



ROTTNEROS

NEWS

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“ Our participation in the Ceper Bioeconomy Lab highlights our dedication to driving the bioeconomy forward and supporting the shift toward a climate-resilient future. ”

Rottneros Packaging Showcases Innovative Food Packaging at Ceper Bioeconomy Lab

We are excited to announce that our groundbreaking food packaging solution has been selected for the Ceper Bioeconomy Lab – an exhibition dedicated to showcase bio-based products that represent the future of sustainable, climate-friendly alternatives. The event gathers Europe’s most forward-thinking innovations, driving the transition to a circular bioeconomy.

CONTRIBUTING TO A SUSTAINABLE FUTURE WITH PULP-BASED TRAYS

As the demand for convenience and ready-to-eat food increases, so does the need for environmentally responsible packaging. Our wood pulp-based trays, Nature by Rottneros, is sourced from sustainably managed Nordic forests, and offers a cutting-edge solution to reducing plastic in food packaging. With a barrier layer comprising less than 10% of the packaging’s total weight, we meet essential requirements while aligning with the EU’s Packaging and Packaging Waste Regulation (PPWR). Consumers can easily separate the fiber tray from the barrier liner, ensuring proper recycling.

KEY FEATURES OF OUR FOOD TRAYS:

- **Reduced Plastic Content:** Less than 10% barrier material while providing excellent oxygen protection, extending the shelf life of fresh foods.
- **Easy Separation:** A user-friendly peel-tab allows consumers to effortlessly separate the fiber and barrier components for easy recycling.
- **Versatile Functionality:** The trays’ strong, lightweight design integrates seamlessly into industrial processing systems and is both microwave- and oven-safe.
- **High-Quality Printing Surface:** Our wood pulp and thermoforming technology create a smooth surface ideal for printing, reducing the need for additional labels.

Read more about Nature by Rottneros on rottneros.com

If you want to know more, please contact Jesper Jansson, Chief Commercial Officer or Alessandra Zanetti, Business Development Manager at Rottneros Packaging: packaging@rottneros.com

About the Ceper Bioeconomy Lab

Ceper is a European association that, among other things, works to secure the pulp and paper industry’s competitiveness with the EU’s decision makers. Ceper Bioeconomy Lab is an exhibition that takes place in Brussels on September 23-24. Over 50 innovative products designed to promote sustainable consumption and production are presented here. [Find out more on Ceper.org](https://ceper.org).

