

PORTFOLIO

Paper | Board base materials

Speciality paper

Barriere papers

Food service board & paper

Base materials

Contact us

SUSTAINABLE PACKAGING SOLUTIONS

for **Take-away food segment**

brown, white, cream shades
wood | bamboo | sugarcane fibre-based material
End-use: converting of plates, trays, boxes, straws

for **heat-sealing**

white and brown
wood | sugarcane fibre-based material

like **grease-proof and baking paper**

brown and white
wood | sugarcane fibre-based

with **barriere function**

brown, white, cream shades
wood | bamboo | sugarcane fibre-based material
End-use: converting of cups, bowls, plates, trays

with **customized coatings and extrusion**

We are cooperating with several established coaters and can offer:
PE | PLA | Dispersion Coating and other naturally
home-compostable coating materials (like sugarcane or sea-weed)

Sustainable Visions.

www.cappelen-group.com

TRENDS

in FOOD PACKAGING

Marketing Driven Aspects

- **Emotional engagement**
Packaging and design are an import part of a „product story“
- **Technology - enabled smart packaging**
New concept / technology in packaging to provide consumers with more information for security and confidence, like QR codes.
- **Minimalistic design**
A concept the younger generation in particular can connect with. This also aids in highlighting the product's value and keeps the costs low.
- **Personalized and custom packaging**
Custom packaging and boxes can turn your brand into the total package with full customization, instant quoting, and fast turnarounds.

Governmental Driven Aspects Regulations

- **Transparent and clear labeling**
Consumers are keen to buy products with clear information. Manufacturers are sticking to their promises of delivering healthy packaged product, upscaling the brand identity.
- **Sustainability**
Consumers are willing to pay extra to sustainable packaging solutions and design. Eco-friendly options have driven big multi-level corporations to ditch single-use plastics and provide biodegradable and recyclable packaging options.

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