



INSPIRE.1 — 2023 | Issue 70 | A MAGAZINE FROM HOLMEN IGGESUND



**FACING  
THE FUTURE  
OF BEAUTY  
PACKAGING**





# INSPIRE 70

## 1–2023

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Figured  
out  
in  
this  
issue

32 billion USD

Expected value of the global cosmetics packaging market by 2025.

36 , 000

The number of Notpla Oohos distributed at the 2019 London Marathon

0

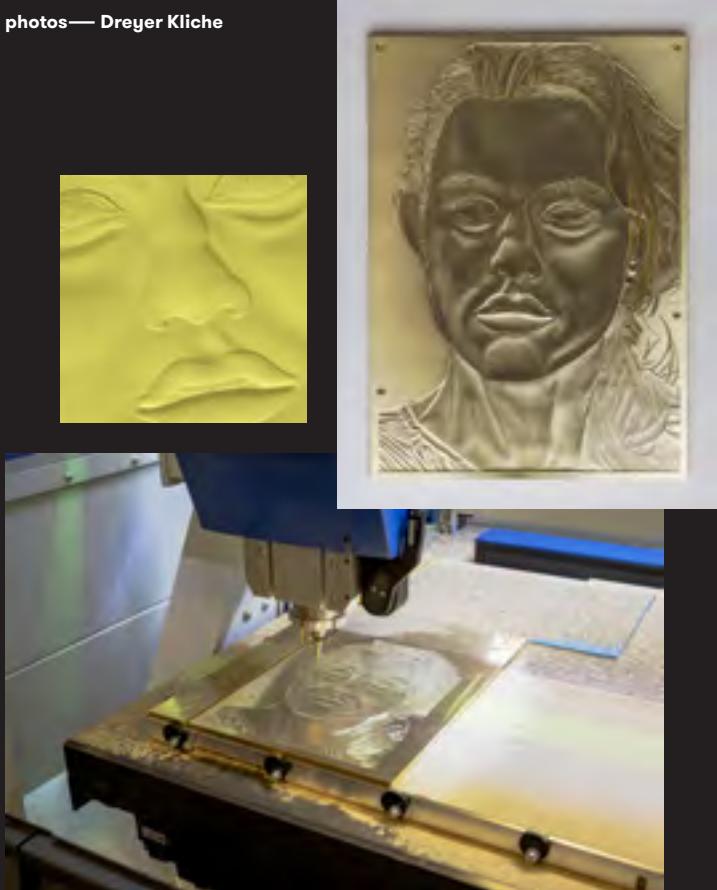
La Crème Libre's ultimate plastic packaging goal



## Behind the scenes

For the cover, we wanted to explore depth in an image. So, we turned to the experts at *Dreyer Kliche*, one of Europe's leading manufacturers of embossing tools. Here you see how they worked with the cover.

photos — Dreyer Kliche



### EDITOR'S NOTE:

Consumers value sustainably sourced and manufactured products — so much that this has led to a 2.7 times faster growth for sustainable products versus traditional goods, according to a 2022 global survey from McKinsey & Company.

Cosmetics and beauty products with more naturally derived ingredients are also gaining in popularity across the globe, and the demand for eco-friendly alternatives is expected to increase even more in the future. The trend can be attributed to a growing awareness around sustainability in general. But what about the outside? When it comes to a sustainable product, it's not only what's inside that counts. Cosmetics and beauty is a huge industry that continues to grow, and with that comes more packaging.

The global market value of the cosmetics and beauty packaging industry is forecast to reach over USD 32 billion by 2025 (read more on page 12). And there is a lot that can be done with packaging to reduce the carbon footprint, such as using refillables, reducing the amount of packaging, and above all going from fossil-based to fibre-based packaging and other sustainable alternatives.

We all need to be part of the solution. Holmen Iggesund is investing in a better future and meeting the growing demand for more sustainably produced packaging material by increasing capacity. But we want to do more. We believe it's crucial to share knowledge and join forces with others to explore what the future of sustainable packaging might hold. If we truly want to make the shift from fossil-based to renewable packaging, we need to work together and learn from each other. In this issue, brand owners and industry experts share their insights on the topic, providing some guidance on the journey towards a more sustainable society.

Enjoy the 70th issue of **Inspire**.

#### Jennie Majgren

Director Marketing & Brand Management

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Inspire aims to inform and entertain with stories and photos that are not restricted to the scope of Iggesund's own business. As the name suggests, the idea is to be inspirational and not to infringe on a company or person's image rights or intellectual property.



## Gold for Inspire

Inspire received the award GOLD in the “Customer Magazine” category of the 2022 Swedish Design Awards (Svenska Designpriset).

The award aims to recognise and develop Swedish design, and is open to anyone working within graphic design, art direction or similar in Sweden.

Inspire has been nominated before, but this is the first time the magazine has received this award.

Inspire magazine is all about providing inspiring stories about paperboard and packaging design. You can sign up for free at [www.iggesund.com/subscribe](http://www.iggesund.com/subscribe) —



Dry formed prototypes.



## TOP 1%

The paperboard mill in Iggesund has received a platinum award from EcoVadis. This means that Holmen Iggesund is in the top 1 per cent of over 25,000 companies assessed. [www.iggesund.com/sustainability](http://www.iggesund.com/sustainability)

# 75%

of companies have made sustainable packaging commitments, according to a global survey from McKinsey.

## New collaboration with Yangi®

Holmen Iggesund and Yangi®, the pioneers of dry forming technology, have entered into a long-term agreement to explore opportunities with a new type of sustainable packaging material. Under the agreement, the two companies will engage in close collaboration alongside brands, to further explore the opportunities of biobased and renewable packaging for the cosmetics and beauty industry.

“There’s a real sense of urgency to make packaging ever more sustainable and purposeful, and at Holmen Iggesund we see the benefits of working with others to solve challenges faster,” says Hein van den Reek, Director Future Packaging. —

### WHY FRESH FIBRES?

Do you want to learn more about fresh fibres and recycled material? Download our PDF here:



Faller Packaging constructed a completely *fibre-based packaging solution* for a medical device – and won the prestigious European Carton Excellence Award.





Dr Daniel Keesman,  
CEO at Faller  
Packaging

*“In our process we cut and punch forms out of the board and cannot have dust.”*

## Surgically precise packaging

Brand: Pleioflow

Product: Medical device

Paperboard: Invercote G 300 g/m<sup>2</sup>

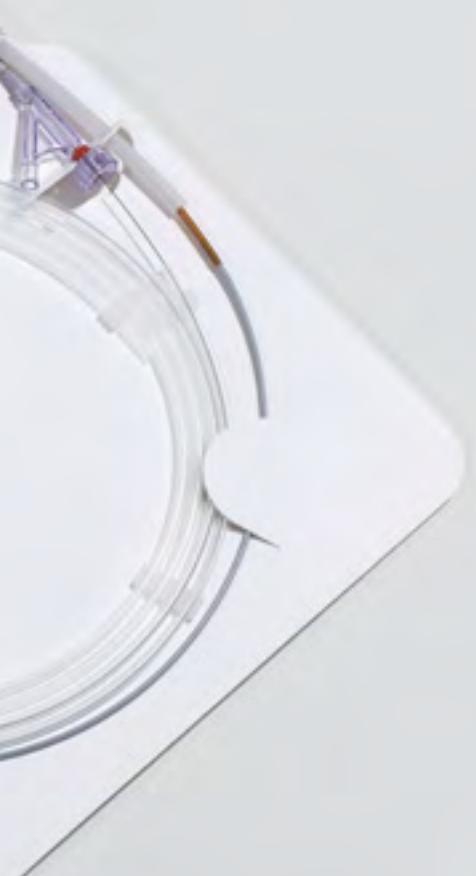
**In 2022**, Faller Packaging won the European Carton Excellence Award for its inlay packaging solution designed for Pleioflow, a medical device company that developed the Pleioflow-RF. The device helps to prevent renal failure which can happen to patients after heart surgery.

A development team at Faller worked closely with the customer to meet the precise specifications for the Pleioflow-RF. The paperboard packaging had to keep the device in a stable position and free from damage; surgeons needed to be able to remove the contents quickly and conveniently from the package without compromising the product's sterility; and the outer carton had to secure the contents during transport.

Faller Packaging's solution, made with Holmen Iggesund's Invercote G 300 g/m<sup>2</sup>, met all of Pleioflow's criteria. Each part of the small device, comprising wires and tubes, is fixed securely in place with rigid flaps, and the construction requires no folding. It was this high functionality that so impressed the European Carton Excellence Award jury which awarded Faller in the "General Packaging, Virgin Fibre" category.

"Our developers know there are only a handful of high quality boards they can use to fulfil specifications and Iggesund's board is one of those," says Faller Packaging CEO, Dr Daniel Keesman, adding that printing, embossing, gluing and die cutting are all possible with Invercote.

The die cutting of some boards can create fibre dust, but not Invercote. This is of paramount importance when designing packaging for medical devices like the Pleioflow-RF. "In our process we cut and punch forms out of the board and cannot have dust. This hygienically sterile device is placed into the human body, so our packaging board has to be very white, stiff and of a high fibre grade as well," says Dr Keesman. —





## Cherry blossom petal coloured cosmetics

Brand: halmek Co.,Ltd  
Product: halmek branded skincare range  
Paperboard: Invercote G 280 gsm

The Japanese cosmetic brand halmek wanted their packaging to convey a high-class feel. It was also important how the colours would turn out when printed, so they chose Invercote G paper. It is a solid bleached board designed for graphical products and prestige packaging where an exceptional aesthetic result is desired. —



## Dispensing menstrual products accessibly

Brand: aboutHER

Product: Dispenser

Paperboard: Invercote G 380 g/m<sup>2</sup>

**The startup** company aboutHER came up with the idea of creating an easily accessible dispenser box, that would be filled with pads and tampons.

"We are focused on equality, availability and sustainability at your office," says Therese Dahlberg, Founder of aboutHER.

To make the box a reality, aboutHER turned to Anders Bergman, a constructor at design company PÅ Media.

"The dispenser needed to be steady and firm, which Invercote G is. It is a board which also works well in a digital environment both in terms of printing and cutting. It doesn't crack when you work with it and it is very printable. An environmentally friendly cardboard was also essential for this customer, and Invercote G is FSC-certified," adds Bergman. —



Incada Exel is a folding box board designed for quality packaging applications where outstanding visual impact is of prime importance.

## Sticky toffee Valentine treat

Brand: ASDA

Product: Pudding

Paperboard: Incada Exel 235 g/m<sup>2</sup>

**ASDA** is one of the United Kingdom's largest supermarket chains. For its Valentine's Day Extra Special Melting Heart dessert, launched last year, which is a version of the classic British sticky toffee pudding, ASDA wanted extra special packaging too.

In order to meet the high requirements, the ASDA packaging team chose Holmen Iggesund's Incada Exel folding box board. "Outstanding visual impact was very important for us," says Jon Wells, Packaging Technologist, ASDA. "And the way Incada Exel is constructed makes it a great choice for high performance in quality printing. The packaging also needed to protect the product in the supply chain and ensure that the customer receives it in a pristine condition." —



Lorenz Boegli is a Swiss screen printing artist and creative engineer who wants to push the limits of what screen printing can achieve.

## Printing with emotions



### FOR ALMOST 40 YEARS,

Lorenz Boegli has explored the possibilities of screen printing from his atelier in Müntschemier, Switzerland. His innovations include the invention of additive four-colour RGB printing, which he patented in partnership with Merck Darmstadt, the manufacturer of the iridescent pigments needed for this process.

#### What makes it so unique?

"It's the first time that printed material can reproduce an additive light colour system. Many professionals say, 'this can't be possible'."

#### Tell us about the screen printing technology.

"It gives me a lot of freedom. I can play with all parameters, starting with the inspiration, choice of material, the separation of the files, the screen making, the ink and pigments, the printing, the combinations with other technologies, for example embossing, and ending with the finishing of the printed product. Screen printing is the only printing process that can achieve a very high ink application, which is the prerequisite for a wide range of effects. Since the late '90s I have dedicated myself to the development of innovative effects. This became my survival strategy in graphic screen printing. The invention of RGB printing emerged in 2013 from these many years of experience."

#### How do you work?

"Often, I work on dark surfaces like black paper and then I work out the colour structure towards the light, from the dark to the spotlights. So I print light rather than colours. It could be with the use of pearlescent, metallic, fluorescent and phosphorescent pigments. I also print with pigments from other industries, like the cosmetics industry. Last year I started to use natural mineral and vegetable pigments, like ochre and umbra."

#### What do you like about screen printing?

"Screen printing is the most emotional



**"I WORK LIKE AN ALCHEMIST, ONE PLUS ONE GIVES THREE."**

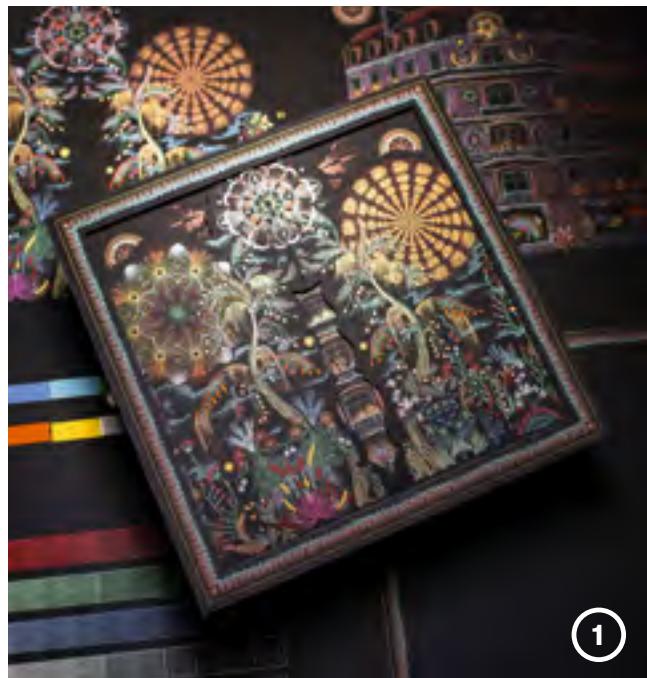
— Lorenz Boegli

print technique. With screen printing I can effectively give personality to the print results. I work like an alchemist, one plus one gives three. Paper and print give emotion. After mastering the technique, elegance begins, or in my profession, aesthetics."

#### What role will print material have in a more digital world?

"Perhaps by making the printed material rarer, it becomes more luxurious. Choose a high-quality print and you have something luxurious to communicate. A premium e-mail? I have never received one!" —

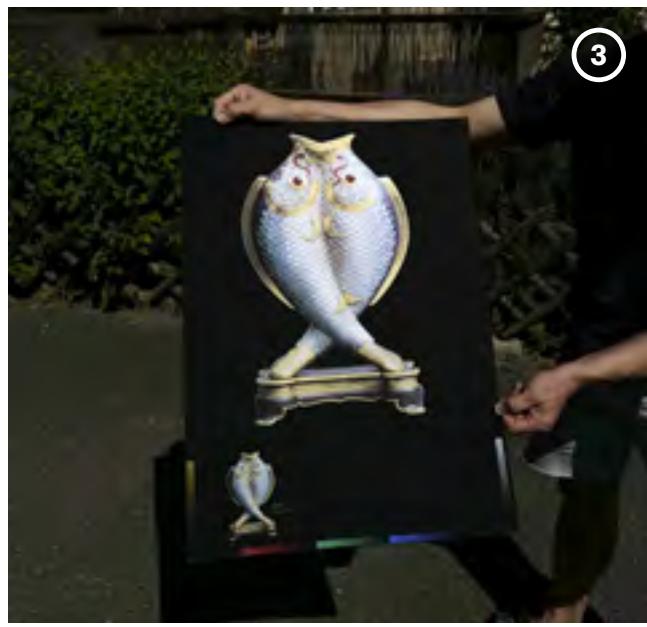
## Astonishing print examples from Lorenz Boegli.



1



2



3



4

### 1 — Christian Dior carte de voeux femme 2021

Print: Six-colour RGBW with orange, gold in screen printing and hot foil stamping. Effect: Bright colours in additive four-colour printing on dark paper.

### 2 — Louis Vuitton invitation card

Print: Six-colour screen printed with pigments from cosmetics industry, hot foil printing, embossing, laser cut, lamination. Effect: Maximum refinement through the combination of many processes.

### 3 — Musée d'Orsay Fish

Print: Five-colour RGBW with gold in screen printing. Effect: Dimensional effect due to the strong light reflection.

### 4 — Sucuk und Bratwurst Edition

Print: Additive RGBW in screen printing. Effect: Resembles an active light, but it's only a print with pearlescent pigments on black paper.



**Cosmetics packaging is a huge industry that continues to grow. The global market value is forecast to reach over USD 32 billion by 2025\*. That adds up to an enormous amount of material. How do we make it sustainable? ↗**

# Beauty packaging makes progress



photo—Kernius Pauliukonis



Learn more about  
Bious at [biouslabs.com](http://biouslabs.com)



A sustainable and unique  
two-layer packaging from  
BiOUS, developed by Juozas  
Baranauskas, PinProof,  
designed by Critical  
in Lithuania.

# The top cosmetics brands recognise that sustainability is no longer a nice-to-have, but a *must* for their brand's survival. This is especially true when it comes to conscious brands.



**CONSUMERS** value sustainably sourced and manufactured products, despite their higher price compared to conventional products. There has been 2.7 times faster growth for sustainable products versus traditional goods, according to a 2022 global survey from McKinsey & Company. The report highlights how this has put extra emphasis on the need for sustainable packaging: "All trends in consumer preferences, regulations, and government actions point towards sustainable packaging becoming a key focus for sustainability efforts."

So, while creating a sustainable product is a tremendous achievement, a brand's sustainability efforts cannot stop there. Brands, such as those working within cosmetics, need to pay just as much attention to what happens on the outside of their products.

Consumers today expect sustainability throughout the value chain and are demanding more transparency regarding materials, where ingredients are sourced, how a product is manufactured and who is doing the manufacturing, among other details – and this extends to the packaging. Brands must back up their claims with solid facts and figures and engage in more transparent communication.

## Cutting to the chase

Sustainability has become more important for companies, governments

and society as a whole, and honest, transparent and inclusive communication is vital, says Julie Jonquière, co-founder of La Crème Libre, a new cosmetics brand based in Paris. "Consumers are more and more informed about what is good for their health. They are looking for more transparency, especially on the origin and composition of products, and are using applications like Yuka [an app that scans product barcodes to help

consumers understand the health impact of products] that allow them to access information which is often not revealed by brands."

Jonquière highlights two frequent examples of how consumers can be led astray when packaging is left out of the sustainability equation: "There are brands that claim to have organic and clean products but have non-sustainable packaging and also, many brands claim to be 'Made in France' (locally produced), however, the packaging in particular, is sourced abroad in Asia."

Slipping into greenwashing can destroy confidence in a brand, says Géraldine Poivert, president and co-founder of (RE)SET, a consulting agency that works with packaging and cosmetics companies, among others, to change their environmental footprint.

"The most precious thing for a brand is confidence, so don't do greenwashing. Tell the truth and explain. Treat this matter with a high level of expertise and vision and don't try to invent a story," she says, adding that a brand can inadvertently slip into greenwashing due to a lack of knowledge.

## Pleasure and sensorial beauty

Staying up-to-date and informed will help brands avoid the pitfall of greenwashing, according to Eva Lagarde, the CEO and founder of re/sources, a company that helps beauty brands navigate sustainability and develop a sustainability strategy. "I think sustainable cosmetics packaging needs to encompass beauty and waste reduction and carbon impact reduction, but we are working in a luxury environment where it is all about pleasure and sensorial beauty as well, so we have to make it →





**The solution could be collaboration. One example is the SPICE initiative, which is uniting cosmetics brands and organisations.**

sensorial, compostable, degradable and wasteless as much as possible," she says, reflecting on sustainable packaging for the cosmetics industry.

Brands and consumers have begun to reconcile luxury with sustainable packaging, but plenty of challenges remain, such as optimising packaging design so less material is required, making packaging that is lightweight but gives the impression of solidity, finding new materials for packaging, creating reusable products and refillables, and ensuring circularity. These are processes and innovations that don't happen overnight.

"The industry is doing a lot of things, but there is a difference between the innovation that is available on the market and what brands actually want today,"

says Lagarde. "We are working a lot to make things more sustainable but the level of quality that we have today is not there yet – but it's coming. I can see for instance with refillables for beauty that we have much nicer innovations today than last year even, so within the next few years we are going to see a lot of interesting innovation and brands will have moved a step forward with sustainability."

#### **Is paper the new gold?**

When it comes to packaging and sustainability, "paper is the new gold," says Lagarde. "Paper is completely degradable and compostable and instantly you understand how it works so you don't need to promote and communicate it much. It is clean and



**"WITH REFILLABLES FOR BEAUTY WE HAVE MUCH NICER INNOVATIONS TODAY THAN LAST YEAR EVEN."**

— Eva Lagarde, re/sources



useable packaging. If we can work on innovation to make sure that paper can be watertight without using plastic film or anything which is damaging for the environment, then we will have a really amazing future for paper."

Poivert also believes in the potential of fibre-based and has been working with a consortium of cosmetics companies to make their packaging recyclable and "make fibre greater than it used to be," she says. They are doing this by creating revolutionary fibre-based packaging that is hermetic and able to contain creams, water and other liquids.

"We are working with cosmetics brands and inventing together. A big challenge is to functionalise fibre. We need to make it water and grease repellent and it's a hell of a day because →

## Brands reflect on sustainability

### Andrea Venturelli

→ Head of Product Innovation, Dolce & Gabbana Beauty

#### What are you doing at Dolce & Gabbana Beauty to reduce your carbon footprint?

"We work on small improvements every day and have developed a new tool for calculating sustainability KPIs when developing a product. We always keep an eye on the market for new materials, refills, and so on. We are working on new materials and new projects – you will see them on the market soon! Sustainability is the new luxury."



### Giulia Carbonara

→ Product Designer, Chanel

#### What is sustainable cosmetics packaging for you?

"It's something that can stay forever so even if you've used and finished your product, you can still reuse it and keep it at home. For example, I think the Chanel N°5 bottle is a real Object of design to keep. Even if it's empty. I have my limited-edition red bottle that Chanel once produced, I keep it to admire its own beauty, endlessly."

#### How will you make Chanel sustainable?

"By being interested in the future globally, in materials and in our planet. We need to be everywhere and with everyone – not alone but cooperating with others. Working along with people, both inside and outside Chanel is very important to me"





fibre is here to love water! We need to reverse this and are trying to do it without plastic," she says, stressing that it is not a materials war. "Some materials are good for some applications and others not. Within cosmetics we have huge brands working together to make something new out of fibres. It's a way to work together on R&D and to share it in the whole ecosystem."

Poivert stresses the importance of collaboration on these issues. "Alone you go faster, but together you go further," she points out and advises companies to do three things to advance



**"WE HAVE HUGE BRANDS WORKING TOGETHER TO MAKE SOMETHING NEW OUT OF FIBRES."**

— Géraldine Poivert, (RE)SET

in their sustainability efforts. "Share the intellectual property to tackle the super high challenges that no one can tackle alone; test and learn and do pilots because when it is a matter of environmental transition, the solutions are not ready so dare, create and innovate; and don't lose the consumer. In your innovation or new way to create packaging you need to be sure the consumer will use it."

(RE)SET works with many cosmetics and packaging companies, and Poivert has noticed how thinking about sustainable packaging sparks the journey among brands towards broader sustainability actions. "Packaging is a commodity that everybody needs. We work with brands and packagers, and after packaging they start thinking about their ingredients and what is inside the product. It's the beginning of the journey."

### Taking the holistic approach

La Crème Libre's journey was started to meet the needs of consumers wanting to get back to basics with their creams and other beauty products, and the two founders, Julie Jonquière and Veronica Susman, have reflected a great deal over the sustainability aspects of both their products and their packaging.

"We created La Crème Libre because there is too much excess in the current cosmetics industry. We don't need all those complex products and routines that fill our bathroom shelves and supermarket aisles with no real innovation. Our skin simply needs to be cleansed and moisturised to be healthy and beautiful," says Jonquière.

Their back-to-basics philosophy extends to the packaging, with a complete range of refillable care products that fit inside attractive concrete holders. Concrete may not be the most sustainable material, but these long-lasting holders are designed to be kept as decorative items and used time and time again. →

→  
Facts:

## Sustainability in numbers



**75**  
%

of companies have made sustainable packaging commitments.

Source: McKinsey

**82**  
%

is the recycling rate in volume for fibre-based packaging.

Source: 4evergreen

**62**  
%

of consumers agrees paper and cardboard packaging is better for the environment.

Source: 4evergreen



The box is made of 100 per cent cardboard and paper, design from Cosfibel Studio.

Packaging is important for two main reasons, says Jonquière. "First, it has to guarantee the conservation and security of the formula and second, it has to be beautiful, practical and in our mindset, also sustainable and refillable."

La Crème Libre has optimised the size of its refills which enables them to reduce the amount of packaging materials by 90 per cent, she says. "Our refill system also allows us to reduce the cost of packaging. For us, it represents 5 per cent of the cost of the product when it leaves the factory versus 50 per cent for a traditional cosmetics brand."

All of the company's refill packaging, paper, and handmade jars, are locally produced in France, something that contributes to reducing the carbon footprint. There remain, however, plenty of sustainability challenges to overcome.

### The goal is zero plastics

"The biggest challenge is how to completely eliminate plastics from our refills," says Jonquière. Our refills are made of polypropylene (PP) plastic divided between 75 per cent petroleum-based PP and 25 per cent biobased PP, made from renewable raw materials such as vegetable oil and oil waste. Plastic is far from being a satisfactory option," she adds, even though 25 per cent of the plastic that the company uses is biobased.

The ultimate goal for La Crème Libre is to achieve zero plastic in its packaging and Jonquière says the brand is currently working on other, more sustainable, 100 per cent plant-based materials.

"We think that the big trends are clean beauty in the formulas and also in the packaging; refill is the new recycle; and to have an honest, transparent and inclusive communication." —



**"THE BIGGEST CHALLENGE IS TO COMPLETELY ELIMINATE PLASTICS FROM OUR REFILLS."**

— Julie Jonquière, La Crème Libre





La Crème Libre offers refillable packaging for its attractive holders.



↓  
Holmen Iggesund's perspective:

## "Don't wait for the perfect solution"

Over the years I have met many packaging buyers from the beauty industry who have a genuine wish to make their packaging more sustainable, but they don't know where to begin. They have often found it to be a somewhat frustrating and confusing experience.

My advice has always been 'Just do it!'

Don't wait for the perfect solution. Work with what's out there and start with the basics: reducing unnecessary packaging and making as much as possible recyclable.

Today, it's great to see that virtually every brand owner I meet is using or switching to a packaging material that delivers a significantly lower climate and total environmental impact. And even if the packaging industry cannot claim to be circular yet, it's high on the agenda.

As a supplier of renewable packaging materials, we at Holmen Iggesund have had to up our game in several areas. For example, we are investing more in developing alternative solutions that help brands eliminate plastics in their packaging. By continuing to develop our products and processes, we aim to come up with innovative solutions that break new ground in terms of functionality and sustainability. This can help our customers not only to reach their sustainability goals, but also to stand out in the marketplace.

In order to share our knowledge and at the same time increase our own understanding of how the market is developing, we regularly give training and hold seminars for customers and others. The humbling magnitude of the challenges has sparked a need to partner with those both up and down our supply chain. We realise that teamwork makes the dream work, and our dream is that next generation beauty comes packed in fully renewable and recyclable packaging!

**Johan Granås**

Sustainability Director, Holmen Iggesund



How can we design sustainable beauty packaging? *Eléna Jouffe*, Senior Creative Manager at Cosfibel, shares some tips.

# “Sustainability is a driver for designers”

↓  
Question 1:

## What design trends do you see?

**ANSWER** “From what I see in the secondary packaging, sustainability is still a strong driver for designers in a more subtle way. After a few years of including eco-design as a must-have for packaging, we cannot guess nowadays, at first glance, if a box includes sustainable materials or processes. It used to be more obvious with raw, natural-looking materials but now, designers dare to play with colours, surprising unboxing experiences, and luxurious aesthetics.”



↑  
Question 2:

## Any cosmetics package that you like?

**ANSWER** “The Lancôme Advent calendar is my favourite from 2022. It is the perfect match for surprising and mono-material packaging, keeping the Christmas spirit at the heart of this project.”

↓  
Question 3:

## Do you have any advice to brands?

**ANSWER** “My advice is to keep your eyes wide open! Creativity comes from so many different fields. The fashion or wine & spirits industries can be so inspirational. Picking a technique or a point of view from another environment is surely a good option to nurture innovation.”



A close-up portrait of a woman with short, reddish-brown hair, wearing large, black, square-framed glasses and a black turtleneck. She is smiling and looking directly at the camera. The background is blurred, showing some yellow and white shapes.

Eyes wide open:  
Eléna Jouffe  
looks at differ-  
ent fields for  
inspiration.

There is a packaging material growing *under the sea* that is so biodegradable we can eat it after use. A London-based company is already exploiting its potential with great success, and showing in the process that there can be a future without single-use plastic packaging.

The  
packaging  
that

grows





**The edible Ooho packaging is designed to be consumed along with its contents**



#### NOTPLA'S MAGIC WEAPON

is seaweed. The company uses the plant as the basis for the material used in its packaging solutions. The material is 100 per cent biodegradable and home compostable. In fact, some of the company's packaging products are so biodegradable that they have been designed to be eaten, which means they literally disappear after use.

This is the case with Notpla Ooho, the product that launched the company. It is an edible bubble that can be filled with any kind of liquid. At the 2019 London Marathon, 36,000 Notpla Oohos were filled with the energy drink Lucozade and distributed to runners for hydration. They simply popped it in their mouth



**"THAT WAS A REALLY BIG ACHIEVEMENT FOR US, AND A BREAKTHROUGH FOR THE COMPANY."**

— Margaux Deguerre, Notpla

and ate it as they ran. "It replaced 36,000 plastic bottles or cups that otherwise would have been used," says Margaux Deguerre, Marketing & Communication Lead at Notpla. "That was a really big achievement for us, and a breakthrough for the company."

Since then Notpla has grown exponentially. When Deguerre joined 18 months ago there were 25 staff. Now the company has 65 employees. And several new products, including what is now their main focus, Notpla Coating, have been developed.

Also made from seaweed, Notpla Coating has many of the same grease and water-resistant qualities of traditional coatings used in takeaway

# NOTPLA'S PRODUCTS:



All of Notpla's packaging solutions are made from natural material from seaweed that is fully biodegradable.



Notpla Coating → **food containers with many of the same water-resistant qualities found in takeaway food packaging.**



Notpla Ooho → **an edible bubble designed to replace single-use plastic packaging for liquids.**



Notpla Rigid → **shares many similar properties with conventional rigid plastics.**



Notpla Film → **designed to replace conventional fossil-derived and flexible bioplastics.**



Notpla Pipette → **easy-to-use, sustainable packaging of single-dose edible oils.**

food packaging. But it means that Notpla can make cardboard takeaway boxes that are completely chemical free and completely home compostable. "It is a game changer for the takeaway industry," says Deguerre.

## 20 million views

Notpla, which stands for "not plastic," began to evolve in 2013 when co-founders and current CEOs Rodrigo Garcia Gonzalez and Pierre Paslier met. "They were working on a project to encapsulate liquid without using any plastic while studying a joint Innovation Design Engineering programme at Imperial College London and the Royal College of Art," explains Deguerre. "They

created the first prototypes in their kitchen. And when a video about their invention suddenly gained 20 million views and created a huge buzz on social media they decided to create a company."

The prototypes led to Notpla Ooho, which is now produced at Notpla's production site in Hackney Wick, East London, with a bespoke manufacturing machine. But the company's portfolio of products is growing fast.

"Our vision is to be an alternative to single-use plastics and address both the

environmental implication of single-use plastic and also the health implication," says Deguerre. "We all know how bad plastic waste is for the oceans and how decomposing microplastics can get in your body and blood. We are therefore initially focusing on applications that are consumed quickly on the go, because that is where there is a higher risk of packaging entering the environment. So we are working with large fast-moving consumer goods."

One of the companies that Notpla

Notpla coatings  
can be used for  
food packaging.



SEAWEED, NOT PLASTIC.  
NOTPLA COATING

SEAWEED, NOT PLASTIC.  
NOTPLA COATING



Salad dressing  
anyone?  
Single-dose  
edible oils.



A passion for food and the environment brought Marketing & Communication Lead Margaux Deguerre to Notpla.

Notpla's Ooho bubble can be filled with any kind of liquid.



is now working closely with Just Eat Takeaway.com. "They sell our takeaway boxes with Notpla Coating directly on their platform to restaurants," says Deguerre. "We sold 1 million boxes this year. And because Just Eat were sponsors, we were the only supplier of takeaway boxes at the UEFA Women's Euro 2022 football final at Wembley Stadium. We work with a lot of sports events. And festivals too, which are a good fit with Notpla Ooho because you can put alcohol inside it."

Another product, the Notpla Pipette, encloses a single dose of food oil. "It is super convenient," says Deguerre. "The customer just twists it and controls the pouring of the oil. Then you can put it in your home compost. It is technically edible. But as it has oil inside I wouldn't recommend it. We have also worked with Heinz to package their ketchup sachets."

Like the co-founders of Notpla, Deguerre is passionate about the environment and seaweed. "It grows super fast, up to one metre a day," she says. "And it doesn't need fresh water or fertiliser to grow, so it is a fantastic resource that is really sustainable."

"And there is enough seaweed to meet the demand," she adds. "At Notpla we encourage seaweed farms that grow seaweed, which is fully sustainable. Our seaweed suppliers are around the globe, but we work closely with farms in the UK and Europe and with the Safe Seaweed Coalition to make sure that we have more seaweed farms available in Europe, as we see so much potential. The farms are coastal and are beneficial for the bio-diversity because the seaweed is like a fish nursery."

### Completely natural

Notpla is also trying to influence industry and government to make things happen faster in terms of restrictions on plastic and less greenwashing in the packaging industry. "We really want to make things move by being a key actor and we are developing a strong network," says Deguerre. "And regulation is moving. The EU Single-Use Plastics Directive is super strong and stops claims from being made that some bioplastics that contain synthetic materials are biodegradable or compostable. Notpla is one of the only solutions that is considered completely

natural. And we see that companies are understanding that they need other alternatives to plastic."

But Notpla acknowledges that they are not a solution for the replacement of all plastic packaging. "Plastic has some good properties for specific applications where slow biodegradation is a must", says Deguerre. "We should consider it as something that is great, but which does not always serve its purpose. Especially when you have packaging that you use for one minute but that then stays in the environment for 400 years! So, I think there can be a future without single-use plastic. And that is what we are working towards." —



**"I THINK THERE CAN BE A FUTURE WITHOUT SINGLE-USE PLASTIC."**

— Margaux Deguerre, Notpla

Consumers around the world have shared their opinions about packaging, sustainability and global plastic consumption.

# A global view on plastics and paperboard

## The consumers perspective:



## The researcher perspective:

As well as the opinions of consumers, the Handels Consulting includes the views of Bethanie Carney Almroth, an environmental science researcher at the University of Gothenburg in Sweden. She states that the complexity of recycling plastic is a major issue with plastic packaging. But, she adds, paper packaging initially has much better properties for recycling and requires a simpler infrastructure compared to plastic recycling. "Innovation around renewable materials and packaging solutions with a life-cycle perspective will create great opportunities for companies to challenge plastic packaging with alternative solutions. Furthermore, it is important to think of the hierarchy of reduce, reuse and recycle. It is important to look at opportunities for reuse of packaging before recycling and to reduce the material needed with efficient solutions", she points out.





Read more  
about the  
sample box:



## A sample to open doors

A limited-edition sample box from Holmen Iggesund invites customers to packaging dialogue through different materials, techniques and designs. —



It's a wrap!

Photo—Ibrahim Gonzalo

INSPIRE 1—2023 p. 34 IT'S A WRAP!



## Starring on Netflix's Wendell & Wild

The Dream Fair is a 3D pop-up paper model created by German paper engineer and artist Peter Dahmen for the feature film *Wendell & Wild*. In the stop motion animated film, which was released in 2022 and distributed by Netflix, two demon brothers, Wendell and Wild, dream about making a fairground for departed souls. They present their vision for the fair as a 3D pop-up paper model, complete with moving carousels and rollercoasters. —



Find out more  
about the pop-up  
paper model at:  
[iggesund.com/inspiration](http://iggesund.com/inspiration)





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**PAPERBOARD—**

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