



Spops containers resemble a milk carton and are designed to replace refillable plastic pouches | Photo source Nippon Paper Group

## PAPER CONTAINERS HOLD LIQUID WITHOUT GETTING WET

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### A Japanese company is targeting the plastic container market with a paper carton that can store liquids without getting soggy

Japan-based [Nippon Paper Group](#) has designed a carton-like paper container for liquids. The material is similar to cardboard and does not get soggy when wet, according to the company.

The material, known as Spops containers, is the latest in a trend of paper products targeting the plastics market. Spops containers resemble a milk carton and are designed to replace refillable plastic pouches. The company has also launched a line of paper straws.

“The plastic free movement is a big opportunity for us,” a spokesman at Nippon Paper told [Nikkei](#).

Spops containers could potentially replace plastic for household detergents, soaps and shampoos. The company plans to make the containers commercially available by the end of the year.

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Website: [nipponpapergroup.com](http://nipponpapergroup.com)

Contact: [nipponpapergroup.com/inquire](http://nipponpapergroup.com/inquire)

### Takeaway:

Nippon Paper Group views the Spops containers and paper straws as a way to bolster the demand for paper products. Domestic demand has fallen from 16.59 million tons in 2011 to 14.69

in 2017, according to the Japan Paper Association. Other paper companies are trying to target plastics as well. For instance, Dutch EcoXpac has created a green fiber bottle to replace plastic bottles. Springwise recently spotted a completely recyclable paper coffee cup.