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## **Unique FibreForm® paper now commercially available**

**In connection with Scanpack, Scandinavia's largest packaging exhibition, Billerud is launching FibreForm, a packaging paper with unique elasticity that enables it to challenge plastic in new areas. The paper's formability creates opportunities for special effects and personalised packaging based on renewable raw material that is also both compostable and recyclable.**

Billerud FibreForm® will challenge plastic as a packaging material in specially shaped packaging such as trays and blister packs for food and consumer goods. Previously there has not been a renewable material that could undergo thermoforming in food packaging machines, but thanks to its high elasticity, up around 20% compared with normal paper that has elasticity of 2-4%, customers can now use FibreForm without having to make expensive investments.

"Considering the current debate about the climate, we believe many producers, such as those in the food industry, will start using more paper in their packaging," says Johan Nellbeck, business area manager at Billerud.

Another application for FibreForm is packaging with deep embossing and unique design. During 2009 packaging based on FibreForm has won a diploma in the Golden Egg awards and a silver prize in the prestigious Pentawards.

At Scanpack 2009 Billerud is arranging several seminars in packaging innovation and sustainability through packaging. FibreForm based packaging will be presented at the seminars. Billerud also has a stand at the Scanpack Design square (F00:20) in Göteborg on 20-23 October.

FibreForm is manufactured using FSC-certified primary fibre. Billerud meets the requirements for traceability certification in accordance with PEFC. Billerud's Swedish mills and Billerud Skog have FSC certification.

**For further information, please contact:**

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