

THE PAPERBOARD CONSECRATION

“The natural choice...”

1. The latest trends in the world of paperboard packaging. Find out how to suit customers' demands - and get ahead of your competitors - JOHAN GRANÅS (SWEDEN)
2. The environmental approach & Design freedom - STAFFAN SJÖBERG (SWEDEN)

The magical & endless potential of paperboard - a natural packaging material... We will explore the latest trends in the world of paperboard & look at premium packaging solutions that make minimum environmental impact and offers maximum designability and performance.

- 🌀 What makes Paperboard such a valuable material?
- 🌀 Quality: how can you measure the quality of Paperboard?
- 🌀 Change in consumer habits: is the paperboard industry pro-active enough?
- 🌀 How can we support your product or your brand to get ahead of your competitors?
- 🌀 Eco-friendly or luxury: is pure virgin fiber paperboard still carrying the wrong environmental message?
- 🌀 Are you ready to put your hands on paperboard?

WHO'S WHO

JOHAN GRANÅS is Product Manager at Iggesund Paperboard AB, Sweden, in charge of the long term development of Invercote. He is a graphical engineer, graduated from the Technology of Graphic Arts Masters programme at Rochester Institute of Technology (N.Y.). Johan Granås has long experience from board production, and is specialized in helping designers and end users to find materials where the needs of both packaging functionality and design appeal are fulfilled.

Johan Granås (Product Manager, Iggesund Paperboard AB - SWEDEN) will present “The latest trends in the world of paperboard packaging. Find out how to suit customers' demands - and get ahead of your competitors” by discussing

the following topics:

- 🌀 The origin of paperboard... long traditions and commitment
- 🌀 Paperboard as a packaging material as opposed to other materials
- 🌀 A flexible product to respond to high level customer demands
- 🌀 The best conditions for protecting your products and communicating your ideas and brand values
- 🌀 The latest trends in the world of paperboard packaging.



STAFFAN SJÖBERG has worked long term with Iggesund's communication in sustainability matters and has a background in various fields of communication, from broadcasting to environmental information.

He is presently in charge of Public Affairs at Iggesund Paperboard, Sweden. Staffan is a member of the Pro Carton Strategy Group, and also a member of the advisory board for the Graphic and Packaging Design Programme of Mid Sweden University.

Staffan Sjöberg (Public Relation Manager Iggesund Paperboard AB - SWEDEN) will talk about "The environmental approach & Design freedom" by discussing the following topics:

- 🌀 Growing environmental and social concerns. Sustainability and Carbon foot print is not a new topic but a never ending subject and a day to day concern for the industry
- 🌀 Great paperboard makes great design.

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