

## Paboco introduces the Paper bottle community to advance packaging innovation.

**During the C40 World Mayor Summit in Copenhagen, we proudly present Paboco®, the paper bottle company, uniting leading experts in material, design and technology, and supported by world-leading consumer brands to bring sustainable progress to the bottling industry.**

Building on years of experience, the development journey towards a sustainable paper bottle first began in 2015 by innovation expert EcoXpac in collaboration with Carlsberg Group and BillerudKorsnäs, with support from project partners.

Now in 2019, Paboco represents a joint venture between paper packaging material developer BillerudKorsnäs and bottle manufacturing specialist Alpla.

To support the initiative and explore further development and commercial opportunities, Paboco is officially launching the Paper bottle community with participation from the following partners below

### **This is our Paper bottle community:**

#### Pioneer owners



#### Pioneer brands



#### Pioneer partners



Building lasting change takes time and any challenge to the norm carries equal amounts of risk. To provide the best system for success, we are building a community of partners that share our vision, understand the complexity of innovation and the crucial importance of introducing smarter and more sustainable packaging solutions.

Our ambition is matched by the challenges we are facing: Challenging the traditional bottling industry, and indirectly sparking a movement for a more sustainable everyday.

*"It is all about the team! We are collaborating across the value chain, sharing the risks and are united in our vision that the Paper Bottle will*

*become a reality and fundamentally change this industry for good”,  
says Mrs. Gittan Schiöld, interim CEO of Paboco.*

**Our long-term goal: a sustainable choice for the future.**

The Paper Bottle is a step-by-step innovation concept focused on scaling and product functionality. It is the first of its kind for liquid goods such as carbonated and still drinks, beauty products and more.

Alongside the scaling of the production technology, Paboco works for the transition to a bottle solution for the future circular society, a 100% biobased and recyclable paper bottle that can harmlessly degrade if accidentally put in nature. Our vision will always drive us further than the expectations of today and push us to improve the paper bottle to become fully sustainable and optimised for material reuse and circularity.

This work is undertaken in generations of the Paper Bottle, building on existing barrier technologies of today and exploring those of tomorrow. Each pioneer brand will develop and design their own paper bottle to meet the needs of their category.

**About the Paper bottle community:**

The paper bottle community unites a group of pioneering partner brands and experts in materials, design and technology. Together, we're shaping sustainable everyday life by contributing to the making of a fully bio-based and recyclable bottle made from wood fibres. A long-term innovation project run by Paboco®, the paper bottle company.



**About Paboco:**

Paboco®, the paper bottle company, is a joint venture between paper packaging materials- and solutions provider BillerudKorsnäs and bottle manufacturing specialist Alpla, grown from the start-up and innovation expert ecoXpac. Our aim is to provide consumers with a fully bio-based and recyclable paper bottle, that ultimately will change the industry and impact the environment for good. [www.paboco.com](http://www.paboco.com)

**For more information, please contact:**

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