

# Boardpaper



storaenso

Stora Enso Consumer Board Newsletter 4/2018

## Lucky winners

had one thing in common  
at Pro Carton Awards  
2018

## Paperboard for dairy packaging

Yolo's new cups are  
attractive and ecological

## What's in the Value Wheel?

New interactive tool facilitates  
the choice of board.



## Dear Reader,

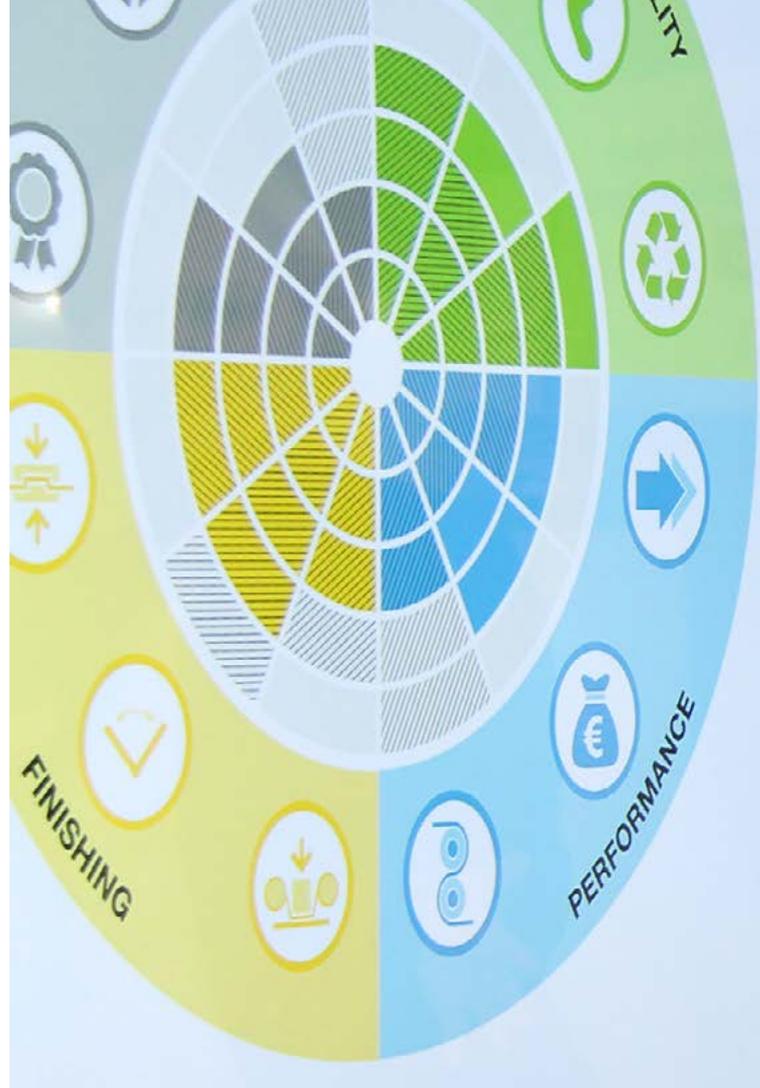
This issue of Board Paper is mostly about tools. Tools for choosing the right material for different packaging end uses and for finding out more about our company's offering.

The choice of material is key in every successful packaging project. We have created a new app for our salespeople to use in their communication with our customers. The Value Wheel helps to determine the best packaging material for each purpose by simplifying very complex information into one comprehensive image. It's a real leap forward and fun to use!

New tools are also available on our renewed website at [storaenso.com](http://storaenso.com). Say hello to our Chatbox on the Paperboard Materials page and it will help you to find the right product for the right purpose.

Happy reading!

**Sanna Heiskanen**  
editor



## Introducing Value Wheel by Stora Enso

How do you choose the right material for different packaging purposes? The requirements vary considerably depending on the end use category, whether it is liquid packaging, pharmaceutical packaging, luxury packaging etc.

Stora Enso offers several paperboards with different qualities to choose from, and now we are introducing a new, interactive tool to make the choice easier.

### What's in the wheel?

Packaging must fulfil several requirements in terms of performance,

finishing, sustainability and the impression you want to make. In order to understand how important the different requirements and aspects are to the end product, we have created a wheel that is divided into these four aspects and their detailed attributes.

The Value Wheel comprises typical end use categories, including packaging and graphical end uses and our paperboard and packaging paper products. The wheel shows the requirements of the selected end use category in a visual profile. Then you can choose a paper or board product and see how its features match with the category.

To provide more food for thought, one part of the Value Wheel also covers consumer trends identified as important drivers of future packaging development. This allows us to see both necessities and opportunities arising from changing demographics, consumer habits and climate change.

The Value Wheel is based on the Packaging Wheel concept created by pacproject (© 2016 PACPROJECT GMBH). All the products included in the Value Wheel have been carefully evaluated and rated by experts in terms of each attribute, so the profiles you see on the Value Wheel

Maija Tahvanainen presenting Value Wheel at FachPack.



**How does CKB measure up for multipacks?**  
The product's ratings are coloured and the category's ratings are rasterized.

are actually based on the products' technical features and properties.

#### **Who can use the Value Wheel?**

The Value Wheel was introduced for the first time at the FachPack 2018 exhibition in Germany and will be presented at several upcoming events. Stora Enso's sales staff have access to the app on their laptops to be used in customer meetings.

"With the Value Wheel, we want to support communication between all stakeholders in a packaging project by simplifying complex information such as technical requirements, environmental and compliance needs and industry-specific knowledge,

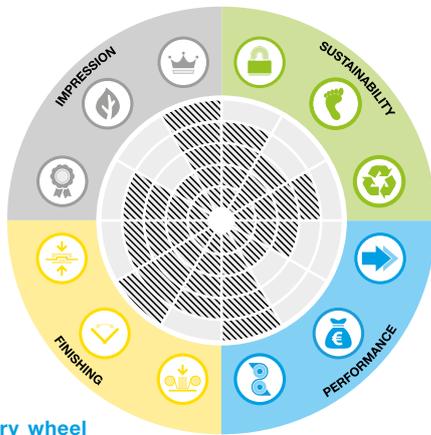
not to mention the marketing aspect. The Value Wheel brings all this together into an insightful tool that helps create attractive, efficient and functional packaging solutions from the best renewable materials fit for the purpose," says Product Manager **Maija Tahvanainen**, who is leading the development of the Value Wheel concept.

The early response from customers and visitors at Stora Enso's exhibition stands has been very positive; the tool captures key aspects of packaging, stimulates conversation and provides an understanding of the differences between the products.

# Dive into premium chocolate

To better understand the Value Wheel, we can test it by looking at the category of premium chocolate and confectionery. Creating a premium or luxury impression is key, and the packaging must reflect the same passion and attention to detail as the product inside. It is all about emotion.

On the Value Wheel, this category scores the maximum rating (5) in terms of luxury impression and very high (4) in terms of functional impression, but it doesn't need to give that much of a natural impression (2). The demands for a high-quality print result and various finishing treatments are also on a high level (4-5), while material efficiency and runnability demands are less important (2-3). The most important sustainability attributes, scoring 4, are



Category wheel  
premium chocolate

recyclability and packaging safety, to ensure food safety, freshness and perfect taste.

To meet these category requirements, the smooth surface and right stiffness of the packaging board are vital to create the desired tactile experience, and high whiteness and brightness ensure high-quality print results with rich contrasts and sharp details. The materials must have good foldability and perform well in finishing processes such as embossing, foil and varnishing.

The Value Wheel indicates that the products that match this category come from our Ensocoat and Performa product families. In the wheel, you can see the difference between the products in detail. The wheel also suggests Cupforma Natura if considering packaging cups, and LumiFlex and LumiLabel for paper packaging.

The current version of the Value Wheel covers twenty categories, from fast food to packaged food, drinks, cosmetics, pharmaceuticals, cigarette and graphical end uses such as cards and covers. When looking at the profiles in the Value Wheel, it is wise to keep one thing in mind: what is meant by a good print result in luxury cosmetics is different from a good print result in fast food packaging.

## About attributes and ratings

When you look at paperboards using the criteria in the Value Wheel, they appear quite different from one another. Some criteria can be opposite from one another – for example, rough natural surface vs. smooth and sealed surface – so it is simply impossible to have the

## Impression



Luxury impression



Natural impression



Functional impression

## Finishing



Embossing



Foldability & formability



Foil & varnishing

## Performance



Runnability



Material efficiency



Print result

## Sustainability



Packaging safety



Environment



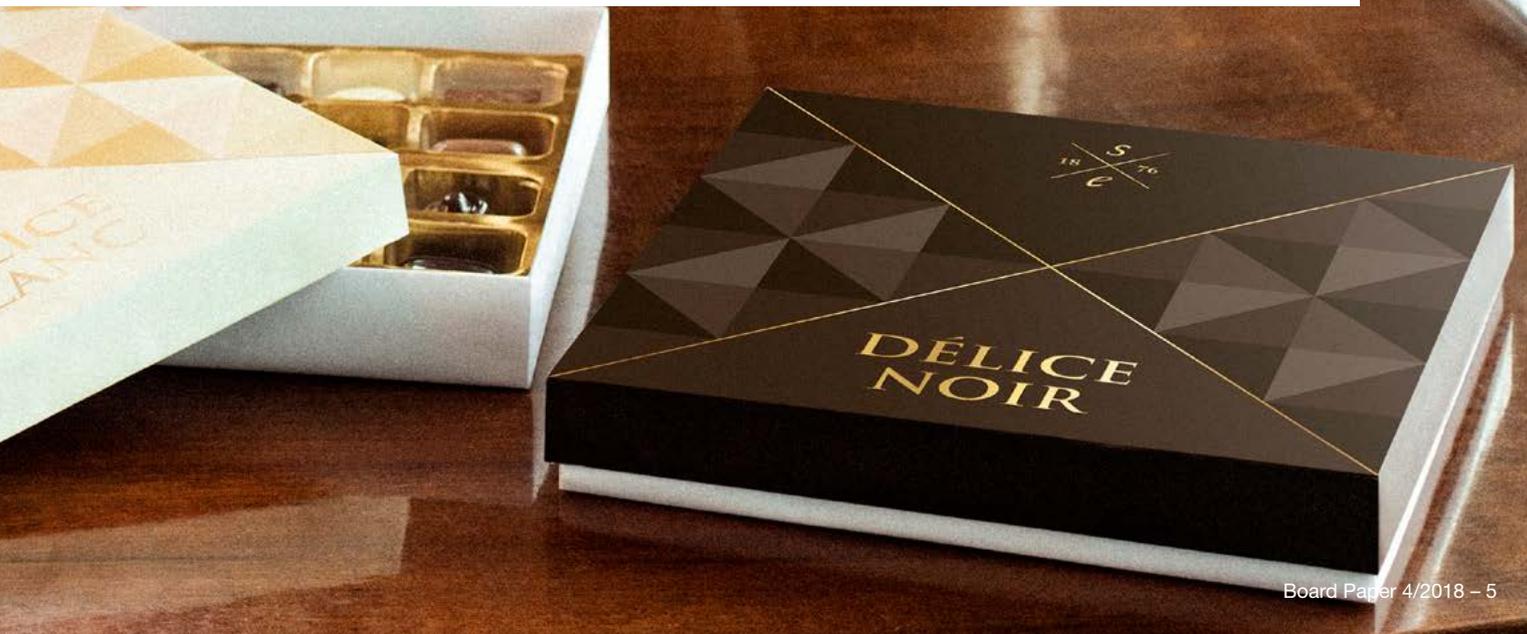
Recyclability

highest rating for all attributes. The point is how well each product matches the category's requirements.

The four sections of the Value Wheel are divided into twelve attributes, which are presented above. Behind each attribute there are a number of technical properties or other details that must be met to get the highest rating. For example, Foil & Varnishing requires good smoothness and formation, high surface strength, optimal flatness, high dimensional stability and suitability for various finishing processes. If all these criteria are met, the rating is five.

To summarise, the ratings on the wheel are based on criteria that cover important factors across several industries and end use categories. That's what makes the Value Wheel such a unique and useful tool for finding the products that really fit the purpose and provide the best value in the particular end use application.

**Value Wheel by Stora Enso makes it easy to compare different packaging boards and papers and see how they meet different end use requirements.**





## Congratulations, Pro Carton Award winners!

The annual Pro Carton Awards were presented at the end of September. Stora Enso's customers won in four categories: luxury goods, confectionery, fast/convenience food and public voting.

The winner in the luxury packaging category was the **Jean Leon Vintage Retro Suitcase 1**. The exclusive package is made of CKB™ by Stora Enso and microflute materials with matt laminate to imitate vintage material. The closure devices and leather handle add a touch of craftsmanship. The result is a vintage retro suitcase for premium wine

bottles, showing the brand history. The pack even closes like a suitcase and can be reused as a chest. The package is manufactured by Grafopack in Spain.

The winner in the fast/convenience food category is also made of CKB. The package is called **Pop Up Cup 2** and is manufactured by Snel for brand owner Fonkels in the Netherlands. The design is a combination of a folding carton and a plastic bag. It is leakproof and easy to use, and can be used with a straw, whilst the window indicates the remaining volume of the drink. No plastic lid is required, and the carton

can be disposed of as paper waste.

Coveris from the UK won in the confectionery category, with a **chocolate truffles six-pack for Booja-Booja 3**. Created using one sheet, the cartons have layers and design elements to enhance the perception of luxury. The simple structure of the carton and fewer materials contribute to better efficiency and environmental performance during production. The closure system enables easy opening and reclosing.

The packaging for **Starskin facial masks 4** won the public voting.



Manufactured by Omaks Packaging in Turkey from luxury board Ensocoat 2S™ by Stora Enso, the packaging is a combination of a book and a box. The structural design is very ambitious, enabled by a smart die cut. The book has many ways of folding, so that all parts of the printed surface are visible. The whole package reflects the high quality of the product and works great as a present.

## New packaging concept for Yolo

Renewable materials are making a strong entry into dairy packaging. One company that is heavily expanding in that business is Haifa-based Copy Center, which now delivers dessert packaging cups to Tnuva, the largest dairy in Israel. The cups are made from Stora Enso's Cupforma Dairy 2PE board.

The new cups were introduced last year for the brand Yolo (which is also an acronym for 'you only live once'), which is Tnuva's premium product line of various chocolate puddings, and one of the country's biggest-selling dessert brands.

"Tnuva had asked us to create a totally new packaging concept for Yolo, aiming to become the leading dessert brand. Paperboard stands out as a modern option for dairy packaging, and it has environmental benefits over plastic. The look and feel of paperboard give a high-end impression, especially with sophisticated finishing effects such as the embossing and foil that we see in the cups for Yolo. The introduction was highly successful and exceeded everyone's expectations," says **Uri Drori**, CEO of Copy Center.

Since then, Tnuva has been consistently increasing their order quantities and switching more products from plastic to paperboard

cups. Copy Center has respectively invested in its production, design and service capacities to meet the high delivery, safety and quality demands of food companies.

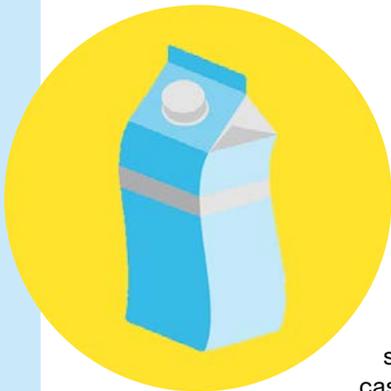
"We believe that board-based food packaging will be a growth engine for us, so we have invested in the latest cup machines as well as state-of-the-art printing, digital cutting and foiling technology. Cups can be made in different shapes and sizes and can be used in many other products such as, ice cream, cereals and soups packaging, as well," Mr Drori says.

According to him, Cupforma Dairy is working great in all the processes. It has good strength, formability and print result, and the machines are running very efficiently. Cupforma Dairy is a packaging board specially developed for dairy cups, so it provides optimal protection for the contents, with safety and freshness guaranteed throughout the product's shelf life.

The lids for Yolo are also made from paperboard, which requires excellent formability of the board and a specific forming machine. The flat rim of the cup is another outstanding feature of the design.



# Chat



## New [storaenso.com](http://storaenso.com) online platform

Stora Enso published a completely new website at the end of September, featuring a new platform, navigation, design and functionality.

The Consumer Board division's offerings can be found in the Paperboard Materials and Speciality Papers product groups. We have expanded our product info by providing more technical product specifications for most of our products, as well as use cases and videos.

In the newsroom you can read our latest news and packaging insight articles. You can also order our newsletter and sample kits via web forms.

### Got a question? Ask Chatbox!

"Hello, my name is Chatbox. I'm here to help you find suitable paperboard products for your purpose of use," says this guy on our new website.

This interactive chatbot based on artificial intelligence can tell you what kind of products we offer and which materials are suitable for different end uses. If you type in a question about pharmaceutical packaging, for example, Chatbox will suggest the products we offer for that end use, and you can browse the different product options in the slider and read more about them.

The Chatbox avatar is available on the Paperboard Materials page at [storaenso.com](http://storaenso.com). It responds in and understands English.

### Publisher:

Stora Enso Consumer Board,  
FI-55800 Imatra, Finland

**Editor:** Sanna Heiskanen,  
[sanna.heiskanen@storaenso.com](mailto:sanna.heiskanen@storaenso.com)

### Subscriptions

**and changes of address:**  
[anna-liisa.nuutinen@storaenso.com](mailto:anna-liisa.nuutinen@storaenso.com)

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

### Meet Stora Enso at these upcoming events!

PCD Packaging of Perfume,  
Cosmetics & Design, Paris  
30-31 January 2019

Pharmapack, Paris  
6-7 February 2019



*Season's Greetings*



*Meilleurs Vœux!*



*Frohes Fest!*



*¡Felices Fiestas!*



*С Рождеством!*

