

Press Release

Special liquorice deserves special packaging

Bielefeld – May 3, 2023

"The world deserves better liquorice". That's what Claus Hattesen, the owner of Konfektfabrikken in Denmark, thought. And on the island of Ærø, he reinvented this traditional confectionery without further ado. The clou: natural flavours, ingredients of the highest quality, less sugar - and more taste. That such a special handmade product also deserves special packaging, environmentally friendly and honest like the liquorice itself, was a matter of course for Claus Hattesen from the very beginning.

Today, the liquorice sticks "Ærøstang" in the flavours liquorice, chocolate, raspberry and pineapple-coconut are packed in barrier paper from Mitsubishi HiTec Paper: **barricote® BAG WG 87**. It not only offers the best barriers against water vapour and grease (KIT Level 12), which is essential for a good shelf life of the liquorice, but is also heat-sealable and sustainable.

"For our new liquorice sticks, it was particularly important to me to use paper packaging that meets our high requirements for product protection, processability and printability. I wanted to move away from plastic to a more sustainable packaging for our honest liquorice" says Claus Hattesen. "In close cooperation with our printer Print2Pack and Mitsubishi, and after changing the forming shoulder of our packaging machine, we were able to successfully realise this challenging project."

"The sustainability of our *barricote* BAG WG, which can be recycled in the waste paper cycle, with its water-based barriers was just as important as the good printability with HP Indigo. Because Claus Hattesen pays close attention to the colours and print quality of the packaging," adds Michael Kater, Sales Manager Barrier Papers at Mitsubishi HiTec Paper.

Because special liquorice deserves special packaging! Made of paper.

Samples and further information are available at the Mitsubishi HiTec Paper Interpack stand: Hall 8A, Stand D11

www.konfektfabrikken.dk

www.print2pack.dk

www.barricote.com



Barricote BAG WG 87 packs AERØSTANG liquorice sticks sustainably and safely

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, and produces high-quality direct thermal, inkjet, carbonless, label and barrier papers for flexible packaging. The company 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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