

Press release

May 17th, 2021

Collaboration gives tubes of paper instead of plastic - and great environmental benefits

In the ongoing work to challenge conventional packaging, BillerudKorsnäs and Aisa are today launching a collaboration that opens up outstanding new possibilities in tube packaging made of paper. With BillerudKorsnäs FibreForm® you can replace plastics on tube shoulder and sleeve without compromising on user experience.

BillerudKorsnäs FibreForm® is a unique low-carbon material that allows the tube to keep its shape when squeezed, without traces, and that makes it unique compared to tubes made of other fibre material. FibreForm® allows for up to ten times deeper embossing than regular paper, resulting in unique 3D effects and a memorable tactile experience.

“We will never compromise with user experience. FibreForm® is a unique material and this collaboration is another application where we can help brand owners on their journey towards sustainable packaging”, says Lovisa Westergren, Sales Director FibreForm® at BillerudKorsnäs.

“Over the last few years we have seen an increasing demand for fibre-based packaging solutions including tube applications. This tube solution developed together with Aisa is utilizing the unique characteristics of the Fibreform material and is able to meet the high expectations from brand owners – from plastic reduction, to excellent functionality and exceptional branding possibilities.”

Tubes made of FibreForm® can be used in different segments as for example toothpaste and cosmetics. FibreForm is renewable biodegradable, cold-formable and it requires less energy in production than plastics. One of the great advantages of the collaboration between BillerudKorsnäs and Aisa is the smooth manufacturing process. It is possible to replace the plastic with FibreForm in Aisa's machines without them having to be rebuilt.

" FibreForm® adds luxurious features to the already wide range of tube decorations and our clients can now offer higher end solutions to product marketers looking to differentiate from mass market packaging. By using FibreForm® from Billerudkorsnäs, Aisa is now able to replace up to 70% of plastic in the functional shoulder component and together with the tube sleeve made of over 85% of paper, this hybrid shoulder contributes to a package that now is composed of more than 80% paper”, says Joachim Sander, Director Marketing & Sales at AISA Automation Industrielle SA.

For further information, please contact:





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About AISA Automation Industrielle SA

Aisa Packaging is a division of Aisa focusing on packaging development and evaluation as well as new material testing.

Aisa Machinery develops and produces packaging production machinery and more specifically is the world market leader in tube packaging production machinery. Decoseam™ is a patented technology of Aisa used, among others, to produce paper-based laminate tubes and the hybrid paper shoulder has patents pending. www.aisa.com