

# Introducing Eco™

## Inspired by Nature

Elopak introduces its latest innovation Eco™, a smart, efficient and green package for fresh and ESL milk. The evolution of Eco™ comes from the critical global need to provide packaging and product solutions that are kind to the environment. Combine this with the demand for improved functionality and consumer convenience and cost efficiencies in the highly price-pressured milk markets.



Through innovative carton design and processing efficiencies Eco™ is an environmentally sound package, with unique score lines creating an original shape and ergonomic handling function – together with cost savings of 2-5%. The Eco™ Activator, which activates the score lines, demands minimal investment and installation requirements while providing total flexibility of operations. With an unrivalled green image Eco™ is positioned to be the preferred package for products with key environmental benefits and messages.

### The preferred green package

Eco™ creates an environmentally sound experience for consumers. It is specifically designed to use lighter board and a more lightweight cap - the Elo-Cap™ UE light. Less raw materials in production means Eco™ is a more sustainable choice for consumers

increasingly sensitive to environmental issues. Through the use of lighter board and cap, Eco™ gives an improved CO<sub>2</sub> footprint. A CO<sub>2</sub> saving of up to 10% is achieved during the production, transport and use of Eco™. With fewer raw materials, production waste is also reduced.

Elopak's Director Environment, Sveinar Kildal, explains "It is estimated that for every one million blanks, approximately 5 to 15 tons of CO<sub>2</sub> will be saved. It appeals to the growing concerns amongst industry and the consumer about dwindling natural resources and global warming. Consumers achieve a positive experience about knowing their selection of product has a lesser impact than other products. They can feel good about their choice and play their role in safeguarding the planet."

### Smart design

The smart design of the carton through the front curved score lines and the Eco™ Grip side score lines provide a positive ergonomic experience. It has been devised with the optimum grip function of the hand in mind, to create a natural, safer handling

experience for advanced functionality.

Eco™ project leader Martin Wieser explains, "The grip leads to a squeezing of the carton giving a more secure feeling in the hand. Easier handling creates more convenience and better pouring. Eco™'s smart design is functionally better for all users but provides added benefits - particularly for older people and children. The emotional connection the consumer makes



### Key features

Eco™ is available in standard cross section 70x70, 1000ml, B style cartons and comes only with a screw cap. It is linked with the Elo-Cap™ UE light which at 2.07g is the lightest cap in Elopak's range, however, other closures within the Elo-Cap™ U family are available. Eco™ will be available in flexo, super flexo and UV flexo print and will work with most of the Elopak secondary packaging solutions currently in use.

through both the carton's green and ergonomic experience gives higher recognition and generates loyalty."

### Differentiation possibilities

The innovative design provides a really natural, slimmer profile and directs any bulging of the carton forwards through the front panel. This unique shape provides new on-shelf differentiation possibilities and projects a strong environmental image, enhancing brand differentiation, providing advanced opportunities for marketing and communication campaigns.

"Differentiation is also achieved within the consumer experience. Eco's clear environmental benefits reward the green-aware consumer with positive feelings when selecting and using products in this packaging," adds Sveinar Kildal.

### Flexibility in dynamic markets

The Eco™ Activator E-S Eco82 is placed on the conveyor downstream from the filling machine and activates the special Eco™ front and Eco™ Grip score lines of the formed, filled and sealed cartons with a maximum speed 8.200 cartons per hour. The Eco™ Activator can be installed on existing Elopak lines for cost effective and time efficient applications. No changes are needed to filling machines other than the Activator and adaptation to new board grade through an adjusted heating pattern.

The Eco™ Activator has an on/off switch, so lines can easily change between Eco™ cartons and other

### • Pinzgau Milch Produktions GmbH:

- o [www.pinzgaumilch.at](http://www.pinzgaumilch.at)
- o Bundesland Salzburg, Austria – in the heart of the Salzburg Mountains and nestled in the National Park Region of Hohe Tauern
- o Process 60 million liters annually
- o Products: milk mix drinks, milk, natural yoghurts, fruit yoghurts, fruit whey, sour cream, cream and of course, cheese

### • Eco™ beta site:

- o Filling machine: Elopak® E-PS120UC
- o Products:
  - Pinz® Frische Vollmilch 3,5% (Fresh whole milk 3,5%) – 1000ml
  - Pinz® Salzburger Vollmilch Länger Frisch 3,5% (ESL whole milk 3,5%) -1000ml
- o Eco™ Activator E-S Eco82 (proto type)
- o Secondary packaging: Wrap around box 4 x 3





Elopak carton configurations. This flexibility of operation provides new possibilities for manufacturers, particularly for high-volumes or extensive ranges, where added-value is key and in fast moving markets where quick reaction to consumer demands is a critical success factor.

### Cost efficient

Martin Wieser adds that even in a market demanding improved functionality and environmentally

friendly products, cost is critical to manufacturers. "In the highly price sensitive and cost pressurised dairy markets, here is an innovation which requires minimum investment and provides a cost saving. Cost efficiencies are achieved through the reduction in board and cap weight. The use of lighter board creates cost savings for both fresh and ESL milk."

### Future developments

Launched first for the fresh and ESL milk markets, Eco™ enhances the core values and naturalness of dairy through its environmental image and unique shape. Project Leader Martin Wieser states: "The Eco™ carton

is under continuous development to increase the environmental advantages of the Eco™ pack even further and expand Eco™ into other product segments over the coming years."

For more information about Eco™ please contact Senior Manager Packaging Innovation Martin Wieser at Corporate Offices in Norway; [martin.wieser@elopak.no](mailto:martin.wieser@elopak.no)

