



BILLERUD FIBREFORM®
FORMING THE DREAM PACKAGING





THE FUTURE IS HERE

Think smooth, round and natural shapes. Think striking and creative. Think environmentally friendly and sustainable. These are some of the properties of our new, revolutionary and formable paper – **Billerud FibreForm®**.

STRETCHING THE LIMITS

With extremely high stretchability, FibreForm offers totally new opportunities for developing ideas and designing packaging solutions where previously traditional papers have had their limitations.

A good packaging does many things at the same time. It protects the product, withstands the stress and strain of transportation and is easy to handle. Our philosophy is that a packaging should also communicate the product's values and create a positive feeling.

THE PACKAGING SELLS

It is the packaging's appearance that determines how much attention a product attracts in a buying situation. FibreForm's unique properties make it possible to design creative, striking and personal packaging solutions in exciting shapes. It is also possible to create very deep embossings that reinforce the brand. An anonymous product can be given a fresh breath of life and thus stand out from the crowd.

A NATURAL FEEL

FibreForm is the tactile packaging paper. With its smooth and natural feel, a FibreForm packaging communicates distinctive character, environmental friendliness and quality. FibreForm is nature in a package.

THINK OUTSIDE THE BOX

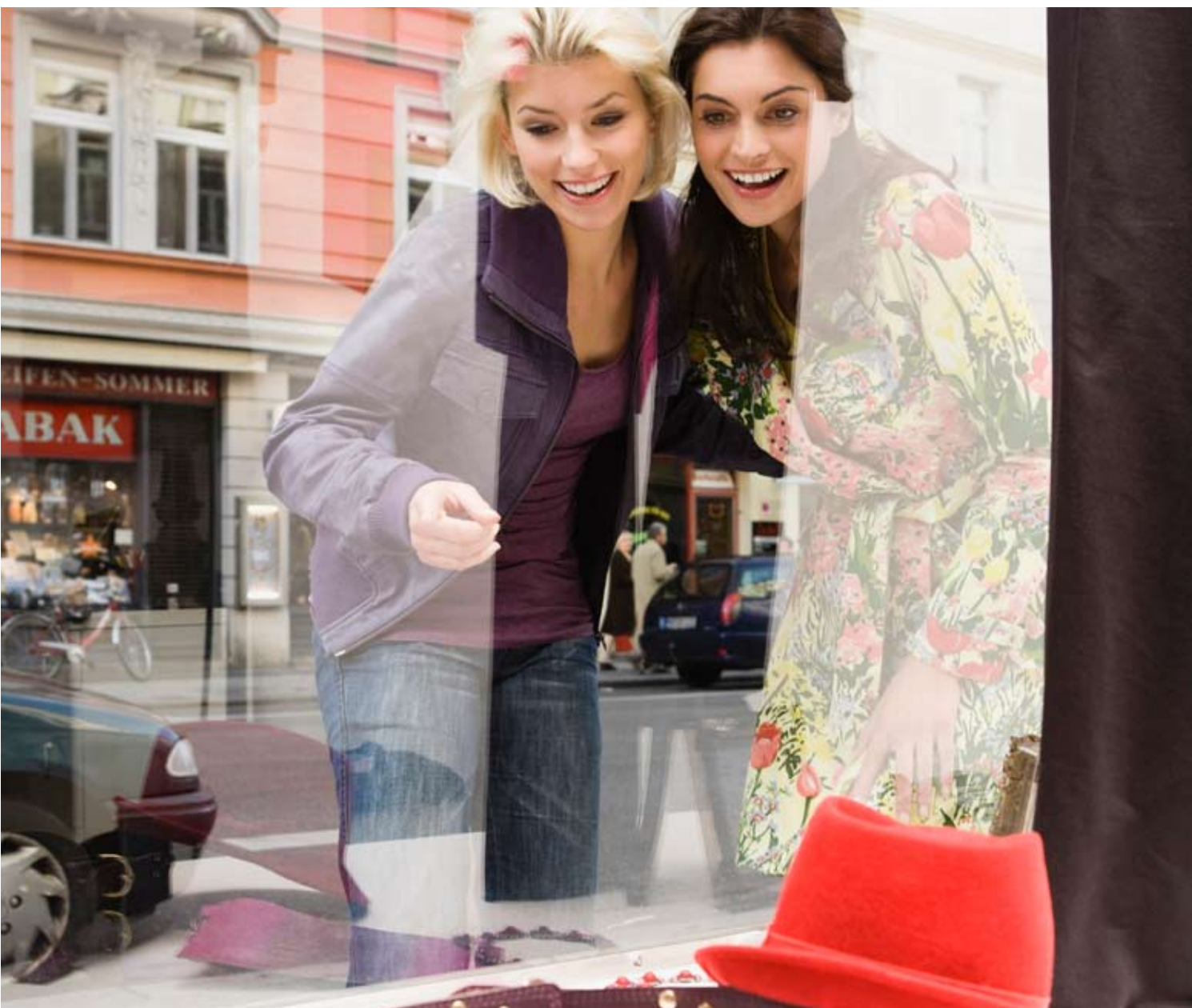
There is no law of nature that says that a mobile phone must be packed in a square box. Why not use FibreForm and give it the shape of a speech balloon?

A perfume can attract a lot of attention if the packaging follows the soft contours of the bottle. FibreForm is also an excellent solution for carrier bags where the intention is to attract extra attention and credibly reflect the company's values. Exclusive or luxurious – it is now possible to do something that no one else has ever done before. Only your imagination sets the limits of FibreForm's potential.



CREATE ATTENTION

The number of products is increasing and this means that the competition for the consumer's attention is also getting tougher – and we know that 80 per cent of all buying decisions are made in the store. With FibreForm, it is possible to create unique packaging solutions that attract greater attention and increase sales.



THE PAPER REVOLUTION

For some products, a paper packaging has never been an alternative. Until now.

FibreForm is the paper that can replace plastic in a variety of packaging solutions that require formability and purity, for example, trays and blister packs for food, consumer products and pharmaceuticals.

PURE PACKAGING

Most of the food we buy is packed in order to preserve its nutritional value, taste and aroma. The packaging must also protect against light, moisture, bacteria and impurities. FibreForm satisfies all these requirements since it can be barrier coated with a wide range of films.

EASILY FORMED AT A LOW COST

Replacing a packaging material with FibreForm is not a difficult or expensive process. Thanks to FibreForm's stretchability, the packaging producer can form the paper in his existing equipment. In thermoforming lines, FibreForm offers excellent runability and trays can be formed, filled and sealed in the same process. The packaging can contain everything from sliced ham to pills or sweets.

CERTIFIED FOR FOOD CONTACT

With a raw material consisting of 100 per cent primary fibre, our customers are guaranteed a pure and strong paper. Of course, FibreForm is approved for contact with food.



FibreForm can be formed in thermoforming lines without costly investments.



INNOVATION FOR THE ENVIRONMENT

Billerud is driven by a passion to develop sustainable, modern products that benefit both our customers and future generations. Innovative thinking characterise our approach and FibreForm is yet another element of our long-term work to create climate-smart solutions.

AN ENVIRONMENTAL PROFILE

More and more companies are striving to position themselves as environmentally friendly. This always adds value in the long term, but it requires both the will and the courage to explore new paths. FibreForm offers fantastic opportunities to be climate smart in a simple way – and to communicate considerations for the environment to the end consumer.

THE RIGHT CHOICE

FibreForm is the sustainable alternative. The raw material is renewable and comes from well-managed forests. More over, the production of paper takes place with the lowest possible impact on the climate. FibreForm is biodegradable and recyclable. FibreForm is also offered certified in accordance with FSC. With FibreForm on the market, there is no reason not to choose paper.

GREEN COMMUNICATION

A packaging's appearance and material say different things about the product it houses. FibreForm's soft and natural shapes give the product and its packaging a real touch of environmental friendliness and ecological responsibility. The environmental appeal of the paper is unique.



FibreForm's raw material comes from sustainable and ecological forestry where replanting is regulated by law.



Photo: Sony Ericsson

Sony Ericsson's concept packaging communicates environmental values.



Unique embossing accentuates the brand.



Food tray for the pizza lover.



Marmalade for the gourmet.



Packaging for nuts.



Take-away carton with style.



ADD VALUE TO THE BRAND

FibreForm is the paper of the future that can raise packaging solutions to a new level. A really good design enhances the product's image at the same time as the brand is reinforced and loaded with added value.



Display material with deep embossing attracts attention.



Madame Muffin's cake mix.



Sweets for the children.



Specially designed packaging for bottles.



Champagne deserves a unique packaging.



PERSONAL, NATURAL AND **UNIQUE**

FibreForm is the paper with uniquely high stretchability

It can be embossed and used to create packaging solutions with exciting shapes

FibreForm profiles brands and reinforces their values

FibreForm can be barrier coated and formed in traditional thermoforming lines

Switching to FibreForm is cost-effective

FibreForm is the sustainable alternative that communicates the environment

FibreForm can replace plastic where this was previously impossible



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