



**THE ART OF  
ATTRACTION**  
THE NEW BILLERUDKORSNÄS  
COATED LINER



**BILLERUDKORSNÄS**





# An attractive outside ...

Thanks to new investments and product development, our Coated White Top Kraftliner has now been upgraded. Simply put, it's smoother, whiter and stronger.

Innovative improvements in fibre formation and new equipment give our new liner better surface properties than ever before. It is smoother and whiter – without compromising on its excellent dimensional stability – and is stiff and strong for supreme protection and minimised washboarding. What's more, it is based on 100% primary fibres and is clean and hygienic.

It is a well-known trade secret that packaging catches the consumer eye and influences the brand experience. With a liner that offers the best possible printability and gloss, virtually no washboarding and optimal colour reproduction, your packaging has every chance of attracting consumer attention and making a long-lasting impact.

# ... with a smarter inside

BillerudKorsnäs liners aren't just attractive on the outside. They are high quality to the very core. Developed after years of research and studies, they have a long history of providing the benefits of smooth converting processes, little waste and high yield.

The strength and tensile stiffness of the new coated liners come from the use of primary fibre, well-ried pulp recipes and a multi-layer structure. The strength, stiffness and bulk properties result in high dimensional stability. It means the material is less affected by variations in moisture and temperature. The bottom layer's absorption capacity ensures optimal glueability. All this minimises the risk of warped board and delamination – as well as the risk of washboarding – i.e. when the fluting shows through.

**How do all these positive features translate into figures?** It is two-dimensional, as our liners offer both lightweighting opportunities and cost savings. By reducing the weight of the packaging, you reduce the use of raw materials, energy consumption, waste, transport and logistics requirements. It's good for the environment – and for your economy too.

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## Corrugated Solutions

Our packaging innovation services can help you create a unique box solution for your product. With our knowledge of construction and design, we can offer you the complete range from functional features and choice of material for visual improvement to brand strategy.

Within our packaging optimisation segment, we help you achieve greater results. We optimise your packaging focusing on the right choice of material for each supply chain, no matter how demanding. This gives you packaging with higher performance and reduced weight, resulting in less product damage and lower costs.

For process efficiency improvements, we offer on-site support and guidelines for better corrugating productivity, produced board quality and print results.





# Outstanding shelf impact

An attractively printed package is vital when a transport package doubles as a display unit. But you also need material that is strong and stiff in case the handling gets rough along the distribution chain.

With BillerudKorsnäs liners you get corrugated board products that stand up to both shocks and compression and look good on display.

You find these liners in corrugated board for retail-ready packaging, in-store display applications and transport packaging. Most often they are chosen for packaging high-quality products; from fruit, vegetables and beverages, to premium hygiene products, sports goods and household appliances. As they're made of 100% primary fibres, they comply with the hygienic requirements of the food industry, such as BfR and FDA recommendations for direct contact with food. In other words, they provide reliable protection of the packaging contents while projecting premium visual appearance and shelf impact.







➤ A smoother surface for better printability

➤ Increased whiteness for improved shelf impact

➤ High tensile stiffness for less washboarding

➤ Higher strength allows lightweighting

**High quality pre-print**

 Decor

 Design

 Supreme

OFFSET  
Litho-laminated



FLEXO  
Premium



**High quality post-print**

 Decor

 Design


 Supreme


FLEXO  
Premium



SCREEN  
Inkjet, offset



 Meets all requirements

 An excellent choice in many situations

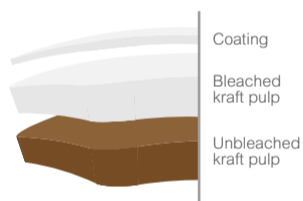
# Same, same, but different

An excellent product with even better qualities. The high consistency of the material in BillerudKorsnäs liners ensures predictability and reliability – qualities that are highly appreciated in the packaging industry.

Choose which liner best suits your requirements:

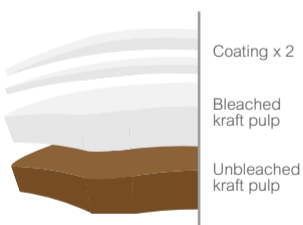
## COATED WHITE TOP KRAFTLINER

### Decor



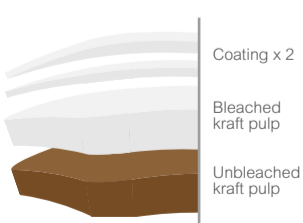
- ▶ Light-coated white top kraftliner
- ▶ Developed and optimised for high quality post-print flexo. But can also be used for flexo process, pre-print flexo and digital printing.
- ▶ Clay coating for excellent printing results and colour reproduction
- ▶ Bleached fibres – for print performance and surface smoothness
- ▶ Unbleached fibres on back side – for strength
- ▶ Used for retail-ready packaging, food, beverages and household appliances
- ▶ Grammages: 120, 145 and 160 g/m<sup>2</sup>

### Design



- ▶ Fully coated premium liner for excellent printing results and image reproduction
- ▶ Developed for pre-print flexo. But can also be used for post-print flexo, offset, digital and screen print
- ▶ Two layers of coating for excellent printing results
- ▶ Bleached fibres – for print performance and surface smoothness
- ▶ Unbleached fibres – for toughness and strength
- ▶ Used for upmarket consumer electronics, premium beverages, household appliances and sport & leisure goods
- ▶ Grammages: 130, 145, 160, 175 and 200 g/m<sup>2</sup>

### Supreme



- ▶ Fully coated two-layer liner for excellent printing results
- ▶ Designed for high quality offset printing and litho-laminated packaging
- ▶ High strength and bulk gives considerable yield saving potential
- ▶ Bleached fibres for brightness, whiteness and smoothness
- ▶ Unbleached fibres for maximum strength
- ▶ Used for packaging of luxury beverages, wine boxes, frozen food and branded electronic & sport products
- ▶ Grammages: 160, 175 and 200 g/m<sup>2</sup>









BillerudKorsnäs is a leading provider of strong, light, renewable and recyclable packaging material. Together with brand owners, converters and packaging partners all over the world, we create smarter packaging solutions that increase profits, excite millions of consumers and contribute to a sustainable future for generations to come.

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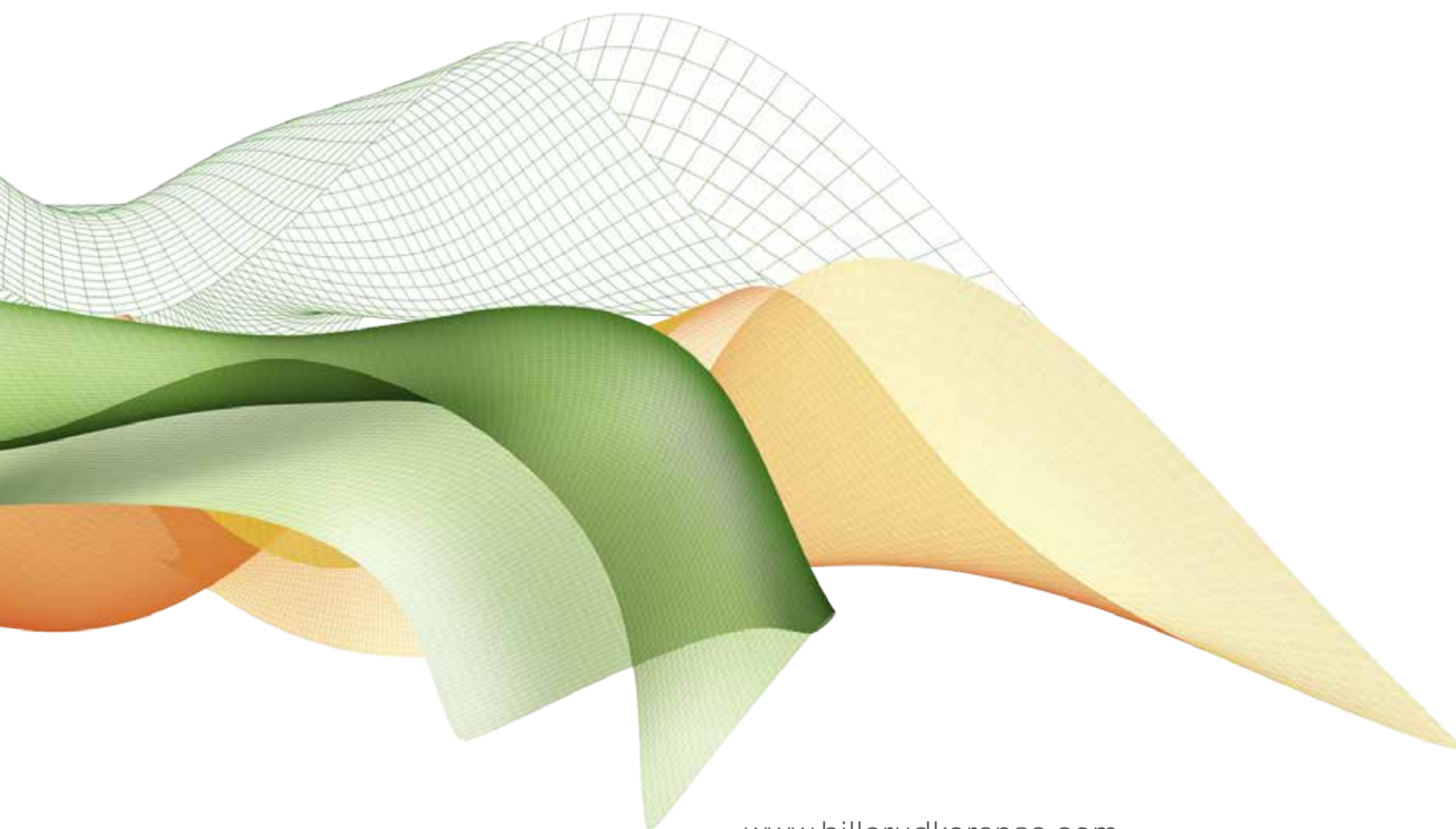
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