

Elopak launches aseptic Pure-Pak cartons with Natural Brown Board

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The new Natural Brown Board Pure-Pak[®] cartons are carbon neutral and introduced only one year after Elopak launched the first fresh gable top carton made from Natural Brown Board. Since its 2017 launch, the fresh carton is successful on shelf across Europe for market-leading multinational and medium-sized dairies.

The aseptic Pure-Pak[®] cartons have one less layer and thereby retain the natural brown colour of the wood fibres which gives a visible fibre structure.

This also results in reduced carbon footprint and reduced weight, providing a naturally different, sustainable and authentic package that meets demands from growing trends in ethical, ecological and organic products.

The aseptic Pure-Pak[®] carton will be available in the sizes 1000ml, 750ml and 500ml and runs on the E-PS120A aseptic filling machine. The new Pure-Pak[®] cartons are carbon neutral and 100% recyclable.