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19<sup>th</sup> May 2009

A new product from Billerud  
**Primary-fibre hygienic board for paper cups**

**Billerud is strengthening its product range within paper packaging for drinks and liquid food through the launch of Billerud Pure Board. It is a white board made exclusively of primary fibre to meet strict hygiene requirements.**

Billerud Pure Board is available in different PE coatings on one or two sides, which ensures a reliable liquid barrier. Billerud Pure Board is used to make paper cups. It is also suitable for paper plates, lunch boxes and products that come into direct contact with cooked meals and drinks.

Billerud Pure Board is made exclusively of primary fibre which produces a pure material better suited to contact with food than paper based on recycled fibre.

“We have several smaller machines that can produce this product. That increases our flexibility and means we can challenge other producers especially on the European market. We have already started regular deliveries to a number of customers,” says Lennart Eberleh, business area manager, Billerud Packaging Boards.

Billerud Pure Board is produced at Billerud’s Gruvön mill in Sweden. All of Billerud’s Swedish mills have FSC and PEFC certification. The Gruvön mill also has BRC/loP hygiene certification.

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