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## **New award for FibreForm® at Salon Emballage in Paris**

**At Europe's biggest packaging fair, Salon Emballage in Paris, with its 1,300 exhibitors from 95 countries, FibreForm was voted one of the most sustainable and innovative packaging materials launched this year. Billerud received the 'Coup de Coeur' award at the fair.**

The jury comprised leading experts from major global companies in sectors such as food, hygiene, beauty, retail and heavy duty. Of the 109 entries, FibreForm was considered one of the most outstanding innovations. Praise was given not only for the innovative aspects, but also the environmental benefits and the scope to design unique packaging solutions.

"It is so great to find a true innovation that really stands out in the paper industry," says Chantal Sandoz, Packaging Group Director Carrefour and jury member.

The award is the third in a row for FibreForm since early October last year. The previous accolades were the Packaging Innovation Award at the Scanpack fair in Sweden and the equivalent award at the Propak fair in China.

"The interest in and enthusiasm for our FibreForm product around the world is fantastic and is leading to many exciting new business relations and partnerships," explains Johan Nellbeck, Business Area Director, Packaging & Speciality Paper.

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**For further information about the fair:** <http://en.emballageweb.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 is a packaging paper company. The company's business concept is to offer customers packaging material and solutions that promote and protect their products - packaging that is attractive, strong and made of renewable material. Billerud has a world-leading position within several product segments, both within paper for consumer packaging and for industrial applications. Production takes place at three integrated pulp and paper mills in Sweden and at one paper mill in the UK.*