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Marks & Spencer launches sliced meat in paper packaging based on Billerud FibreForm®

Billerud FibreForm® is the paper 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 FibreForm as a packaging solution for sliced meat.

Marks & Spencer has launched sliced meat in paper packaging based on Billerud FibreForm – the paper 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.

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

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

"Customers, and in particular major international brand owners, have shown great interest in FibreForm. We are very pleased that Marks & Spencer has

Billerud's business concept is to offer demanding customers packaging materials and solutions that promote and protect their products – packaging that is attractive, strong and based on renewable materials. Billerud has a world-leading position within several product segments including paper for consumer packaging and industrial applications. Production takes place at three integrated pulp and paper mills in Sweden and at one paper mill in the UK

chosen to use FibreForm as a smart packaging solution for its products, which will differentiate products whilst still be environmentally sound”, says Johan Nellbeck, Business Area Director, Packaging & Speciality Paper, at Billerud.

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Billerud FibreForm® – the formable paper

The secret behind FibreForm is its high stretchability, which opens the door to a wide range of applications. It is possible to develop unique packaging solutions with exciting, natural forms and deep embossing that strengthen brands.

The paper also has considerable environmental value. FibreForm is made of 100 percent primary fibre and is approved for direct contact with food. FibreForm is FSC certified – a guarantee that the raw material originates from sustainable forestry.

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