

Press release: 85% FIBER TUBE ACHIEVED IN COLLABORATION

**Blue Ocean Closures announces breakthrough to further reduce plastic in packaging. In collaboration, Stora Enso, AISA and Blue Ocean Closures have developed the first ever paperboard tube with a fiber-based closure consisting of more than 85% fibers.**



*Image: The paper tube & closure*

The new, innovative wood fiber-based concept helps brand owners to increase the share of renewable material in their packaging. All components of the tube are designed for recycling. The fiber-based screw cap developed by Blue Ocean Closures is combined with a tube composed of Stora Enso's barrier-coated board material Natura Shape™ and assembled by AISA. The solution contains more than 85% fiber content, the highest proportion available in a tube design. Intended for use in for example cosmetics, personal or home care, it is expected to be commercially available in 2024.

Lars Sandberg, CEO at Blue Ocean Closures comments on the development;

- We know that brand owners face challenges when trying to find sustainable alternatives to plastic tubes and believe it is essential to increase fiber content to reach a higher degree of recyclability, reduce carbon footprint, and meet consumer expectations.

To help brand owners achieve their sustainability targets without compromising on functionalities and shelf presence, increased collaboration is required across the value chain. The technology development of the screw cap for the tube is accelerated through a design project part-funded by BioInnovation and involving also Karlstad University. Project Manager and CTO at Blue Ocean Closures, Staffan Andersson, says;

- The tube solution has come far due to great research collaboration, which is exactly what is needed to achieve more sustainable packaging. Making a tube with shoulder and cap, work with unprecedented high fiber content is possible when all project partners contribute their knowledge and technology, says Staffan.

The achievement will be officially launched at Interpack 2023, the world's largest fair for the packaging industry. Welcome to visit 4<sup>th</sup> – 10<sup>th</sup> of May in Düsseldorf, Germany.

## BLUE OCEAN CLOSURES

Press release - Friday, May 5<sup>th</sup>, 2023

### [More information Blue Ocean Closures AB:](#)

Blue Ocean Closures is a Swedish sustainability start-up, transforming the packaging industry through the design and manufacture of fibre-based screw caps and lids. First to the market, it is addressing the world's plastic pollution crisis by ensuring its high-quality products live up to five core concepts: being biobased, ocean-biodegradable, recyclable, cost-effective, and scalable. As brands, businesses, and innovators worldwide look to achieve sustainability, Blue Ocean Closures is doing its part to drive progress in packaging.

Backed by industry leaders ALPLA and Glatfelter, Blue Ocean Closures is exploring new packaging solutions and enabling brands such as The Absolut Company of Pernod Ricard to decrease their carbon footprint. To discover more: [www.blueocean closures.com](http://www.blueocean closures.com)

### [More information Stora Enso Oy:](#)

[www.storaenso.com](http://www.storaenso.com) Interpack: Hall 9, stand B20

### [More information AISA:](#)

[www.aisa.com](http://www.aisa.com) Interpack: Hall 8a, stand C27

### [More information BioInnovation:](#)

[www.bioinnovation.se](http://www.bioinnovation.se)

### [Contacts:](#)

Ulrika Ganterud Evermark, Community Manager, +46 70 218 07 88  
[ulrika.evermark@blueocean closures.com](mailto:ulrika.evermark@blueocean closures.com)