



The paper-based packaging material | Photo source [FreeFormPack](#)

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COMMERCIAL PACKAGING SUPPLIER INTRODUCES STRETCHABLE, PRINTABLE PAPER WRAP

 SUSTAINABILITY

The lightweight, recyclable material is a sustainable plastic alternative that reduces shipping weight

Spotted: A new paper-based packaging material created by FreeForm Packaging AB provides a sustainable alternative to plastics. Called Standard Paper Out, the stretchy paper is laminated on one side only, leaving the other side available for printing. With paper on the outside and laminate on the inside, the material provides endless opportunities for shaping packages to fit the product. The interior laminate also makes the material strong enough to enclose and keep a range of food items fresh, without needing an inner bag.

As well as the flexibility in form, the paper exterior helps reduce a product's carbon footprint. All required information can be printed directly on the packaging, thereby eliminating the need for stickers, labels and any other additions. The packaging is made airtight by attaching a simple enclosure. Companies choose from a variety of sizes and shapes of enclosures.

Purchase of the new material includes the option to buy the machines that make the paper, thereby making it possible for a business to control one aspect of its production process completely. FreeForm Packaging AB is a Swedish company owned by BillerudKorsnäs AB in Sweden and CURTI in Italy. CURTI makes the machines that produce the paper, and BillerudKorsnäs AB manufactures the laminate. As well as making the new paper recyclable, the partnership supports forestry organisations and those working on improving recycling pathways.

Packaging has been undergoing a reboot lately, with businesses from [luxury candle companies](#), to restaurants offering [takeaway](#) finding ways to reduce single-use plastics in their production and delivery processes.

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Takeaway:

Overall, consumers are becoming more aware of how something seemingly insignificant like the weight of a glass bottle contributes to pollution via its transport from factory to consumer. That change drives the desire for bio packaging and better recycling options, both of which are increasingly forming a part of a brand's approach to doing business. Innovations like FreeForm Packaging AB's printable, sealable single sheet packaging could go some way towards increasing the popularity of what is **currently minimal** online food sales, as well as provide companies with visual means of standing out from the crowd via bespoke package shapes.