

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

## Stora Enso to introduce innovative package designs and new materials

Stora Enso presents its latest innovations in package design and materials at Interpack 2014. Stora Enso is introducing two new Cupforma board grades: one for ice cream packaging and one for microwaveable cups. New products from Stora Enso's speciality paper selection include HybraPack for rigid pouches and MediaLiner for corrugated applications. Award-winning packaging concepts from the Recreate Packaging 2014 design competition are also on display at Stora Enso's stand.

One of the highlights of the show will be a presentation on the afternoon of Friday 9 May at Innovationparc Packaging. **Lasse Johansson**, VP Commercial, Stora Enso Consumer Board, and **Erik Lindroth**, Environment Director, Tetra Pak, will give a joint presentation on how a localized, highly efficient network in food production, packaging and recycling saves resources, energy and food.

Several partner stands are also showcasing innovative packaging solutions based on Stora Enso's wide selection of board and paper, including the new Candy Cup packaging concept for chocolate and confectionery by Stora Enso and AR Packaging, and the ValueCase pharmaceuticals packaging concept introduced together with Edelman and Uhlmann Packaging.

Read more from our related press releases.

### Further information

<http://renewablepackaging.storaenso.com>

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**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](http://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](http://renewablepackaging.storaenso.com)