

Paper wrap - Gulfood



Ice cream paper wrap from Tetra Pak

Current Landscape

The changing legislative framework as well as consumers' increased expectations on brands to adopt sustainable practices are putting pressure on F&B manufacturers to reshape their sustainable and innovation strategies.

Moreover, players in the food industry are facing several challenges such as intense market competition, low consumer confidence and supply chain disruptions.

A new sustainable packaging material for ice cream

To support our customers on the challenges they are facing, Tetra Pak is developing a **new sustainable packaging material** for ice cream, compatible with our wrapping equipment.

This solution will have the **highest possible paper content** and will **be recyclable** in the existing paper waste streams.

Furthermore, the use of materials has been optimized to reach the **lowest grammage possible**, while maintaining high food safety and quality standards and ensuring product protection.

Renewable materials are better for the climate: they absorb CO₂ in the atmosphere, as opposed to fossil-based materials, that release new CO₂, which was stored in the ground for millions of years.

Moreover, switching from plastic to plant-based helps reducing dependence from fossil resources.

Recycling also contributes to reduced climate impact.

An end-to-end offer for your products

Tetra Pak can provide a complete offer in terms of **sales, delivery and support of wrapping equipment and packaging material**.





Why choosing the new sustainable paper wrap





Interested in knowing more?

Book a meeting with your local representative to have more details on this new solution

Become a pilot customer – be first to test this innovation on your Tetra Pak wrapper



