

## Press Release

# New sustainable packaging paper for toys

Bielefeld – January 24, 2023

When it comes to toys, more and more emphasis is being placed on the sustainability of the products. More and more toy suppliers are realising that this should also apply to the packaging.

With its **PACK** packaging paper, the German paper manufacturer Mitsubishi HiTec Paper has a new product in its range especially for the sustainable packaging of toys and other small parts. The 75g paper, which is based on virgin fibres, offers particularly good heat-sealability and is therefore especially suitable for pouch packaging.

Of course, PACK has been successfully tested on packaging machines from leading manufacturers. In addition, the new paper is available both FSC® and PEFC™ certified. This makes PACK the ideal alternative to previous plastic packaging made from films and film composites.

Experience PACK live at the **Spielwarenmesse in Nuremberg** (1 – 5 February 2023) at the Mitsubishi HiTec Paper stand: **Hall 7, Stand A-74**. The sales team is looking forward to your visit. Samples and further information are also available at [sales.mpe@mitsubishi-paper.com](mailto:sales.mpe@mitsubishi-paper.com).



**PACK is ideally suited as sustainable packaging for toys**

**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 730 employees at Mitsubishi HiTec Paper Europe produce high-quality direct thermal, inkjet, carbonless, label and barrier papers for flexible packaging 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.

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