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Billerud FibreForm[®] wins China's most prestigious industry accolade – the Packaging Innovation Award

At ProPak – China's largest packaging and processing technology exhibition – Billerud's FibreForm[®] packaging material scooped the Packaging Innovation Award. The award is supported by Hong Kong-based Ringier Trade Media Ltd, with the aim of boosting the profile of the company that contributes the most to the industry's development in China.

The jury whose task it is to select the winner of this prestigious, well-recognised award for innovation comprises Chinese professors from various universities and research institutions, a number of trade associations, and experts in China's packaging technology market. The award was presented at Shanghai's new International Expo centre on 14 July. Those present at the award ceremony from Billerud were President & CEO Per Lindberg, Business Area Director Johan Nellbeck and Billerud's local sales representative Allen Lu.

“The interest in our FibreForm product and the reception it received in China is tremendous and we're looking forward to building many new relationships in the country in the future. This is just the beginning,” says Johan Nellbeck, Business Area Director, Packaging & Speciality Papers.

Billerud has been selling paper and pulp in China since the 1980s and has had sales offices in Shanghai since 2004.

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www.billerud.com/fibreform

For further information about the exhibition: www.propakchina.com

Billerud FibreForm[®] – the formable paper

The secret behind FibreForm is its high degree of elasticity, which opens the door to a wide range of applications. Unique packaging solutions with exciting, natural forms and deep embossing can be developed using the paper. FibreForm can compete with plastic in areas where this has previously not been possible. 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.

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