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MARKS & SPENCER LAUNCHES SLICED MEAT IN PAPER PACKAGING

FLEXTRUS PAPERLITE® is the paper-based material that can compete with plastic in areas where this was previously not possible. The British retail chain Marks & Spencer is the first company to choose PAPERLITE® as a packaging solution for sliced meat.

Marks & Spencer has launched sliced meat in a paper packaging made of FLEXTRUS PAPERLITE® based on Billerud FibreForm – the paper material with high stretchability, which can be formed in existing thermoforming lines without requiring costly investments.

Marks & Spencer's new packaging offers product safety equal to that of the plastic tray since a protective barrier preserves the product's quality and taste. The packaging was developed in a joint project between



Marks & Spencer, Billerud and Flextrus. Billerud manufactures the unique paper and Flextrus both prints and applies an advanced, tailor-made barrier solution and sealing properties to the paper.

The product is produced in existing thermoforming lines at Tulip, with no investments in extra equipment needed.



Marks & Spencer's choice of PAPERLITE® is in line with its innovation ambitions underpinned with environmental credentials.

"Marks & Spencer are delighted to have launched this first-to-market innovation in packaging with Flextrus. The PAPERLITE® packaging provides premium look to our ham and is constructed from sustainable FSC sourced paper. It is important to Marks & Spencer to work with innovative solution providers to develop packaging for the future and Flextrus has supported our innovation work through their proactive approach", says Mark Caul, Packaging Technologist at Marks & Spencer.

The environmental benefits with PAPERLITE® are very strong with the manufacturing at Flextrus being FSC-certified and the packaging solution providing substantial pack weight reduction. In addition it is ideal for product differentiation through its unique look and feel of true paper.

"We are very pleased that Marks & Spencer has chosen to use PAPERLITE® as an environmentally smart packaging solution for its products. Major companies in Europe show interest in it and we support both commercially and technically to ensure all packaging requirements are met", says Cliff Gorst Sales Director UK & Ireland at Flextrus.

FOR MORE INFORMATION PLEASE CONTACT:

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FLEXTRUS – THE NATURAL CHOICE FOR DEMANDING PACKAGING CUSTOMERS

Our customers market, protect and preserve their products in the best possible way using flexible packaging with advanced barriers. They have high requirements associated with their products and brands and need packaging materials with the desired feel, appearance and functional properties.

As one of the leaders in flexible packaging in Northern Europe, we supply environmentally responsible materials. We take a step closer to our customers through our concept TCP, Total Customer Performance, where we participate in their development in a structured manner. Flextrus has a turnover of €75 million and operates two factories in Lund, Sweden and Somerset, UK, with 250 employees.

Our vision is simple – to become the natural choice for our customers, suppliers, employees and other partners. Close cooperation and teamwork provide the bases for our success.

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