

## Press Release

# Smurfit Kappa combines expertise with Mitsubishi HiTec Paper to create innovative food packaging

Bielefeld – November 6, 2019

*As part of its ongoing Better Planet Packaging initiative, Smurfit Kappa has collaborated with Mitsubishi HiTec Paper, to create a new type of innovative and recyclable food-safe packaging.*

A combination of Smurfit Kappa's expertise in paper-based packaging and Mitsubishi HiTec Paper's strength in coated papers has led to the first product in the new range being shortlisted as a finalist in the Swiss Packaging Awards.

The outer board-based packaging was made from Smurfit Kappa's ground-breaking MB12 packaging solution which has a unique, built-in adsorbing technology which protects against aromas and possible migration of substances. The inner packaging, which contains Mitsubishi HiTec Paper's BARRICOTE barrier paper, offers protection against moisture and grease and has heat-sealing properties. This unique solution demonstrates the possibility to create functional board-based packaging that is fully recyclable thanks to the optimised use of renewable raw materials in the barrier.

"It has been a very interesting and collaborative process for us working with Mitsubishi HiTec Paper on this project," said Lars Henriksson, VP of Product Development of the Smurfit Kappa Paper Division. "The fibres that our industry-leading paper is made from are an excellent solution for a huge range of products due to a range of attributes, not least their inherent sustainability."

Dr. Dieter Becker, Director of New Business Development & CSR at Mitsubishi HiTec Paper added: "As experts in specialty paper coatings, we brought our know-how in barrier and protective coatings to this process. "Our solutions are completely free from foil, laminates, aluminium and fluorocarbons. Instead, we rely on the highest possible percentage of biodegradable resources which is why Smurfit Kappa's MB12 solution was the right one."

HOBAGO AG, a Swiss producer of chocolate products, together with SCHELLING AG, its Swiss packaging provider, were the first to use the new board-based packaging solution which was shortlisted as a finalist in both the sustainability and technology categories of the Swiss Packaging Awards earlier this year.

**Smurfit Kappa**, a FTSE 100 company, is one of the leading providers of paper-based packaging solutions in the world, with approximately 46,000 employees in over 350 production sites across 35 countries and with revenue of €8.9 billion in 2018. We are located in 23 countries in Europe, and 12 in the Americas. We are the only large-scale pan-regional player in Latin America.

With our pro-active team, we relentlessly use our extensive experience and expertise, supported by our scale, to open up opportunities for our customers. We collaborate with forward-thinking customers by sharing superior product knowledge, market understanding and insights in packaging trends to ensure business success in their markets. We have an unrivalled portfolio of paper-packaging solutions, which is constantly updated with our market-leading innovations. This is enhanced through the benefits of our integration, with optimal paper design, logistics, timeliness of service, and our packaging plants sourcing most of their raw materials from our own paper mills. Our products, which are 100% renewable and produced sustainably, improve the environmental footprint of our customers.

**Mitsubishi HiTec Paper Europe GmbH** is a German subsidiary of Mitsubishi Paper Mills Ltd., Japan, one of the world's leading manufacturers of specialty paper. The roughly 750 employees at Mitsubishi HiTec Paper Europe produce high-quality direct thermal, inkjet, carbonless, label and barrier papers at two tradition-rich locations in Bielefeld and Flensburg.

Each factory stands out for own base paper production, state-of-the-art production machinery and innovative coating technologies. Through its dense global sales network, Mitsubishi HiTec Paper Europe supplies a full range of specialty papers for many applications and printing technologies – and is a highly capable partner whenever customized coated paper solutions are required.



**The new fibre-based packaging solution from Smurfit Kappa and Mitsubishi HiTec Paper**

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