



FOOD & BEVERAGE PACKAGING

HEINDL ADVENT CALENDAR



MM Group | Austria



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The Carton Cavity System (CCS), developed by MM Packaging, is an innovative fibre-based alternative to conventional plastic trays. Designed as a scalable packaging platform, CCS consists entirely of cartonboard and provides a mono-material, fully recyclable solution for a wide range of FMCG applications.

In the Heindl Advent Calendar, CCS replaces the traditional plastic insert with a cartonboard cavity structure that securely holds 24 chocolates while maintaining an attractive premium presentation. By replacing plastic with renewable, fibre-based material, the solution supports the transition towards a more circular packaging economy and simplifies recycling for consumers.

The system combines sustainability with operational efficiency. All inserts are delivered flat and nested, reducing transport emissions, storage requirements, and handling complexity throughout the supply chain. CCS is fully compatible with existing manufacturing processes and can be adapted to different cavity numbers, shapes, and depths, offering exceptional flexibility for brands and converters.



BOARD & PAPER

Beyond functionality, CCS enables high-quality printing and finishing, making it ideal for seasonal packaging, promotional campaigns, and premium consumer products. In the Heindl application, the solution delivers strong shelf appeal, reliable product protection, and a carbon footprint reduction of 144 kg CO₂ per 1,000 units compared with the previous plastic-based solution.

By combining renewable fibre-based materials, recyclability, logistical efficiency, and premium design, CCS demonstrates how innovative cartonboard solutions can replace plastic while creating value across the entire packaging lifecycle. It is a scalable example of how the bioeconomy can drive both circularity and commercial performance.

Production Site: MM Packaging (Plant: MM Premium Vienna)

Cartonboard Quality: ALASKA® STRONG from MM Board & Paper
(Mill: MM Kotkamills)