



## Press release

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### Grand slam at Pentawards for BillerudKorsnäs innovation and design agency NINE

BillerudKorsnäs innovation and design agency NINE wins gold and bronze in the concept category at Pentawards, the packaging world's finest award. NINE is a subsidiary of BillerudKorsnäs and offers services within packaging innovation and design to brand owners, primarily within fast moving consumer goods.

The gold is awarded to a packaging concept for travel size organic beauty products, made by the extremely stretchable paper FibreForm from BillerudKorsnäs. This introduces a renewable material as an alternative to a product area today completely dominated by fossil materials. The bronze is awarded to a concept paper bottle for carbonated beverages, which is an ongoing innovation project within BillerudKorsnäs and an example of how the company is challenging conventional packaging for a sustainable future.

- NINE works on the forefront of our packaging solutions offer with deep consumer insights and an ear to the market. It is a strength to BillerudKorsnäs to be in this position in the value chain and very pleasing that Pentawards once again confirms NINE's ideas and innovative approach within our industry, says Henrik Essén, Senior Vice President Communication and Sustainability.

BillerudKorsnäs has clear goals for sustainable and profitable growth, which in part is created by strengthening its position in the value chain. Therefore the company's sustainable materials are gradually and increasingly complemented with offering packaging solutions based on many years of expertise on packaging's role in society and their life cycle from manufacture to recycling. The orientation towards solutions is a natural development as new markets often demand comprehensive solutions when new materials are introduced.

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[Caption:] PENTAWARDS GOLD: Renewable packaging for organic beauty products. Each origami-inspired container consists of a single sheet that is folded and pressed into shape, a tear-off corner reveals a wood twist cap.

[Caption:] PENTAWARDS BRONZE: What if carbonated drinks could be packaged in paper! BillerudKorsnäs challenges conventional packaging with new solutions and innovation projects.

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NINE is an innovation and design-oriented agency with clear focus on strategic business development and packaging design. BillerudKorsnäs is its principal owner. Its vast experience within fast moving consumer goods has given NINE an in-depth understanding of packaging innovation and a unique position in the market. [www.nine.se](http://www.nine.se)