



# CrownBoard

Adding value to your brand

State-of-the-art cartonboard for premium brands

# CrownBoard

## – the complete offer

*Premium.  
Sustainable.  
Tailored.*



**State-of-the-art material** – pure, lightweight and fully recyclable cartonboard, made of 100% fresh fibers, engineered to optimize packaging performance in terms of strength and visual appearance.

**Supply chain support** – personal service, contact in several languages, tailored delivery models and logistics solutions, to ensure smooth processes and high-delivery precision.

**Packaging expertise** – knowledge source for optimizing process efficiency, protection of contents, design, cost factors, user friendliness, environmental performance, and consumer appeal.

CrownBoard is more than just cartonboard. It is an A–Z offer comprising all you need to make a really good packaging solution, from the drawing board to the home of the consumer.

Good packaging ensures that a product reaches the consumer in perfect condition. It sells your product in the store and offers function and user friendliness as it stores and dispenses your product.

At the same time, both cost effectiveness and high environmental performance are expected – two of the main reasons we have plastic reduction and lightweighting as special focus areas.

That is how good packaging adds value to your brand. There are many boxes to tick. And CrownBoard gives you access to the material, knowledge and services to make it happen.

# The finest cartonboard material



Boost your  
sustainability  
credentials



CrownBoard is a state-of-the-art cartonboard material, carefully engineered to meet the demands of premium brands. It is optimized for efficient converting processes and consumer appeal. The board is made of 100% tough, resilient, fresh fibers from slow-growing trees and is built up in layers, making it strong and stiff. The raw material is renewable, sourced from responsibly managed forests.



Thanks to its strength, CrownBoard enables **lightweighting** – reduction of weight without compromising packaging performance. The result is **cost savings** and **reduced environmental impact**. CrownBoard is fully recyclable, made and transported with very low carbon emission and produced using little to no fossil fuels. The CrownBoard portfolio consists of four distinct products, each with its own personality:

**CrownBoard Prestige®**, a high-white quality that offers a unique combination of strength

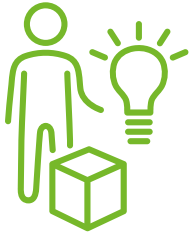
and printability, ideal for turning your packaging into a brand vehicle.

**CrownBoard Craft®**, a versatile and super-strong white/brown board with excellent printability.

**CrownBoard Carry**, white/brown board with tailor-made tear strength special for multi-packs and other heavy-duty solutions.

**CrownBoard Light**, white/brown board with the ultimate combination of wet performance and lightweight properties, optimized for chilled and frozen food packaging.

# Packaging expertise – and innovation partners



Optimize  
your  
packaging  
solution



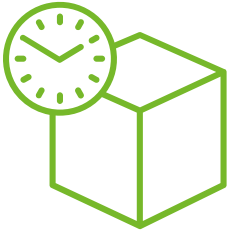
You come to us with a challenge – a new packaging concept or a revitalization of your shelf presence. A need for innovation or optimization. It can be improved user friendliness, plastic reduction, higher shelf impact, less waste, better environmental performance, lower cost, or reduced packaging weight. Or all of it.



We have arranged in-depth workshops and seminars for over 20 years. Starting with what you want to achieve, we analyze your needs and create a packaging solution to meet the demands – complete with structural design and choice of material. This is a process that can be turbo-charged to move swiftly from idea to realization using a **Rapid Design Workshop** (online or IRL),

where you team up with our packaging experts to cut lead-times in the development process. The workshop takes place in two separate stages, allowing time for prototyping and graphic design before the second stage. The process can thus conclude with final drawings and a full simulation of the finished packaging solution.

# Supply chain support with world-class services



World-class  
delivery  
precision



A friendly voice on the phone – that is possibly our keenest competitive advantage. Your contact person, a service specialist, is available at all times to support with everything from queries to supply chain services. You get personal support from somebody who knows your business and speaks your language. Your service specialist gives you support in order management, production planning, availability, and deliveries – all to ensure smooth processes.



You benefit from flexibility in terms of delivery options, volumes and lead times. It is your needs that determine delivery models, logistics services and interactions, tailored for you by your service specialist. We measure our performance in terms of OTIF – On Time In Full.

You can also go digital. The **Billerud Customer Portal** is our online order management tool, open for business around the clock. It is designed to save you time and make your professional life more efficient.

We make high performance packaging  
materials for a low carbon society



**BILLERUD**

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