



## FOOD & BEVERAGE PACKAGING

### BRUNBERG ORANGE KISS

In a facelift, the plastic window has been removed from the lid, reducing plastic consumption remarkably. The box is now made entirely of cartonboard. The same packaging change will be made to the entire range of foam sweet flavours by the summer. The plastic window has been a visual element in these packages and has been difficult to recycle separately. With the packaging reformulation, Brunberg is one step closer to the goal of reducing the use of plastic material in packaging.

The new product package will be recycled in its entirety for cartonboard collection. The redesigned cartonboard package is a result of a fruitful collaboration between the brand owner, the package converter and the producer of cartonboard raw material. The new package for these Brunberg sweets is converted by Pyroll Packaging and it is made from ALASKA® STRONG folding boxboard produced at MM Kotkamills.



BOARD & PAPER



**MM Board & Paper (Mill: MM Kotkamills)**



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