

Press release

Solna, 2 September 2019

BillerudKorsnäs takes the lead in e-commerce packaging by launching Xpression E-Com

Packaging materials and solutions provider BillerudKorsnäs introduces a revolution for online retail. The new product, Xpression E-Com, is a paper quality specially designed for e-commerce bags providing a superior and direct substitute for single-use plastic mailing bags and other less efficient solutions.

BillerudKorsnäs continues to introduce pioneering innovations that offer alternative solutions to plastic. The new product within the Xpression product family is a paper quality designed specifically for the needs of the online retail market. BillerudKorsnäs' Xpression is a strong and resilient Kraft paper range suitable for consumer carrier bags that meets and exceeds all requirements for durability and high printability. Our new product, Xpression E-Com, works in existing converting machines for e-commerce bags and its superior durability enables a direct substitution from plastic bags to paper bags.

We see increasing demand from consumers for genuinely sustainable solutions, resulting in continuous requests from our customers for a packaging material that offers low environmental impact and full recyclability. BillerudKorsnäs, known for challenging conventional packaging and offering innovative alternatives to the market, has responded by developing and launching Xpression E-Com, a paper which meets all the needs of this tough supply chain and provides peace of mind for consumers, says Tom Hallam, Business Development Manager at BillerudKorsnäs

Consumers are now demanding that Brand Owners embrace all aspects of sustainability. Many have responded by cleaning up their supply chains, eliminating high-risk raw materials and improving social welfare, but continue to use vast amounts of plastic bags for e-commerce. Xpression E-Com makes a shift to sustainable paper e-commerce bags possible. The material is renewable, recyclable and biodegradable with a low carbon footprint. Xpression E-Com is available in white, which offers great branding possibilities, or brown, for those wanting a natural looking package. Both grades are perfect for mailing bags in a time when alternatives for plastic are in high demand.

The new product is the result of a collaboration between BillerudKorsnäs and the packaging machine producer JB Machines.

We have collaborated with BillerudKorsnäs to help introduce a paper quality that works flawlessly on our converting machines. The quality of Xpression E-Com paper results in high productivity and bags with great functionality and durability. The partnership has been very cooperative and we are happy to have been involved in the market launch of a paper quality dedicated to e-commerce bags, says Walter Zanon, Co-Owner, JB Machines

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BillerudKorsnäs provides packaging materials and solutions that challenge conventional packaging for a sustainable future. We are a world-leading provider of primary fibre based packaging materials and have customers in over 100 countries. The company has 8 production units in Sweden, Finland and the UK and about 4300 employees in over 13 countries. BillerudKorsnäs has an annual turnover of about SEK 22 billion and is listed on Nasdaq Stockholm. www.billerudkorsnas.com



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