

Interpack, 8–14 May 2014 in Düsseldorf, Germany
Stora Enso stand 9B20

Cupforma Ice – a cool new option for ice cream packaging

Don't be square with your ice cream packaging. Cupforma Ice is a new paperboard from Stora Enso for attractive ice cream packages in a range of sizes. The advanced construction of the board provides a lower weight than usual, which helps cut back on raw materials and spare the environment. By selecting the sugarcane-based PE-Green coating packages made of Cupforma Ice can be made from 100% renewable raw materials.

While a typical 0.5 l ice cream package is made of 350 g/m² board, the new Cupforma Ice will make it possible to use 290 g/m² board without compromising the packaging performance. Such a weight reduction generates savings for all companies throughout the supply chain.

“A round cup shape is a powerful brand builder in the ice cream business as some of the world's leading brands have shown us. Now customers can choose the new Cupforma Ice and make their packages more sustainable. Paperboard cups for ice cream packaging look great and are easy to open and close, unlike plastic containers which often hurt your fingers,” says Jaana Keskitalo, Segment Development Manager for fast food at Stora Enso.

Paperboard packages are recyclable. Packages made from Cupforma Ice with PE-Green coating can also be recycled with other fibre-based cartons. The coating is made from sugarcane, which means that none of the raw materials come from fossil sources. Cupforma Ice is also suitable for packaging other frozen foods.

New Cupforma board for microwave

At Interpack 2014, Stora Enso is also introducing a new board grade for microwave-proof cups. Cupforma Natura PP comes with a coating that withstands being heated in the microwave and is therefore suitable for packaging soups and other foods as well as drinks sold in portions, such as cocoa. “Our hectic lifestyle and the food-to-go trend are expanding the market for portioned food products. The recyclable, microwave-proof paper cups provide an environmentally sound packaging option for such products,” says Jaana Keskitalo.

Further information

<http://renewablepackaging.storaenso.com>

Jaana Keskitalo, Segment Development Manager, Stora Enso Renewable Packaging,
Consumer Board, tel. +358 40 536 2683

Sanna Heiskanen, Manager, Communications, Stora Enso Renewable Packaging,
Consumer Board, tel. +358 40 773 9373, email sanna.heiskanen@storaenso.com



Stora Enso is the global rethinker of the biomaterials, packaging, paper and wood products industry. We always rethink the old and expand to the new to offer our customers innovative solutions based on renewable materials. Stora Enso employs some 28 000 people worldwide, and our sales in 2013 were EUR 10.5 billion. storaenso.com

Our **Renewable Packaging** offering comprises fibre-based packaging materials and innovative packaging solutions for consumer goods and industrial packaging applications. We operate in every stage of the value chain, from pulp production, material and packaging production to recycling. Our board range creates an ample playground for imaginative packaging concepts, individual solutions and optimizing packaging in different end uses. renewablepackaging.storaenso.com