

## **BillerudKorsnäs relaunches coated white-top kraftliner for litho-laminated packaging**

**Pure Supreme is a well-established premium white-top kraftliner, optimized for offset printing. BillerudKorsnäs is now launching an upgraded version of Pure Supreme, which is more than a facelift – it could even be regarded as a new product. It offers excellent print results in terms of colour fidelity and lifelike image reproduction. Its strength and stiffness ensure high runnability, allowing for high-speed printing and converting processes.**

New Pure Supreme is the latest in a series of new products to come out of BillerudKorsnäs' KM7, the world's most modern board machine. The advanced technologies applied in KM7 have made it possible to combine several valuable product properties: printability, strength, stiffness, appearance, consistency, and purity. Like all BillerudKorsnäs products, Pure Supreme is made of 100% pure and strong primary wood fibres, sourced from responsibly managed forests. With the high capacity of KM7 – 550,000 tons/year – global availability is high.

For premium brands with a need for appealing, high-performance packaging, Pure Supreme is a perfect choice – and the advantages are easily explained. The smooth and fully coated surface gives the liner an attractive appearance, exceptional print results, and opportunities for interesting varnishes and foils. Primary wood fibres in a 3-ply structure make Pure Supreme strong and minimize the risk of washboarding. A mid-layer of CTMP and kraft pulp provides bulk, stiffness, and stability to ensure high runnability.

“The combination of strength and appearance is unique in this product. Normally, a customer has to choose one or the other product property. But with Pure Supreme we can offer both,” says Rolf Gustafsson, Senior Director Product Management Containerboard at BillerudKorsnäs. “And thanks to its strength, Pure Supreme enables great lightweighting possibilities; less packaging weight saves cost and reduces the environmental footprint.”



**For more information, please contact:**

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Typical application for Pure Supreme: strong and sturdy box for good protection and quality print results to align with a premium brand profile.



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