

Press Release

31 January 2013, Solna

Paolo Roberto's fresh pasta in the safe care of FibreForm

Paolo Roberto is set to launch his first food products on the Swedish market, under the PAOLOS brand. A range of pasta and sauce products will be presented. BillerudKorsnäs' collected knowledge helped to identify the ultimate packaging solution – made by FibreForm®. Designed as a boxing belt, the packaging pays tribute to the title holder who now wants to help everyone become champion of the kitchen.

Boxer, programme host, actor, cookbook author and more. Paolo Roberto can list many roles on his CV. He recently set up a new company to market high-quality Italian food under the *Paolo* brand.

“To begin with, it will be fresh pasta and sauces. The pasta is made with durum wheat and will be the best sold in Sweden”, says Paolo Roberto, with his customary boxer's modesty.

He describes his range as products made from real ingredients and inspired by his own family recipes. In addition to the durum wheat, the finest mozzarella from Italy and parmesan from Parma will guarantee high quality.



“But for people to taste these wonderful products they will have to be able to locate them in the shop. That's where the packaging comes in”, says Paolo Roberto.

The packaging for *Paolos mat* was produced in partnership with NINE, the design and innovation agency owned by BillerudKorsnäs. The result is functional packaging with a background shaded in durum wheat yellow. Down-to-earth colours and details suggestive of a craft product signal naturalness and authenticity. The packaging is made by Chesapeake UK, which uses a special process to convert the FibreForm material that is marketed under the brand Impressions™.



“The most important thing is that they are different, they are not supposed to look like other packages on the pasta shelf. They are supposed to be a little more stylish and much better. BillerudKorsnäs and NINE represent knowledge. They were responsive to our ideas, but at the same time were strong enough to tell us about what didn't work on the shelf or in production. We're delighted and see this cooperation continuing long term. Now, I just can't wait until Week 6 when my products will reach most shops”, says Paolo Roberto.

For further information, please contact:

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About Paolo Roberto:

Paolo Roberto is one of the most successful boxers/multi-disciplinary martial artists in Swedish history. He was multiple Swedish and Nordic champion in Taekwondo and kickboxing. As a professional boxer, he won two titles, the WBC's international belt and the WBO's inter-continental belt. He is also one of four Swedes to have fought for the title of world champion. Paolo has also appeared in four feature films and has hosted programmes on nearly all of Sweden's TV channels. He has written six books on cooking and fitness, runs businesses and has his own food magazine, *Paolo's mat*, in partnership with the Swedish evening newspaper *Aftonbladet*.

About NINE:

NINE is a modern design and innovation agency that helps customers to effectively develop their brand and products. NINE can assist brand-owners with unique insights through to launch. With its holistic and multi-disciplinary expertise, NINE combines design, innovation and business know-how for sales successes and greater consumer satisfaction. www.nine.se

About Chesapeake:

Chesapeake delivers protective packaging for and markets major world brands. It is one of Europe's leading suppliers of cartons, leaflets, labels and plastic packaging for niche products. Chesapeake is represented in 43 locations worldwide, including in Asia, Europe and the USA. It has approximately 5,200 employees globally. www.chesapeakecorp.com