

## **New Billerud Flute® improves packaging economics throughout the chain of value**

Billerud is introducing its next generation of S/C fluting with 20% improved technical performance and better runnability. The new quality is the strongest fluting on the market and further consolidates Billerud's position as market leader. Stronger paper means reduced consumption of raw materials, a lower environmental impact and cheaper transport, which creates value throughout the chain of value from raw material to consumer.

Billerud Flute® is based 100% on primary fibre and will be sold worldwide to corrugated board producers mainly for packaging fruit and vegetables, meat, heavy duty items and for packaging that comes into direct contact with food.

"As the market leader it's vitally important not to sit back and be satisfied. You have to keep driving forward. Our new fluting is the result of a research project that has been carried out over a long period and will now help improve packaging economics throughout the chain of value," says Per Lindberg, President and CEO of Billerud.

Billerud Gruvön is the first fluting producer to receive BRC/IoP certification.

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*Billerud is a packaging paper company with a business concept to supply customers with innovative 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.*