

Billerud launches new fully white coated liner

The launch of Billerud's fully white coated liner introduces a new product to the Billerud White Liner Collection. The further development of the liner range is a natural part of Billerud's focus on high quality packaging paper for attractive market segments, such as consumer packaging for household electronic appliances.

Billerud's coated packaging comes in lower grammages than is usual on the market. It is produced at the Grevön mill in grammages down to 95g/m².

"The launch of Billerud's coated liner matches the trends we are seeing on the market. There are greater demands on printability, and grammages are getting lower," says Bert Östlund, President and CEO of Billerud.

Together with Billerud White Liner and Billerud Bright Liner, the new coated liner forms a complete range of fully white liner products that meet the high demands for appearance set in the consumer packaging segment.

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