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Media release

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More emotionality and greater differentiation

Maximum design freedom with the new Algro Design portfolio from Sappi

Communicating brand values and product characteristics in an emotional way and staging them in an appropriate manner is becoming increasingly important for brand manufacturers. To connect with the end consumer, they need to have paperboards that enhance the visual and tactile experience. In response to these needs, Sappi is now introducing the next generation of its popular and proven Algro Design portfolio – with an enhanced paperboard version and a change of name.

More and more consumers want exclusive, customised packaging that reflects a brand's unique selling points and special character. For even more flexibility and design scope, Sappi is expanding its range of premium solid bleached boards to include an additional variety as of 1 October 2019: Algro Design Advanced. This gives customers a choice of four different reverse side surfaces within the popular Algro Design portfolio, which means one more paperboard variety than before. The paperboards differ with regard to the reverse side coating; the top sides are identical and always double coated. As part of the ongoing development of the popular Algro Design paperboard, the term "Nature" is now added. This further underlines the brand's natural look on the uncoated reverse side and its haptic character. A specification of this kind is in great demand today, as the reverse side of the paperboard is being used more and more frequently as the outward face of a finished box. The product itself and all properties remain the same.



Reverse side can be used for brand communication

Algro Design Advances is a further development of Algro Design Nature (formerly Algro Design). Its reverse side is lightly coated, resulting in very even colour absorption and a new level of colour brilliance. The range of available grammages from 220 to 380 g/m² is similar to that of Algro Design Nature. The specification and tolerance values are identical to the Algro Design Nature values, so no adjustments are required for the physical values or further processing. “The new Algro Design Advanced gives our customers the utmost flexibility in designing their product packaging. Its lightly coated reverse side offers significantly more potential for projects with higher ink coverage, more brilliance, greater contrast and more versatile finishing options”, says Lars Scheidweiler, Product Group Manager Paperboard at Sappi Europe, explaining the exciting expansion of this paperboard portfolio. The print results are impressive. Targeted finishing options such as embossing, foil stamping, die-cutting or varnish enhance the user experience even further.

The two paperboards Algro Design Card and Algro Design Duo remain unchanged. They complement the new, more differentiated portfolio of the Sappi Algro Design paperboard for more design scope on the reverse surface.

Images for this press release

Credits: Sappi Europe

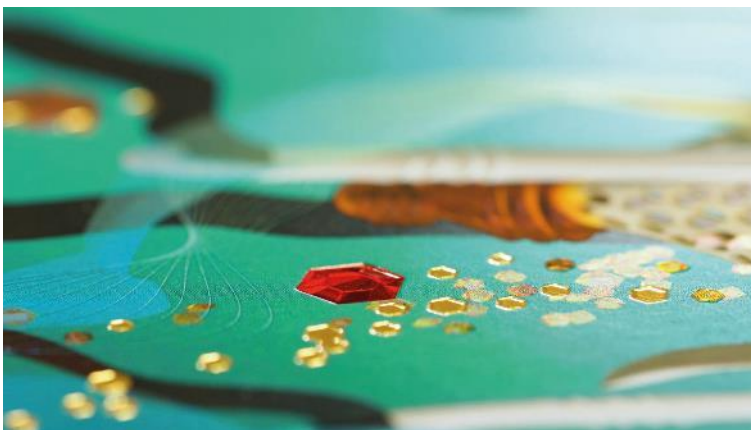


Image 1: Sappi's new Algro Design portfolio offers ample scope to communicate brand values and product characteristics in an emotional way.



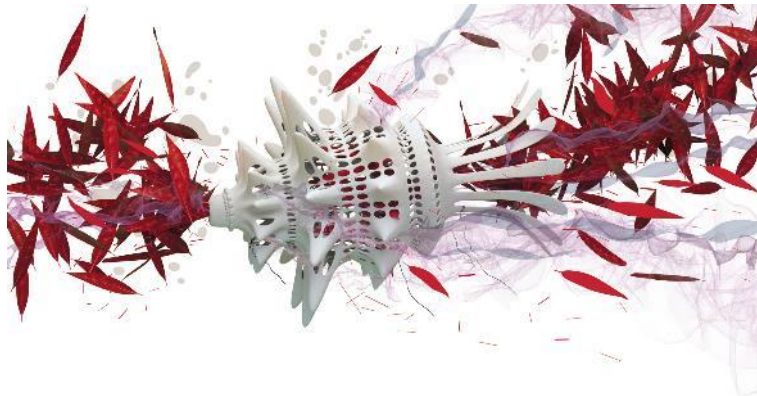


Image 2: The new paperboard Algo Design Advanced has a lightly coated reverse side. This results in excellent colour absorption and a new level of colour brilliance.



Image 3: Targeted finishing options such as embossing, foil stamping, die-cutting or varnish enhance the user experience even further.

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.

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