

BillerudKorsnäs launches strong, super-light cartonboard

BillerudKorsnäs is introducing two new low grammages of their flagship cartonboard product, CrownBoard Prestige®. Made at KM7, the world's most modern board machine, the two new low grammages are particularly interesting for the graphical industry.

CrownBoard Prestige® 170 and 200 gsm combine an excellent printing surface with strength and shapeability. The technical properties of the board are due to the capabilities of KM7, including advanced coating technology and state-of-the-art online quality monitoring. Despite the low basis weights, it is a strong board, made of 100% primary wood fibres built up in a 3-ply structure.

Thanks to the strength, it is possible to choose a light grammage to reduce packaging weight. With CrownBoard Prestige®, this can be done without compromising packaging performance. Lightweighting saves cost and reduces environmental impact, because less raw material is used, less energy is needed, less waste is generated, and transport and warehousing requirements are reduced. CrownBoard Prestige® helps customers make a sustainable choice.

Visual impact

“The low basis weights are a range extension that opens up new possibilities for the graphical industry,” says Anders Gathu, Marketing Manager Cartonboard BillerudKorsnäs. “Eye-catching and strong book covers that also endure more and last longer. Post cards and greeting cards with a surface that gives you vibrant colours and lifelike image reproduction. This is thanks to a smooth, fully coated and high-white surface. It is also well suited for digital printing, an economic option for shorter print runs. Furthermore, the board is engineered to yield great results with printing techniques such as embossing, foil stamping, lamination and effect varnish. This is cartonboard that invites designers to push limits.”

Packaging for premium brands

With the addition of 170 and 200 gsm, the CrownBoard Prestige range comprises ten grammages – from 170 to 400 gsm. CrownBoard Prestige is developed to meet the needs of discerning brands for packaging premium consumer goods such as luxury drinks, confectionery, cosmetics, pharmaceuticals, and the graphical industry. It is chosen for its packaging performance, visual appeal and sustainability credentials.

/box

170 gsm

200 gsm

Caliper 205 µm

Caliper 255 µm





Caliper 8.1 pt

Caliper 10.0 pt

For more information, please contact:

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[KM7](#)

[CrownBoard Prestige](#) (here you can order print effect samples, also for the entire range)