Arla splashes down in plant- based market

with new brand and new carton





Arla Foods has entered the plant-based market with a new brand JÖRÐ, featuring three dairy alternative drinks in cartons.

Arla's Senior Innovation Manager, Vadim Smolenkin, spoke to Elotalk about the significance of the launch both to the company and the market.

"At Arla, we cater for all consumers," explains Vadim. "We see that 85-95% of consumers buy plant-based food alongside dairy products. On top of that, the vegan and vegetarian segments also continue to evolve. At Arla we produce products for everyone, dairy and non-dairy, to enjoy side by side."

"The new brand name JÖRÐ comes from Norse mythology"

The first three products under the new JÖRÐ brand have been introduced across Denmark and will be launched in the UK later this year, expanding to Sweden and other countries in 2021. Arla is introducing a range of dairy-free plant-based drinks featuring: JÖRÐ Oat, JÖRÐ Barley and JÖRÐ Hemp, presented in 1 liter Pure-Pak® Sense cartons with Natural Brown Board. All the new products are organic and contain only natural and Nordic ingredients.

The new brand name JÖRÐ comes from Norse mythology. JÖRÐ was a goddess who was the personification of Mother Nature. This 'mother earth' figure combines a focus on nature with Nordic ingredients – and so Arla's latest brand and category are born.

"The launch of JÖRÐ was a big decision, and was not possible without the commitment from our farmers and the highest levels of the company, plus investment in talent, technology, passion, and

resources," continues Vadim. "It was natural for Arla to enter this market, which is adjacent to the milk category. New products should be fascinating and interesting, and we know from research that taste and novelty are driving this category and that these three new varieties were winners."

"Oats are part of Nordic life and our Arla roots, and this fits into growing consumer interest in simplicity and naturalness," adds Vadim. "We have used only a handful of ingredients, and no 'nasties'. We make all three drinks with only organic and Nordic ingredients. JÖRÐ Oat is a pure oat drink with a fresh and pure taste of Nordic oats. JÖRÐ Hemp balances oats with the nuttiness of sustainable and healthy hemp and JÖRÐ Barley adds the sweetness of barley and brings a rediscovering of old ancient Nordic cuisine."

All of these new JÖRÐ products are made of only natural ingredients without preservatives and can be used in coffee and tea, porridge, smoothies, or consumed on their own as a cool summer drink.

Extensive consumer research and focus groups enabled Arla to identify the best recipes for the first JÖRÐ offerings and also the best package. "The Pure-Pak® Sense carton with Natural Brown Board beat all considered market alternatives in terms of visibility, communication, and engagement," says Vadim. "We wanted to turn away from what we see in the market in terms of brand positioning and establish a new fascinating brand that has its own point of view and brings aspiration in peoples' lives.

"The carton communicates the Nordic and natural values of JÖRÐ with its look and feel. It generates a warm, confident feeling with the consumer due to its responsibly sourced materials, sustainable design, and recyclability."

VIVAKS redesigns its Premium Juices



VIVAKS is the largest producer, and market leader in the North Macedonia region, famous for its high-quality natural fruit juices, nectars, drinks, syrups and natural fruit purees and fruit puree concentrates.

To maintain its market leadership, VIVAKS continually invests in state-of-the-art production lines, new technologies, and new, more convenient, and sustainable packaging.

VIVAKS maintains its market leadership by being up-to-date with the latest standards, technology, and trends worldwide. To mark its 25th anniversary at the end of 2019, VIVAKS has re-launched its premium VIVA brand juice products in Pure-Pak Sense® cartons. The new packaging is a further step for the company, introducing a new standard for the juice sector in Macedonia.

The premium VIVA brand ranks VIVAKS among the best world-renowned companies, and the new carton differentiates the brand with its ultra-modern design, new shape and functional features.

“Innovation and keeping in harmony with nature in everything that we do is our driving force since 1994 . Choosing Pure-Pak® Sense cartons for the rebranding of our Premium juice category was our first choice. ”

The carton's enhanced functionalities make it easier and more efficient to prepare it for

disposal and recycling. As an environmentally friendly company, it is important that this feature additionally contributes to less food waste, more effective and efficient waste management, simplified recycling and environmental protection,” says Mrs. Tanja Atanasova Manager of VIVAKS.

“For VIVAKS quality control is an essential in each phase of the production process, starting from careful selection of fruit plantations and food seeds, up to co-operation with our reliable packaging suppliers to provide the highest quality final product,” adds Mrs. Atanasova.

Since its beginnings, VIVAKS has invested in its production technology and developed new packaging formats that introduce a range of sizes and expanded its portfolio, which today includes natural juices, nectars, fruit drinks, sparkling juice drinks, ice tea, and syrups.

“The long-lasting success story of VIVAKS will continue in the years ahead while providing the high-quality products for its most demanding customers and keeping the leadership position on the market. The company will continue to follow and contribute to the world-leading trends in the industry and innovation in more sustainable packaging,” Gabor Pesztericz, Elopak's Market Unit Manager for the Macedonia region.



German team moves to green pastures

New premises renovated with inspiration and well-being in mind.

In July, our colleagues in Germany left their home of over 40 years in Speyer and moved to newly renovated premises designed with inspiration and wellbeing in mind.

Over 50 Elopak colleagues have now moved to Taylor Barracks, on Green Business Park situated to the north of Mannheim. The barracks were previously used as a facility for the military, and have now been transformed into Germany's greenest industrial park.

Situated just to the north of Mannheim city center, close to Frankfurt airport and just off the main highway, the offices are easily accessible. A new hotel planned to open soon in the complex will be ideal and convenient for visitors.

The complex provides much more





than office accommodation and has been renovated and developed using 30 tonnes of recycled materials. An innovative infiltration concept enables not a drop of rainwater to be lost within the site, which includes park and recreation space for staff and local residents where more than 400 new trees have been planted.

Elopak GmbH has now moved into one of the newly renovated office spaces designed to be inspiring, flexible, and comfortable for both staff and visitors. Over 50 colleagues from across Market Unit Germany, regional functions, sales and marketing, caps department and finance will enjoy the new surroundings both inside and out.

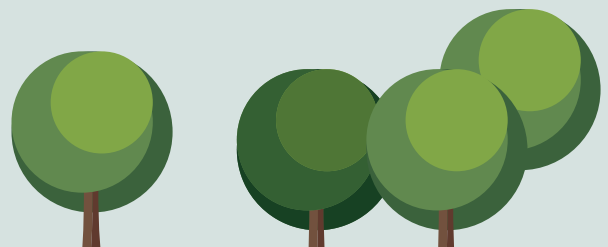
“Already colleagues are enjoying the green open space for exercise or more relaxed meetings,” explains Stephen Naumann, Executive Vice President Region Europe North & CIS, Elopak. “Both the offices and the green nature conservation surrounding area is good for physical and mental health. A planned new kindergarten will also offer added convenience to our staff and help a better work/life balance.”

The two-story offices have been decorated with the new Elopak colors and to enhance the natural light and spacious loft-like interior. Three meeting rooms are fitted with flexible furniture to fit any size of meeting, and there are more informal places within the offices for impromptu meetings or a quiet space when needed.

“All amenities have been thought of by the project team for the move,” adds Stephen. “The team has created an ideal working environment for everyone that is harmonious and comfortable. We look forward to welcoming visitors to our new home soon.”



The complex has been renovated and developed using 30 tonnes of recycled materials.





Consumers are the boss in Germany – and launch their milk!

Milk chosen by consumers through the pioneering initiative Du Bist Hier der Chef has been launched in Germany.



“Sales of the milk has been overwhelming with many stores running out after only two days”

Nicolas Barthelmé

Du bist hier der Chef! (You are the boss here!) was launched in 2019 featuring an online questionnaire for consumers to select product features such as origin, production process, compensation for farmers, quality and packaging.

This summer, the first product was launched from the initiative, a fresh milk that is gently processed to retain its natural, fresh and full bodied flavour. Chosen by the consumer through the online questionnaire, the milk is regionally produced and marketed fairly for the farmers, with animal welfare as a top priority.

Consumers decided that both the farming and milk processing stages should guarantee the conservation of nature, animal welfare and the biodiversity of the region, as well as making sure that farmers are paid a fair price.

“Sales of the milk has been overwhelming with many stores running out after only two days,” explains Nicolas

Barthelmé, who founded the German initiative. “The feedback and support from the retailers and the consumer, and the response from the media has been incredible to our first product.

The new consumer milk was launched in July in 1 liter Pure-Pak® cartons. “The milk is our first product for which we asked Elopak to be a partner and help us create the specific questions about packaging choices”, continues Nicolas Barthelmé. “The response has confirmed that it is important to consumers to have more choice about the products they buy, especially foods, including the demand for sustainable packaging.”


“Many thanks to everyone who made this a great start. The consumer milk has brought financial support to 13 farming families and has proven that if we collaborate we can decide what we put on the shelf together. Watch out for more products from Du bist hier der Chef!,” adds Nicolas Barthelmé.

90 years of milk love

celebrated by Schwarzwaldmilch

Elopak wishes one of its most established customers Schwarzwaldmilch, a very happy 90th Anniversary.





2020 is a year of celebration for Schwarzwaldmilch as it looks back on a history that has seen challenging times, changes in consumer tastes and demands, developments in technology, and, more recently, the rise of new dietary habits such as veganism.

On March 6, 1930, the dairy, then called Breisgau Milchzentrale GmbH, was founded by regional dairy farmers. In fact, the dairy can actually trace its beginnings to 1916 and Freiburger Milchhof GmbH, whose premises first housed Schwarzwaldmilch operations.

Later in the year 1930, the Milk Act (Reichsmilchgesetz) came into force in Germany with guidelines on the supply of hygienic milk and laid out the different milk varieties for the first time. By 1936, larger premises were necessary for the dairy to keep up with milk deliveries, which were, on average, 1.3 liter per cow per day.

Expansion of the dairy continued with increases in production until the filling of bottled milk was halted due to World War 2 and was not resumed until 1950. More legislation and developments in refrigeration science, quality processing, and packaging technology led to the first milk packaged in paperboard in 1957.

Schwarzwaldmilch was the first dairy in Germany to launch fresh milk products in a gable top carton with the Pure-Pak® carton introduced in 1969. The partnership with Elopak continued through the decades, and both companies worked to meet consumer demand for better quality and more varieties with numerous new product innovations launched.

Over the years the range of products in Pure-Pak® cartons was expanded, including the launch of milk with no genetic engineering in 2006 and pasture milk in 2009. More recently, Pure-Pak® cartons with Natural Brown Board were used to launch new organic hay milk in 2018. Other new products launched in the last few decades of development, growth, and innovation by Schwarzwaldmilch, include lactose-free milk in 2001. With its subsidiary Black Forest Nature GmbH, Schwarzwaldmilch is also meeting the vegan trend. Oat drinks were launched under the brand Velike! in March 2020, and two fresh oat drinks in Pure-Pak® cartons will be available in the cooling shelves from October 2020.

"Schwarzwaldmilch was the first dairy in Germany to launch fresh milk in a gable top carton in 1969!"

"As a valued partner for over 50 years, Schwarzwaldmilch continues to bring revolutionary innovation to the dairy market, with packaging as an important part of their offering," adds Michael Schumacher, Key Account Manager, Elopak Germany. "A lot has happened in 90 years for the dairy and more than 1,000 regional dairy farmers with the tireless commitment to producing the best milk and dairy products with naturalness, regionality, and transparency. As markets are constantly changing, we look forward to supporting Schwarzwaldmilch for the next 90 years."

OUR
SUSTAINABILITY
ACHIEVEMENTS

100%

renewable electricity
sourced since 2016

12,000

tonnes of greenhouse
gas emissions avoided
through the use of
renewable plastics

95%

of all raw material
suppliers have signed
our Supplier Code of
Conduct

49%

of all beverage cartons
in Europe are being
recycled

25%

increase in research
and development
spending since 2017



1,000

employees have
completed our
ethical business
conduct training

200,000

tonnes of CO₂ equivalents offset since 2016

Read our full Sustainability Report 2019 online:

www.elopak.com



100%

of all fibers in beverage cartons from certified forestry

55%

reduction in direct greenhouse gas emissions by 2030

OUR SUSTAINABILITY TARGETS

100%

renewable materials available in all beverage cartons by 2030

1/4

Top quartile motivating workplace by 2025

70%

of all beverage cartons recycled in the EU and Canada by 2025



50%

of all fresh milk cartons fully renewable in Europe by 2025



Introducing

– the Pure-Pak® Imagine

No need to imagine the most sustainable carton – it's here!



The Pure-Pak® Imagine is our most environmentally friendly carton to date. It is a modern version of our original Pure-Pak® carton – designed with an easy-open feature and is 100% based on wood. The natural solution for the global need to reduce the usage of plastic bottles

“Increasingly, we see that our Pure-Pak® carton system is the natural solution to the global need to reduce the usage of plastic bottles,” says Elopak’s Chief Marketing Officer (CMO) Patrick Verhelst.

Beverage cartons already have the lowest CO₂ footprint among liquid food packaging today.¹ Using renewable, recyclable, and sustainably sourced materials, Elopak continues to provide innovative packaging solutions that offer a natural and convenient alternative to plastic bottles and fit with a low carbon circular economy.

“With the launch of Pure-Pak® Imagine, Elopak is supporting the critical causes that represent the issues of our times – but the call to action is timeless,” adds Patrick. “The Pure-Pak® Imagine carton has no plastic screw cap and is 100% forest-based made with Natural Brown Board. The carton is fully renewable and carbon-neutral, creating the perfect low carbon, circular economy approach. The numbers speak for themselves.”



"We wish to play our part in the global shift towards a low carbon circular economy and have therefore created the most environmentally friendly carton possible"

Patrick Verhels, Elopak's Chief Marketing Officer (CMO)

The Pure-Pak® Imagine has ten times less plastic than a PET bottle, and 46% less plastic than a carton with a closure.

Elopak's strong focus on sustainability, alongside food safety and consumer convenience, has seen a number of important environmental milestones in recent years. Carbon neutral since 2016, Elopak uses 100 per cent renewable electricity and has reduced emissions by 70 per cent over the past decade. With cartons manufactured from responsibly managed forests and FSC™-certified material (FSC™ C081801), Elopak offers customers 100% renewable cartons that use wood-based renewable plastics, instead of relying on petroleum-based plastics.

"We wish to play our part in the global shift towards a low carbon circular economy and have therefore created the most environmentally friendly carton possible, which is better for the planet," Verhelst explains.

Many will recognize the easy-to-open feature from the 70s and 80s before the screw cap was first introduced. The Pure-Pak® Imagine carton's unique top fin helps guide consumers on how to open the carton, to form an easy pour spout that pours like a carafe when fully opened.

The carton design sets a new benchmark in reducing

plastics while improving convenience and recycling. It combines the modern functionality of the easy-pour opening with an easy-fold feature, which allows consumers to squeeze out the last drop of the carton's content.

The new carton also offers manufacturers increased flexibility, as it can run on the same filling machine as Pure-Pak® Classic and Pure-Pak® Sense cartons.

The Pure-Pak® carton historically is the iconic fresh beverage pack. With the new shape of the top fin introduced with the Pure-Pak® Imagine, Elopak adds a further important point of differentiation. The shape is the first recognition point for consumers, so it is especially important in markets that are less familiar with the easy opening feature. The design of the Pure-Pak® Imagine carton will create recognition on shelves across our markets and applies to all fresh categories.

"With Pure-Pak® Imagine, we aim to help consumers make conscious environmental choices. The carton's easy opening gives the environmentally-minded consumer a more sustainable pack, with less plastic and more natural renewable materials," concludes Verhelst.

Arla launches organic fresh milk in a more sustainable carton



“Our organic milk deserves the right packaging”

Packaging plays a key role in protecting the quality and freshness of products, and Arla is committed to minimizing waste related to its production.

That’s why Arla Foods is working to find better ways to get more out of less, and aiming to use only recyclable packaging while increasing the amount of renewably sourced materials such as paper fibers and bio plastics.

As part of Arla Food’s action for a more climate-friendly and ecological future, it has launched new and more sustainable cartons for its organic meadow fresh milk across Germany.

The world’s largest producer of organic milk, is launching these new cartons with the bold strapline ‘Time for a change’ and is asking consumers ‘Do you want to make a difference?’

“Our organic milk deserves the right packaging,” explains Elise Bijkerk, Arla Germany. “The Pure-Pak® carton with Natural Brown Board has one less layer of coating and therefore uses less materials and chemicals in

its production, thus enabling Arla to take another step closer to achieving its green ambition.”

Arla Foods is now bringing Arla fresh organic meadow milk to the shelves in one liter Pure-Pak® cartons with Natural Brown Board. Made with one less layer, the new cartons are just as durable and stable as the standard cartons, ensuring the right quality packaging to secure the quality of the milk.

“Arla wants to lead the way in sustainability. We want to improve every part of the value chain, from the cow to the consumer. Packaging plays an important role here. In this way, we can make a positive contribution via a more sustainable solution,” adds Elise Bijkerk.

For their meadow milk the Arla Bio Farms ensure whenever possible that their cows graze on green meadows, eating fresh grass, herbs, and clover. The cows graze for six hours a day for at least 120 days a year, from spring through to autumn. “Our organic philosophy contributes to our green ambition that we set for ourselves.”



First Pure-Pak® Sense cartons go on sale in Japan

Through collaboration with our licensee partner in Japan, Nippon Paper Industries, this Spring saw two customers launch dairy products in new, more environmental cartons.

In April 2020, both Nissin York and The Megmilk Snow Brand launched the first Pure-Pak® Sense cartons in Japan.

Nissin York Co., Ltd. celebrates its 50th anniversary with the relaunch of its "Tokachi Nomu Yogurt" in the new cartons with the added convenience of a large, easy-open closure. The range of five yogurt varieties is labeled functional foods containing healthy bacteria claimed to improve the intestinal environment.

The Megmilk Snow Brand has introduced the new carton, the first Pure-Pak® Sense carton in Japan, for the relaunch of Mainichi-Honebuto MBP® (Calcium added functional milk) and Accadi Onakani-Yasashiku (Low Lactose milk).

“The shape of the carton has created high visibility in-store, giving the Megmilk Snow Brand real differentiation”

“With the new carton we aim to establish a new category for dairy products that satisfy both nutritional function and good taste,” explains the product development representative from the Megmilk Snow Brand. “Consumers don’t have to trade deliciousness with nutrition. Mainichi-Honebuto is enriched with added nutrients, just two glasses provide one day’s worth of calcium and vitamin D, and twice as much MBP® as milk.”

Milk basic protein (MBP) is a fraction of whey protein found in milk. It is separated from milk through fractionation, and it is a functional compound and consists of several biologically active milk proteins.

“The carton fits in well with the Japanese market,” explains Ken Ito , from Nippon Paper. “Our customers are looking for innovation and something new that brings added convenience and more sustainability for consumers.”

For Nissin York, the "one- twist closure" brings a feature that is resource-saving with no 'middle plug' and is more hygienic, as consumers do not need to touch the pouring part of the cap directly.

“The closure without the pull-ring makes this not only easy to open but also a resource-saving design,” says Mr. Michiharu Sakakibara from Nissin York Co. “The larger closure adds differentiation compared to other gable-top cartons on the market. It also brings consumer convenience as it is very easy to pour, and it can be sealed firmly for storage, keeping contents fresh for longer.”

“These are both key customers. The "Tokachi Nomu Yogurt" is one of the largest yogurt drink brands in Japan, and the Megmilk Snow Brand is one of our largest dairies,” adds Ken. “There is a high expectation in Japan from customers and consumers for eco-friendly packaging but with more convenience and useability. Because caps are not common in Japan, this has meant an increased demand for closure features that are easier to open and pour and are more hygienic for consumers.”

“The new carton has created high visibility in-store, giving the Megmilk Snow Brand real differentiation. We aim to establish a new category of milk products satisfying both nutritional function and good taste,” adds the representative from Megmilk Snow Brand. “We will further collaborate with Nippon Paper and Elopak to improve and develop packaging that satisfies consumers and increases the value of our products.”

About NIPPON Paper Group:

One of three global licensees for Elopak, Nippon Paper Industries, has the Pure-Pak® carton license in Japan. Its parent company in the USA, Nippon Dynawave Packaging, is already a key board supplier to Elopak in the Americas, including Canada and Mexico.



With Shikoku and Elopak,
**we invest in
the future**

Anders Segerström, CEO of Falköpings Mejeri ekonomisk förening spoke to Elotalk about recent investments in Shikoku Flex machines, and the launch of new cartons for its premium products.

"We have seen the evolution in the Shikoku machines from Elopak, which keep delivering more and more outstanding efficiency and reliability," explains Anders. "From the day we installed our first Shikoku Flex machine, we have been driven to change all our machines to Elopak. In the near future, we will have 12 Shikoku Flex lines."

The installation of the new machine was a significant investment for Falköpings Mejeri. It involved rebuilding parts of its factory in Falköping to enable space for two new lines of the Rectangular Shikoku Flex machines.

With the second machine for the new line due for installation in October, Falköpings Mejeri will expand its number of the Rectangular Shikoku Flex machines to four, enabling more product innovation and flexibility.



“With Elopak and Shikoku, we have more flexibility to offer the customer what they want, be it branded or private label products”

Anders Segerström,
CEO of Falköpings Mejer

Falköpings Mejeri Dairy in Sweden today has a total of 11 Shikoku machines at two sites in Falköping and Grådö with the first installed in 2006. The latest machine, installed in late 2019, is a new Rectangular Shikoku Flex. Together, the machines fill 120 million cartons per year of milk, cream, yogurt and fermented dairy products, with the dairy supplying the key Swedish retailers: Axfood and Coop.

“The investment has allowed us to enter the ESL segment and launch new products including lactose-free and sour milk, and to extend our ranges with the larger 1.5 Pure-Pak® cartons,” said Anders. “We can now run both ESL and fresh milk products, with a cap applicator, and still have improved run ability and better hygiene.”

MORE FLEXIBILITY AND EFFICIENCY

Anders explains, “With Elopak and Shikoku, we have more flexibility to offer the customer what they want, be it branded or private label products.” Newly launched in May 2020 is a range of new lactose-free milk drink in 1.5 liter Pure-Pak® cartons under the brands Falköpings Dairy and Grådö Dairy. The six new varieties are the first lactose-free products in the larger cartons to be filled in the Rectangular Shikoku Flex machine lines.

“We now have the ability to both increase efficiency and diversify our product ranges,” adds Anders. Recent new launches have also included fermented milk and ESL products in the larger 1.5 liter Pure-Pak® cartons.

“We fill huge volumes on the four rectangular Flex machines. So, it is very important that we can rely on the machine’s efficiency and reliability,” adds Anders. “Not having too many breakdowns is crucial, and it is our experience that compared with other machines, the new Shikoku Flex machines bring a huge improvement.”

ONE OPERATOR FOR THREE MACHINES, IMPROVED QUALITY

Anders lists the three top benefits of the Flex machines: run ability, hygiene and user interface. “The digital user interface displays allow you to be in control; to be on top of it,” explains Anders. “Before you needed to be a technician to operate the machine, now you can adjust it digitally from the panel – so we can fill more products, without the need for tools and technical adjustments. Now, the autonomy of the machine allows for repeatability and precision.”

The number of operators needed to run the machine is a key criterion in Falköping’s investment decisions. “It is a fact that now one operator can run three machines at the same time,” continues Anders.

The new Flex machines have a very hygienic design, with clear separate sections and hygiene zones. “Comparing the Shikoku Flex to older versions, we can clearly see that it performs much better: we have increased safety levels and lower bacteria levels.”

BRINGING INNOVATION INTO REALITY

This is the latest project in the partnership between Elopak and Falköpings Mejeri, which has been established for nearly two decades. Today the Elopak Technical Services supports the installation and management of the Shikoku Flex machines with a team of local technical service engineers. “We have very good cooperation with Elopak’s technical organization, who do a great job with the new machine set up. It is much more interesting for all of us to work on the latest technology.”

With this 'latest technology,' Falköpings Mejeri continues to innovate into the future. “In this partnership, together we approached the retailers in Sweden with the concept of cartons made from 100% wood, and renewable materials” explains Jörgen Björnson Elopak Sweden. “Now, as we are planning the installation of an additional Shikoku Flex machine, Falköpings Mejeri can bring its future plans to reality and provide the Swedish market with more convenient, functional and sustainable packaging.”

As Anders concludes: “With these latest Shikoku Flex machines, together with our established Elopak lines, we are investing in flexibility and high efficiency, but we are also investing in the future.”

Industry coalition for recycling gains visibility

Last year Elopak announced its collaboration with the carton industry for the launch of EXTR:ACT, the new industry platform, to drive engagement in carton recycling across Europe.

To help drive industry and external awareness, EXTR:ACT has officially launched its external website: www.extr-act.eu.

Michael Brandl, Director of EXTR:ACT explains, "Part of our mission is to support and raise awareness around the importance of recycling through strong collaboration to ensure cartons are collected and recycled at competitive levels and costs."

Our new website, launched in May 2020, is designed to showcase and facilitate the platform for industry members and customers, foster networking and collaboration across the value chain, and develop new and best recycling practices."

"EXTR:ACT is a first in the industry and will further drive investment in collection, sorting and recycling solutions throughout Europe as well as innovation in packaging design to facilitate the recycling of packaging materials," said Elisa Gasperini, Specialist Manager Sustainability, Elopak. "EXTR:ACT is a unified platform that reflects the industry's commitment to a circular economy and the importance of renewable, recyclable materials for packaging."

The new pan-European platform will facilitate close collaboration with national carton industry associations, the EXTR:ACT member company initiatives, and other stakeholders.

"An increase, both in quantity and quality, of the collection, sorting, and recycling of packaging, including the valorization of secondary materials, and the development of renewable materials are key goals for Elopak, to ensure that we can reach our sustainability targets. We invite you to visit the EXTR:ACT website to stay up-to-date on the innovative projects our industry is working on to bolster effective recycling systems," added Gasperini.


About EXTR:ACT:

Based in Frankfurt, is an initiative founded by its members BillerudKorsnäs, Elopak, SIG Combibloc, Stora Enso, and Tetra Pak to increase and improve the recycling of beverage cartons, including the non-paper components, such as polymers and aluminum.

You can visit the new EXTR:ACT website at www.extr-act.eu.



Saaremaa moves from plastic bottles to sustainable cartons



Estonian island Saaremaa has experienced some of its toughest times in the last few months. With much of the population infected with COVID-19, Saaremaa became known as ‘The Corona Island.’

But the tough times have not deterred the island’s businesses to stop innovating, including Saaremaa Piimatööstus (Saaremaa Dairy) who has re-launched its organic milk in sustainable cartons, in a move from HDPE plastic bottle packaging.

The Mo Saaremaa brand is famous for its fresh, natural and regional qualities. It means ‘my Saaremaa’ referring to its Baltic island origin, where 130 tons of milk is regionally sourced every day.

The re-launch of its Mo Saaremaa’s organic milk in cartons was also part of a larger strategy by the dairy and its CEO Mr Valdis Noppel, to re-position Saaremaa from the traditional cheese maker to a modern and sustainable dairy.

The new carton was selected to enhance these sustainable values with the Mo Saaremaa milk re-launched in March 2020, in carbon neutral 1 liter and 500ml Pure-Pak® Sense cartons, with Natural Brown Board and renewable PE based on tall oil.

The Saaremaa is entirely owned by regional farmers on what is the largest and sunniest island in the Baltic sea. Named the ‘Sun Capital of Estonia’, the long summers, lush vegetation and meadows give its milk natural and pure flavours.

The dairy has been producing organic products since 2017 when some of the island’s farmers achieved organic certification, and its first ecological milk from the EKO organic milk brand was launched in May 2018. Today, Saaremaa is

the only Estonian dairy producing organic milk at an industrial level and has recently added to its portfolio in April 2020 with the launch of its Pett and Betti buttermilk brands in the new cartons.

The new products include Pett, a traditional fermented buttermilk and a fresh variety, Betti, which is totally unique to Estonia and packed full of nutrients and protein. Saaremaa Dairy is the first and only dairy to produce 100% of the natural buttermilk or buttermilk.

“Saaremaa was looking for a new position for its brand, and a more environmental pack supports the natural values of the regional island milk,” explains Olgert Pallo, Elopak Estonia. “The cartons have enabled Saaremaa to meet the increasing demand from households for high quality food, with both nutritious value and local heritage.”

“The new carton was selected to enhance these sustainable values with the Mo Saaremaa milk re-launched in March 2020”

Mr Valdis Noppel, CEO of Saaremaa Piimatööstus concludes; “Mo Saaremaa ÖKO organic whole milk is our product for people who care about both health and the environment. In order to get a perfect fit for these criteria, the right package played an essential role and Elopak’s Natural Brown Board Pure-Pak® Sense carton was the only ideal choice for us.”

From PET bottles



to cartons

– a step in the right direction for Levsmilk

This year marks an important milestone for Levmilk Dairy in Slovakia, which has a history dating back to 1953. In May 2020, for the first time, the dairy launched its fresh products in cartons, switching from its long-established packaging format of PET bottles.

The new carton follows a decision by the dairy in 2019, based on feedback from retailers, to opt for a more ecological alternative to plastic packaging.

"Glass bottles were also considered, but Elopak's portfolio clearly convinced us that the only right direction was the eco-friendly Pure-Pak® carton," says Dominika Skacanova, Marketing Manager of Levmilk Dairy. "For the first launch, we chose our own brand Babička (The Grandma), which is well known throughout Slovakia and is very popular across all generations."

"Both the Elopak technical and sales teams, have worked very closely with Levmilk from the very beginning to find the most suitable packaging solution. The dairy is now planning to increase the production capacity on the Elopak filling line to meet the growing consumer demand for eco-friendly packaging," explains Boris Pavlacka, Elopak MU Manager Czech & Slovak Republic.

For the consumer, the easy to fold feature saves space when recycling and the easy pour wide cap are key benefits.

"The Natural Brown Board has also proved to be a competitive advantage for the new launches because Levmilk Dairy is the first to launch this carton on the Slovak market," adds Boris.

"We also used another marketing tool that the Pure-Pak® Sense carton design creates for us, and that is a printable top fin," explains Dominika Skacanova. "The top fin features the word 'Slovakian' to really emphasize the affiliation and pride we have for the origin and tradition behind our products. Also, because of the high-quality print, we can have advertisements on the cartons for other products within our range."

The dairy has said that the new cartons reduce CO2 emissions by 38%. With up to 87% of the carton made from wood from renewable forests and other controlled sources, it has a lower plastic content, reduces transport costs, and consumes less raw materials in production.

"We are looking forward to future cooperation with Elopak, as the last few months have assured us that we have set out in the right direction with the new cartons," concludes Dominika Skacanova.

About Levmilk:

Based in Levice, in the Tekov agricultural region of Slovakia, Levmilk produces a wide variety of products including cheeses, curds, butter, puddings, creams, milk, Kefir, whey powder, milk powder and a wide range of lactose-free variants. The dairy is proud of its well-known "The Grandma" brand and supplies its products to major retail chains across Slovakia.

Alföldi carton says 'thank you all'

Alföldi, the largest dairy and number 1 brand in Hungary, launched a special campaign during the COVID pandemic, using its milk cartons to say thank you to key workers.

The design which spans the whole carton with images of nurses, doctors, truck drivers and even factory workers says "We Hungarians thank you all". Using the Pure-Pak® carton to communicate is not unusual for Alföldi who has often created awareness campaigns for a side panel only. However this time, in special circumstances, the dairy used all of the carton surface to get the unique message across.

An Elopak partner since it was founded in 2008, Alföldi used its leading brand Magyar Tej to communicate its latest message. The campaign has received positive responses on social media and to the message on the carton that says Thank you for your sacrificial work!".



Stronger presence in France

The leading retailer in France, E.Leclerc's has re-launched its Bio Village branded juice range in new-look cartons bringing added functionality and convenience for consumers and a stronger presence on shelf.



The ORGANIC PUR JUICE range that spans across a total of 15 varieties hit the shelves in mid-2020.

"The organic range is E.Leclerc's highest quality juice products," explains Guillaume Calmels, Market Unit Manager, Elopak France. "In a very competitive juice market, which is predominately ambient in France, retailers are constantly looking for packaging that presents the best premium image for their

organic pure ranges and differentiation on busy supermarket shelves."

The new cartons were selected for the extra convenience and high quality provided by its design and features.

Filled by a number of co-packers in France, the new cartons are distributed nationally, bringing a more distinctive and premium image for organic products.

Leche Rio rebrands



The leading dairy company in the Galicia region of Spain, Leche Rio, has re-launched its UHT Leyma Natura milk brand.

The dairy has chosen the Pure-Pak® Sense Aseptic to upgrade the image of this selected milk and improve the consumer experience.

Leyma milk is called a 'selected milk' for many reasons. Farmers receive fair pay and practice strict animal welfare with only good feedstuffs for the cows. This results in natural functional milk with twice as much Omega 3 as conventional milk and healthy fatty acids, supporting a balanced diet and healthy lifestyle, and helping to control cholesterol.

Leche Rio selected Elopak's carton to support conveying these attributes to the Galician consumer. Its unique features of an aseptic gable top, high functional opening, and premium image matched the brand upgrade needs.

Additionally, sustainability is also crucial for Leche Rio, so Pure-Pak® was the natural solution to offer a low carbon package made with cardboard from responsible forestry sources. The packaging can also be recycled into new carton products when deposited in the current recycling streams in Spain.

The family-owned dairy is the leader in UHT milk production in the Galicia region and has re-launched six of its Leyma Natura milks in March 2020, in 1 liter Pure-Pak® Sense Aseptic cartons.

British invasion:



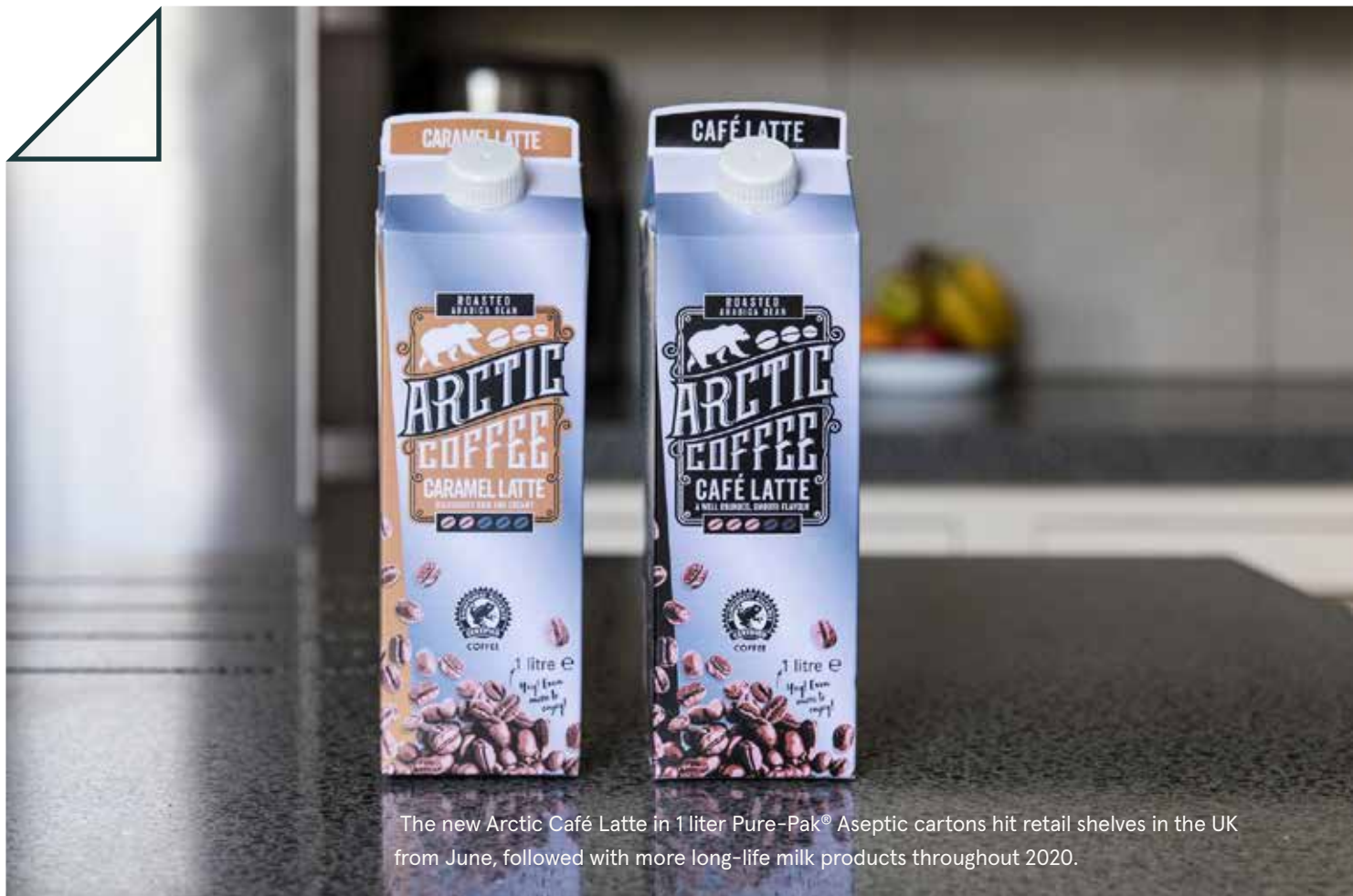
Crediton first to bring Pure-Pak® Sense Aseptic cartons to the UK

Despite the challenges of the COVID pandemic, Crediton Dairy has become the first UK company to install a Pure-Pak® Aseptic line, with the first products hitting the shelves this year.

“Production on the new line began in mid-February just before the pandemic, which meant that our Elopak engineering team from Germany had to fly home in March,” says Tim Smiddy, MD, Crediton Dairy.

Despite this delaying operations, Crediton launched its first products in Pure-Pak® Aseptic cartons this summer. Long-life milk brands Moo and Dairy Pride have been re-launched in the Pure-Pak® Aseptic cartons, in both 1 liter and 500 ml packs.

“One of the reasons for purchasing the Pure-Pak® Aseptic filling machine is that it is designed for 500 ml size cartons in addition to 1 liter packs,” says Tim. “This is a very attractive carton, in both sizes. We looked at all the options, but this is the best carton on



the market today. And with the new aseptic carton, we have been able to replace the ring pull cap disliked by consumers.”

In addition to a £3 M investment in the new aseptic line, Crediton Dairy spent a further £4 million on building a new filling hall. “As it can fill both 1 liter and 500ml carton sizes, the new machine has replaced two fillers, and with the new building, we have space for three machines in total – all with the capability for different sized cartons.”

Crediton is set to switch more of its products to be filled on the new lines, including all its lactose-free milk drinks, more organic milks, its high-value cream products, and the products it produces under license, including Flora Pro-Active.

“This is an evolving operation, and other Pure-Pak® cartons will be added, including the Pure-Pak® Sense with the large closure,” adds Tim. “The functionality of the carton works well and will help our customers be more sustainable and reduce plastic waste.”

This is the second big investment by Crediton in Elopak filling technology, following the installation of an ESL filler five years ago. “We have always been a carton company. There is huge pressure on manufacturers for packaging to be more sustainable and recyclable, but also convenient with high functionality,” says Tim.

“The new line brings us a totally new concept with a really attractive carton with the flexibility for more sizes and formats,” adds Tim. “We are now able to fill a growing amount of volume on the aseptic filler in both attractive and sustainable packaging.”

“This is the second big investment by Crediton in Elopak filling technology, following the installation of an ESL filler five years ago”

Read more at
www.elopak.com

