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## Media release

Alfeld, 18 July 2019

### **Innovation meets sustainability**

**Sappi to present its innovative papers and packaging solutions at FachPack 2019**

**Environmentally friendly packaging is a hot topic worldwide. Sappi has been a pioneer in the field of innovative and sustainable packaging solutions for years. The company will present its latest innovations at Stand 9-260 at FachPack in Nuremberg. Alongside barrier papers, these include the heat-sealable Sappi Seal paper. This is notable for being completely recyclable and can replace existing PE-coated packaging. The recently launched Atelier paperboard will be another focus of the trade fair presentation. This offers brilliant colour reproduction and a silky touch and feel.**

Sustainable, recyclable and made from renewable materials: Sappi's modern packaging papers fulfil all these criteria. The product range of the global manufacturer thus chimes perfectly with the leading theme for FachPack 2019, "Environmentally friendly packaging". Thomas Kratochwill, Vice President Sales & Marketing Packaging and Speciality Papers at Sappi Europe, says of the upcoming fair: "FachPack in Nuremberg is an outstanding opportunity to learn about the breadth and quality of our sustainable solutions. After all, our products are often used as a benchmark." When this European trade fair opens on 24 September, visitors to Sappi's stand can expect a wide range of solutions for a vast array of packaging applications.



### **Paper with integrated heat sealing function**

“Reducing the consumption of fossil resources in packaging is a major concern for Sappi. As such, we have developed Sappi Seal, a functional paper with integrated heat sealing functionality and a dispersion coating on the reverse side, that can replace papers with a PE coating,” explains René Köhler, Head of Business Development Packaging and Speciality Papers at Sappi Europe. Compared with existing packaging solutions, Sappi Seal uses up to 75 per cent fewer fossil resources. Production also results in 48 per cent less CO<sub>2</sub> emissions (source: Ecochain). Another plus point is the effective moisture barrier against water vapour. Sappi Seal is suitable for primary and secondary packaging. Various application examples will be presented at FachPack, including sugar and tea sachets.

Sappi will also showcase its extensive range of Guard barrier papers. Depending on the type, these innovative packaging papers provide a barrier against grease, oxygen, water vapour, mineral oil and odours. Sappi will use selected examples from real life to demonstrate to trade fair visitors how such barrier papers can be used in many different ways. Most of these papers are also sealable.

### **Unlimited possibilities with folding box board**

Atelier, Sappi’s new white back folding box board, has been developed with the notion of “brilliance meets function” in mind. What makes a GC1 board special is its combination of visual and physical features. Atelier combines a high specific volume with impressive rigidity and superior surface qualities, including a unique 100 per cent whiteness. The product comes in grammages of 240 to 350 grams per square metre.

“This folding box board allows branded products to be showcased to striking effect at the point of sale. Atelier’s ability to enhance the look of products is particularly evident in packaging for perfumes, cosmetics, beauty and skincare, fashion items and high-quality confectionery,” says Lars Scheidweiler, Product Group Manager Paperboard at Sappi Europe, describing the product’s features. Some initial examples of items produced using Atelier will be presented to trade fair visitors.

Also, on display will be an array of packaging examples created using the Algro Design premium solid bleached board. It has been a firm fixture with many international branded goods manufacturers for years. Among other features, solid bleached board (SBB) is characterised by its vivid colour rendering, high contrast and optimal running properties. It also has a unique



silky feel and resistance to UV light.

## Papers for other packaging applications

The virgin fibre liner, Fusion Topliner, with its remarkable visual impact, will be on display to demonstrate the new potential in corrugated board applications, such as shelf-ready packaging and consumer goods packaging. The trade fair display will be rounded off by various flexible packaging products and label items for a wide range of food and non-food applications.

*Note for members of the press:*

Your points of contact during the event:

- On 24 and 25 September: Ingo Kaiser, Marketing Communications Specialist Packaging and Speciality Papers at Sappi Europe (tel.: +49 (0)5181 77-536, email: [Ingo.Kaiser@sappi.com](mailto:Ingo.Kaiser@sappi.com))
- On 26 September: Margarita Goltz, Marketing Communications Specialist Packaging and Speciality Papers at Sappi Europe (tel.: +49 (0)5181 77-220, email: [Margarita.Goltz@sappi.com](mailto:Margarita.Goltz@sappi.com))

## Images for this press release

Image credit: Sappi Europe



Image 1: Sappi will be presenting various application examples using Sappi Seal, including for sugar and tea sachets, at FachPack.



Image 2: The Atelier paperboard offers limitless possibilities for all users and industries.

## About Sappi

Sappi is a leading global provider of sustainable woodfibre products and solutions, in the fields of dissolving wood pulp, printing papers, packaging and speciality papers, casting and release papers, biomaterials and bio-energy. As a company that relies on renewable natural resources, sustainability is at our core. Sappi European mills hold chain of custody certifications under the Forest Stewardship Council® (FSC®) and/or the Programme for the Endorsement of Forest Certification™ (PEFC™) systems. Our papers are produced in mills accredited with ISO 9001, ISO 14001, ISO 50 001 and OHSAS 18001 certification. We have EMAS registration at 8 of our 10 mills in Europe.

Sappi Europe SA is a division of Sappi Limited (JSE), headquartered in Johannesburg, South Africa, with 12,500 employees and 18 production facilities on three continents in nine countries, 37 sales offices globally, and customers in over 150 countries around the world. Learn more about Sappi at [www.sappi.com](http://www.sappi.com).

