



Holmen expands lightweight containerboard range with fresh-fibre fluting

To meet growing demand for lightweight and resource-efficient corrugated packaging, Holmen is extending the Holmen Elevate range with a fresh-fibre fluting – Holmen Elevate Flute. The addition enables a consistent approach across the entire corrugated structure, reducing material use and emissions without compromising performance.

Holmen Elevate is a range of ultra-lightweight containerboard designed for consistent performance in corrugated packaging. With the addition of fresh-fibre fluting, the range now includes both liner and fluting. This enables a unified approach to lightweighting, with grades starting at 72 gsm.

The range is used in applications such as e-commerce, shelf-ready retail, and fruit and vegetable punnets, where reducing

weight, cost and material use is increasingly important. Approved for direct contact with dry, moist, and fatty foods, it supports food and beverage packaging without compromising quality.

“Fresh fibre is at the core of how we combine performance with sustainability,” says Mathias Dufeld, Segment Owner Containerboard at Holmen Board and Paper. “By enabling lightweight corrugated solutions, we can

help reduce material use and improve cost efficiency while supporting circularity and the efficient use of resources.”

Holmen Elevate is manufactured at Braviken Paper Mill in Sweden and delivers one of the lowest carbon footprints in the sector. Production is based on an integrated, resource-efficient supply chain where pulpwood and wood chips are sourced from Holmen’s adjacent sawmill and residual materials are used for bioenergy or soil improvement.

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About Holmen Board and Paper

Holmen specialises in paperboard and paper products made using fresh fibre from sustainably managed forests. This creates products with superior strength, flexibility and visual qualities – for everything from books, magazines and advertising to packaging for cosmetics, electronics, food and transport. Our market-leading solutions are perfect for conscious brands that value premium quality and close partnerships. Production and processing are based in Sweden and the UK.