



Making your fish packaging more eco-friendly

EcoFishBox™ by Stora Enso



Replacing plastics with a package that saves both nature and costs.

An innovative harmony of environmental thinking, smart design and logistical advantage

EcoFishBox™ is an awarded and patented fish packaging solution with both economical and environmental benefits. Being a recyclable and renewable package, the fibre-based EcoFishBox helps combat the existing problem of plastic waste that is polluting our seas and the fish that lives in them¹. Combined with several other environmental benefits and logistical advantages, EcoFishBox is the optimal choice for your business.

40%

reduced fossil resource depletion²

Through replacing expanded polystyrene (EPS) packages with EcoFishBox, the fossil resource depletion is lowered by a minimum of 40% and an average of 53%.

40%

reduced greenhouse gas emissions²

A comparative life cycle assessment study (LCA) shows a minimum 40% reduction in greenhouse gas emission for EcoFishBox compared to EPS packages.

78%

of sea pollutions are linked to plastics³

EcoFishBox has minimal plastic content and is completely free from EPS. This keeps our marine environment – and the food we eat – more free from harmful microplastics.

Recyclable

EcoFishBox is made out of renewable raw materials that in many countries can be recycled together with regular cardboard.





A plastic-free natural environment

Currently, it's estimated that over 100 million EPS fish boxes are used annually in the Nordic region alone. Many of these boxes are not recycled, instead ending up in landfills or in our seas. The value chain requires a change – let's start replacing plastics with packaging made from renewable resources.

Keeps fish fresh and cold – answering to your needs

Stora Enso has for several decades innovated the moisture protection properties of corrugated board. The latest innovations to the Ensorex⁺ moisture protection concept means that the

waterproof, leak-tight EcoFishBox™ is approved for food contact and has better thermal insulation properties than ever.



Ensorex⁺ moisture protection



Customised branding

Choose between ready print or custom-branded design. A package featuring your corporate image increases awareness of your company throughout the delivery chain.

Tested with customers

The results from testing EcoFishBox in real, demanding logistics chains support approval for transporting fresh fish over long distances, either using ice or cold gel⁴.

4 sizes

EcoFishBox is available in four standard sizes (2.5, 5, 10 and 20 kg) and can be fitted with three kinds of lids. Sizes can also be ordered tailored to your specific needs.

Automise to save space, time and costs

As well as being preferable to EPS from an environmental perspective, the EcoFishBox concept brings with it several logistical advantages that will bring value to your business. Choose between manually and mechanically constructed solutions, where our packaging automation systems can be seamlessly implemented in your current operation flow.

Savings in transport, labour and storage costs are also made possible thanks to EcoFishBox being delivered as flat corrugated board sheets, that are assembled on site as needed. This simple fact means that substantially less space is needed through the whole packing process.

The benefits with EcoFishBox are many

- Convenient collection and recycling system
- Reduced need for storage space
- Savings in transport costs
- Possibilities for packaging automation
- Additional option of automised ice packing with EcoFishBox™ IcePacker



Seven times less space needed

Compared to a traditional EPS fish box, EcoFishBox takes seven times less space during transport and in storage thanks to it being delivered as a flat corrugated board sheet.



Keep existing operation flows

EcoFishBox can be implemented in existing EPS operation flows, including usage with palletizing robots.



Packaging automation boosts production

To streamline your operation flow even further, the EcoFishBox concept offers packaging automation systems that save both labour and storage costs.

Easy and simplified waste management

Thanks to the material properties and design of EcoFishBox™ your customers waste handling and recycling process is made more simple, as EcoFishBox in many countries can be recycled together with regular cardboard packages.

Simply flatten the package back to its original shape and dispose it correctly in the suitable local recycling stream. Waste handling made easy and space efficient, for the benefit of your customers and the environment alike.



Customer cases has shown up to 60–80% savings in waste handling, transportation and recycling costs compared to EPS.

Awards

Since launching the EcoFishBox, we are proud to have recieved several globally acclaimed awards rewarding sustainable and renewable innovations. In the 2017 WorldStar competition, for example, EcoFishBox was selected as the best sustainable packaging alternative among 292 competing solutions.

The goal of our innovations has never been to hoard prizes. But receiving accolades for the work we do in developing new, eco-friendly solutions validates that we can have a positive impact for our customers and for the planet.

Winner of:

- 2017 WorldStar Gold Sustainability Award
- 2017 WorldStar Packaging Design Award
- 2017 Quality Innovation Award, winner in the category 'Responsible and Renewable Innovations'
- 2016 ScanStar Packaging Award

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Sources:

1. UNEP in Plastic debris in the ocean, yearbook 2014. 2. Salminen, Emma., Kemppi, Joni. and Niskanen, Antti. Comparative Life Cycle Assessment (LCA) Study of Fish Packages Made of Expanded Polystyrene or Corrugated Board. *LCA CASE STUDY*. Report version 1.5, 2018-12-05. 3. Swedish institute for the Marine Environment. Havet (study concerning the Swedish sea areas) , 2015/2016. 4. Jönsson, H. E. Eco fish box. (2019, January 4). *Oddi Printing Ltd*. Available on request.

One step towards a circular economy

At Stora Enso, we believe that everything that is made from fossil-based materials today can be made from a tree tomorrow. Our EcoFishBox™ concept marks one step in this journey – moving away from fossil-based materials that one day will run out, to a renewable and circular solution, made out of trees from sustainable forestry, which grow back.



About Stora Enso

Part of the bioeconomy, Stora Enso is a leading global provider of renewable solutions in packaging, biomaterials, wooden constructions and paper. We believe that everything that is made from fossil-based materials today can be made from a tree tomorrow.

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THE RENEWABLE MATERIALS COMPANY