

28.9.2018

Kotkamills presents its plastic free next-generation paper cups and packaging solutions in Monaco

Kotkamills' plastic free smart cup can now tell the user how it will be recycled after the use. The smart cup has a QR code printed on it, permitting the user with a mobile device watch a short online video that describes what happens to the cup after it has been used.

"We want to be transparent and show the consumers how our products can be recycled. We believe that today a consumer really cares and pays attention to details. For the producers it is therefore not enough anymore to only tell the consumer that the products will be recycled after the use. We must show how it's done." Kotkamills CEO **Markku Hämäläinen** says.

Kotkamills provides brand owners and retailers with a range of plastic free easily recyclable consumer packaging and food service boards. Its unique production line in Kotka, Finland, started production in 2016 and will ramp up its capacity to 400 000 tonnes of board annually.

The product line includes sustainable next-generation folding boxboard and barrier board products. AEGLE® Pro and AEGLE® White folding boxboard products serve the needs of general packaging such as pharmaceuticals, cosmetics and confectionery as well as food packaging.

AEGLE® Barrier Light is designed for take-away food packages requiring medium grease resistance and AEGLE® Barrier Plus comes with excellent grease and water vapour resistance, especially tailored for chilled and frozen food and bakery applications.

ISLA® Duo cupstock for disposable cups complements the product family. All the products are easy to recycle after used, without a need to separate any plastics from wood fibres.

Consumers are pushing the change with their choices. The packaging industry and the brand owners must anticipate this changing consumer demand.

"By making plastic free products, with water-based dispersion barriers, we want to ensure easy recyclability for retailers and consumers alike. The demand for recyclable and sustainable products both in traditional and in luxury packaging is increasing." Hämäläinen states.

"Plastic free products will be a game changer in packaging and food service industries. We want to do our share by providing the markets with our next-generation packaging material solutions", Hämäläinen continues.

Come meet us and get familiar with our products at Luxepack stand I02 between October 1st and 3rd 2018 in Grimaldi Forum in Monaco at address 10 avenue Princesse Grâce, 98000 Monaco.

Change the game with us!

28.9.2018

For more information:

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Kotkamills is a responsible partner that delivers renewable products and performance to its customers' processes via product innovations created from wood, a renewable raw material. Our product range includes fully recyclable consumer board products AEGLE® and ISLA®, and one of the key brands of the company is Absorbex®, an innovative laminating paper product for the laminate, plywood and construction industries. Moreover, Kotkamills offers ecological, technically sound and visually attractive wood products for demanding joinery and construction.

www.kotkamills.com