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Exclusive cooperation agreement with Chesapeake

Chesapeake, a leading packaging supplier with a focus to protect and promote the world's great brands, has signed an exclusivity agreement with Billerud. The agreement gives Chesapeake exclusive rights to the use of FibreForm® primarily in the UK and for a number of product applications across Europe.

The cooperation with Chesapeake moves Billerud one step closer to the larger global brand owners, speeding up the process of putting more unique FibreForm packaging on the market.

“In Chesapeake we have found a partner who shares our passion for innovative packaging which can help strengthen our customers' brands.” says Johan Nellbeck, Business Area Director of Packaging & Speciality Paper at Billerud.

Chesapeake has developed the FibreForm material to offer its customers unique paperboard concepts that can provide truly dynamic 3D shapes to any pack. The range marketed under the Impressions™ brand name uses a specialist low energy process to form the paperboard material into a complete range of distinctive shapes. Impressions™ offers a clear environmental advantage as an alternative for products currently packed in plastic formings such as sachets or clamshells.

“Our design and technical team have worked extensively on this joint development project to perfect a processing route for the material and design products for market. We believe Impressions™ offers brand owners and manufacturers a wide range of marketing opportunities to differentiate their products. Every day, we are pushing the boundaries of what we can do. The shapes we've created are so tactile you feel compelled to handle each of the packs.” says Carol Hammond, Head of R&D at Chesapeake.

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Chesapeake

Chesapeake protects and promotes the world's great brands. Impressions™ was developed in association with FibreForm and forms part of Chesapeake's extensive product range which includes folding cartons, leaflets and labels as well as plastic bottles & containers for niche markets. Chesapeake has 40 locations in Asia, Europe and North America. Chesapeake's web-site is www.chesapeakecorp.com