



## Press release

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# New barrier solution from AR Packaging helps Bel Group to eliminate plastics

**In the quest to minimise the use of plastics and yet provide optimal product protection and performance, AR Packaging has developed Safeboard®, a plastic free packaging, which is now used by Bel Group for its Boursin cheese range.**

As part of the process to reduce its environmental impact, Bel Group was looking for a solution to remove the plastic coating on the cartonboard packaging used for its entire Boursin range of flavoured cream cheeses.

After two years of research and testing in close collaboration with the customer, AR Packaging in Cholet, France, has developed the solution. The Safeboard® packaging has made it possible for Bel to move away from the use of PE-coated cartonboard for its entire Boursin range (80g, 155g and 250g). The elimination of plastics in the new packaging is equivalent to a reduction of 35 tons plastics per year.

"Bel Group has set a clear agenda for how to minimise our environmental impact. The reduction of plastics in the cartonboard packaging for Boursin is one important step towards achieving our target to have 100% recycle-ready packaging by 2025", said the Boursin packaging development team and corporate purchasing team lead by Mr Romain Dufrêne. "We are very pleased to have accomplished this together with our AR Packaging team."

The AR Packaging Safeboard® solution offers possibilities for tailored barriers to moisture, grease and aroma. It can replace plastic coated cartonboard and thereby enable repulpable and compostable packaging. The cartonboard is based on fibres from sustainably managed forests.

"I am proud to see this innovation in full commercial use on the market now. We have developed a unique process for applying the barrier in a cost efficient way. Safeboard® allows our customers to have a cartonboard packaging without a gram of PE, giving an optimised sustainable packaging with minimised additional costs" explains Olivier Moysan, General Manager of AR Packaging France.

### For more information please contact:

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### AR Packaging

AR Packaging is one of Europe's leading companies in the packaging sector with net sales of more than EUR 900 million, 5,500 employees and 28 factories in 13 countries. The Group offers a unique range of packaging solutions from its specialised plants. Added value is created to its customers through its broad product offering and deep knowledge of carton-based and flexible packaging. The head office is located in Lund, Sweden. AR Packaging has an objective to grow both organically and by way of acquisitions.

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