

Case bakery packaging

Reducing plastic usage

CUSTOMER:

- A Finnish bakery Viipurilainen Kotileipomo earlier using PE coated board

TASK:

- To reduce the use of plastic

SOLUTION:

- MetsäBoard Prime FBB EB, a dispersion coated barrier board
 - Can be recycled using paper or paperboard collection waste streams
- The design was a result of an Excellence Centre workshop



- ✓ 34% lower CO₂ emissions
- ✓ 25% less material used
- ✓ 17% lighter
- ✓ 50% higher packing efficiency
- ✓ 100% recyclable
- ✓ Improved brand impact
- ✓ Cellophane-based window