



FOOD & BEVERAGE PACKAGING



BOARD & PAPER

PAYSAN BRETON LA BAGUETTE CHEESE



MM Group | Austria



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By redesigning the packaging for its “La Baguette” cheese, the Laïta Cooperative, in partnership with MM Packaging, demonstrates how eco-design can deliver environmental, regulatory, and commercial benefits.

The project was driven by a clear objective: to simplify the packaging and reduce its environmental impact. A former wood-and-cardboard multi-material solution was replaced with a lightweight mono-material cardboard pack, creating a packaging concept that is fully aligned with circular economy principles.

By using a renewable fibre-based material and a well-established paper and board recycling stream, the new pack can be efficiently collected, sorted, and recycled across Europe. The packaging is 100% recyclable and designed to comply with current and future PPWR requirements, making recycling easier for consumers while significantly lowering the product’s environmental footprint.

A 50% reduction in packaging weight highlights the project’s ambitious source-reduction approach. In addition to reducing material use, the lighter and more compact design delivers efficiencies throughout the value chain, including storage, handling, and transportation.

Despite its simplified structure, the new packaging continues to provide excellent product protection and strong shelf appeal. The project demonstrates how fibre-based packaging solutions can replace more complex packaging formats while combining circularity, functionality, and consumer appeal.

Fully aligned with Laïta’s CSR ambitions, the new pack is a practical example of how bio-based, recyclable packaging can support the transition towards a more circular economy.

Nominated for the European Carton Excellence Award 2026

Production Site: MM Packaging (Plant: MM Packaging France)

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

