

New addition to Billerud's fluting range

Billerud is launching a low-grammage fluting grade - Billerud Flute 99 g/m². The product is specially suited for food packaging made using microwell, such as cases for pizza and other take-away foods.

Billerud Flute is a semi-chemical fluting based on 100% primary fibre from Scandinavian birch. This primary fibre produces a hygienic and very strong paper designed for specially demanding applications. The low grammage, 99 g/m², means that the packaging uses fewer materials without compromising on quality. The end result is a lighter, more economic packaging.

"It is important to further develop our products and create value throughout the conversion chain. With Billerud Flute we can improve packaging economics in the form of reduced consumption of raw materials and lower transport costs," explains Bert Östlund, President and CEO of Billerud.

Stockholm, 20 July 2004
Billerud AB (publ)

Bert Östlund
President and CEO

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Billerud Billerud is a packaging paper company with a business concept to supply customers with innovative and high quality packaging paper. A consistent concentration on attractive market segments and a strong customer focus are cornerstones of Billerud's strategy. Billerud focuses on kraft paper and containerboard and has a world-leading position within several product segments. The company's production units are among the most cost-efficient in Europe for these products.