FRESH FOOD TRAYS

Inverform is an effective and versatile fibre-based solution for ready-made food packaging.

HOLMEN

SHAPE TOMORROW WITH INVERFORM

Food is important and what we eat reveals a lot about who we are and our values. With changing consumer preferences, increasing focus on circularity and an evolving regulatory landscape, brands in the food segment are rethinking how they package and present their products. As a result, many are turning to more sustainable and recyclable packaging solutions – like Holmen's Inverform.

Inverform is an effective and versatile fibre-based paperboard for ready-made food packaging that can be used with different foods and cooking methods. Inverform's exceptional formability and superb print surface means your packaging design team will not have to sacrifice brand image or shelf appeal in order to develop more sustainable packaging solutions. Made from pure cellulose fibre, Inverform is the ideal replacement for traditional thermo-form plastic trays.

When you want something as fun, diverse and fresh as your food

Inverform lets you be true to your brand's values and vision without limiting the functionality of the food trays. It is a paperboard that has been specifically developed for pressed and folded trays used in food packaging. It has exceptional formability and its properties have been precisely engineered to meet the form and function demands of ready-made food markets.





DESIGNED FOR FRESH FOOD EXPERIENCES

Made from fresh cellulose fibres sourced from Holmen's own sustainably managed forests, Inverform is a solid bleached board (SBB) designed specifically for pressed and folded food trays. Combining natural strength with excellent food safety and converting efficiency, it delivers high performance throughout the value chain.

Meets the highest standards
Inverform is designed for food packaging that performs on every level. Its excellent formability enables efficient tray production, while its renewable origin help brands move towards more circular packaging solutions. Compared with plastic or aluminium alternatives, Inverform can significantly reduce the climate impact of your packaging without compromising quality or performance.

Lightweight yet stable
Inverform is both strong and flexible to resist heat as well as withstand other press forming and sealing pressures. It meets the highest demands for quality and consistency, enabling fast, trouble-free production. Its lighter weight is better for the envoironment, and its optimised forming properties improve production efficiencies thereby lowering your total cost of ownership.

Form it as you like
Graphics and logos can be faithfully reproduced due to Inverform's high whiteness and even surface and the trays come in many shapes, forms and sizes. Both single and multiple cavity trays have been successfully tested. This allows you to brand your product the way you want and design a tray that fits perfectly with your food product and brand message.

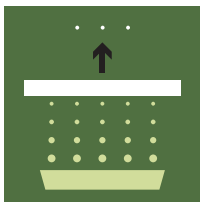
Typical end uses

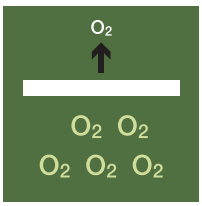
Inverform trays comply with FDA and other food hygiene packaging regulations. A thin barrier coating ensures grease and moisture resistance. The trays are suitable for microwave, freezer and oven use.


Microwaving


Oven cooking


Deep freezing


Vapour



Oxygen


Heat sealing



MADE OF A RENEWABLE AND RECYCLABLE MATERIAL

Inverform delivers the strength, purity and consistency required for demanding food packaging, combining high performance with the sustainability benefits of fresh fibres.

The fresh wood fibres for our products originate from forests that are carefully managed for long-term health and sustainable growth. Every harvested area is regenerated, while significant areas of forest are set aside for conservation. This ensures that the raw material remains renewable for generations to come.

At Holmen, we make use of the entire tree. The thickest parts become timber, while thinner sections are used to produce paper and paperboard. Bark, branches and sawdust are converted into bioenergy, helping power our mills and reduce reliance on fossil fuels.

A fresh approach to packaging

Unlike recycled fibres, fresh fibres have not previously been used and are therefore free from ink residues, fillers and other contaminants that that can affect product quality and food safety. They are also naturally stronger, more flexible and more consistent, enabling reliable paperboard performance, fewer production disruptions and tighter tolerances. These qualities are essential for producing safe, high-quality food packaging.

The benefits of paper-based packaging stem not only from the material itself but also from the way packaging is designed and produced. With a recycling rate of approximately 83% in Europe*, paper packaging is one of the most recycled packaging materials. Fresh fibre packaging plays a vital role in sustaining this circular system, as fibres gradually lose strength and shorten each time they are recycled.

Designed for efficient performance

The strength, versatility and design flexibility of paper-based materials also create opportunities for packaging optimisation. Lightweight, appropriately sized solutions help minimise material use without compromising protection or performance. In addition, its excellent printability enables clear labelling and consumer information, helping consumers identify, sort and recycle packaging correctly.

Food trays made from Inverform can also offer a substantially lower carbon footprint than conventional plastic trays. Produced at Holmen's Iggesund Mill in Sweden, where manufacturing is powered by renewable, self-generated energy, Inverform combines strong environmental performance with the high standards of food safety, hygiene and product protection required by today's food industry.

Further information on the recycling rate of paperboard products:
- Cepi, link: Press Release Monitoring Report
- Paper for recycling paperforrecycling.eu or at cepi.org.

Further information on carbon footprint and environmental statements:
- holmen.com/boardandpaper/downloads





PRODUCT DESCRIPTION

Inverform is an uncoated product, developed for food and deep drawn tray packaging. The product has an exceptional formability, and is a foundation substrate that can be coated, extruded or laminated. Its exceptional product consistency, together with its unique stretch properties, make this product ideal for demanding pressed and folded tray and food applications.

Multiply baseboard ↓

Product Properties

Certifications

Product related	ECF	PEFC credit material	FSC® Mix FSC-C110018	Food contact	Toy safety	Archiving
		2778 PEFC	TUEV-COC-000232	EC 1935/2004, EC 2023/2006[1)], American FDA, German BfR	EN 71 Part 3, ISO 8124-3:2010	ISO 9706
	All fibres from sustainable and controlled sources in compliance with the EU Timber Regulation EC 995/2010.					
Mill related	ISO 14001	ISO 9001	FSC® C. o. C.	PEFC C. o. C.		
	EcoVadis Platinum Standard					

[1)] the GMP regulation, extended with CEPI GMP

Baseboard properties

Property					Tolerance	Methods/Remarks[1)]
Grammage (g/m²)	220	290	330	380	± 6%	ISO 536
Thickness (µm)	295	400	440	530	± 6%	ISO 534
Caliper (pt)	11.6	15.7	17.3	20.9		
Bending resistance L&W 15° MD, mN	180	400	570	800	- 25%	ISO 2493
Bending resistance L&W 15° CD, mN	80	160	210	320	- 25%	ISO 2493
Stretch CD (%)	6.0					ISO 1924-3
Moisture %	7.5	7.5	7.5	7.5		ISO 287
ISO Brightness (%)	85	85	85	85	-	ISO 2470-1
PS Surface roughness BEN (ml/min)	400	400	400	400	-	ISO 8791-2
RS Surface roughness BEN (ml/min	600	600	600	600	-	ISO 8791-2
PS Cobb (g/m² 60s)	30				-	ISO 535
Ply Bond (J/m²)	160				≥ 110	TAPPI 569

Issued: 10.2023

All properties are measured in test climate 23°C/50% RH at Iggesund mill.
Tolerances and max/min levels, when stated, are based upon 95% confidence limits within each production run.
More information, application examples as well as environmental declarations and other certificates can be found at www.holmen.com/boardandpaper.



INVERFORM BARRIERS

Product description PET
Inverform with a polyethylene terephthalate (PET) coating is designed for pressed and folded trays where the temperature resistance as well as fat and moisture barrier properties are important. Inverform + PET is suitable for chilled and frozen food that is intended for heating in either a microwave or conventional oven. The food can be either pre-cooked or fresh. The PET coating is available in black, white or transparent versions.

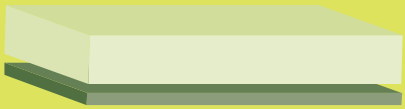
Additional properties
→ Good temperature resistance
→ Good sealability
→ Excellent oxygen barrier from the inside
→ Extremely good fat barrier from the inside

The PET coated reverse side has a glossy finish for improved surface characteristics.

PET

Microwave and conventional oven trays for cooking/reheating of food
Baking trays for conventional/ microwave ovens

Multi-layered bleached chemical baseboard ↓



↑ PET-coating

Property	Printing side	Reverse side	Tolerance	Test method
Grammage (g/m²)	-	40 [1)]	±5 %	ISO 536
Added thickness (µm)	-	28	-	Calculated value
Surface smoothness (µm)	-	≤ 2.7 (typical)	-	ISO 8791
Surface tension (dynes/cm)	-	-	-	ISO 8296
Adhesion (scale)	6 (typical)	6 (typical)	≥2 (PS), =5 (RS)	Internal [2)]
Pin holes (number/m²)	-	0 (typical)	≥4	PTN 8-70 (modified)

[1)] Other grammages are not standard.
[2)] Scale 1–6. (6 = the best possible adhesion on the concerned surface)

Other barriers possible
There are other barrier options apart from PET. Please contact Holmen to discuss the possibilities.

INVERFORM IN SHORT

Gram-mage advantage

Inverform is lightweight yet rigid and has a grammage advantage. This is better both for the environment and for your total cost of ownership.

Many shapes, forms and sizes

Graphics and logos can be faithfully reproduced due to Inverform's high whiteness and even surface and the trays come in many shapes, forms and sizes.

Lower carbon footprint

Trays made of Inverform with a plastic barrier have a substantially lower carbon footprint than the common plastic tray and can be recycled in existing paper packaging recycling schemes.

Suitable for microwave, oven and freezer

Inverform trays comply with FDA and other food hygiene packaging regulations. A thin barrier coating ensures grease and moisture resistance. The trays are suitable for microwave, freezer and oven use.



Inverform is a Holmen product
We offer specialised paperboard and paper products for brands that value excellence and close partnership. Shaped by over 400 years of renewal, trusted by customers with high expectations, and powered by renewable materials and fossil-free energy. Our fresh fibre expertise enables us to meet today's needs and support tomorrow's ambitions.

For more information visit holmen.com/boardandpaper/inverform

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