

PULPACKTION GET-TOGETHER AT ROTTNEROS PACKAGING

September the 26th a part of the Pulpacktion team gathered at Rottneros Packaging in Sunne, Värmland for a get-together and review of the project status. An important and rewarding day for the partners who are working towards the same goal - to produce a 100% bio-based product with similar properties as existing fossil-based packaging solutions.



During this day the partners got a chance to observe the factory's manufacturing process from different points of view through their varying expertise.

First out demonstrating one of the features of the PULPACKTION tray was Manel Sanchez from IRIS who introduced the target of the QR code implementation and how it will improve the product. The QR code is very cool, align a phone camera over the code and a link will appear. Through the link you get all the information from every step of the package production line and the opportunity to interact with the product. The consumer will also get the information about its content. For example, if the content is tomatoes - you will know which country the tomatoes are from, how it's cultivated.

Manel and his co-workers clarified the other partners on how the computer and the machine work together to obtain the QR code on the bottom of the package. Everyone got to test the code with their phones to see if it worked smoothly, and yes it did.



"We think this is a very powerful project with a good future. We are experts on printing, so we think they made a good decision of including us in the project, says Jordi Limiñana, manager at Limitronic, a high-resolution printer manufacturer.



After this it was time for Henrik Grankvist, Production and Development Manager at Rottneros Packaging, to lead the group throughout the factory and showcase every step in the production - from pulp to a complete product. We have developed machines and designs, worked with production speed, reduced waste and



weight on the materials. It was an exciting experience going from an idea three years ago to seeing all the companies and people working on the project come together to witness the production line in action, says Henrik.

Fredrik Berthold from RISE has worked with the ingredients to manufacture the product to achieve the most environmentally friendly product possible. He analyzes the products by its fiber formula and how the components work together. His co-worker Siv Lindberg - researcher for RISE and Doctor of Psychology, is analyzing how the consumer perceives material and color of the product. Lindberg also adds grip surfaces for easy and smooth usage of the trays. She states that "what works for the elderly and weak works for most people".



Kasper Skuthälla, Sales and Business Development Director at Rottneros and PULPACKTION Coordinator summarizes a fruitful day in Sunne. Considering the environmental awareness of consumers today, the time is now for our product and this project. We have the right components and a great range of expertise to ensure everything runs accordingly. It was great to organize this PULPACKTION get-together in Sunne with our partners and get a hands on experience and demonstration of the various milestones achieved during our project so far.



About Pulpacktion

Within the PULPACKTION project, a cellulose-based packaging solution able to compete with current fossil based packaging systems will be launched. This will be accomplished by the combination of improved cellulose pulps and bio-based polymers. The use of improved wet moulded cellulose as the main packaging material will reduce the final package weight and increase its sustainability, providing a controlled shaped part. PULPACKTION project will develop fully bio-based packaging materials with a high percentage of cellulose for food and electronic market applications. The package solution will help reduce the waste streams by substituting plastics with an eco-friendly bio-based solution.

