



## Press Release

### SWEDBRAND to Highlight Innovation, Sustainability at Luxe Pack Paris

*Unique, sustainable and customized premium rigid boxes will be on display along with an innovative new approach to rigid box construction*

**Hong Kong, China, 30 August, 2021.** SWEDBRAND Group, a packaging partner to some of the world's most iconic brands, today reported that it will be exhibiting at [Luxe Pack Paris](#) scheduled for 31 August through 1 September at the Carreau du Temple. During the show, SWEDBRAND will be displaying a selection of premium rigid boxes produced in its highly automated state-of-the-art factory in Gdansk, Poland. This facility uses the latest in equipment and materials to support SWEDBRAND's sustainability objectives and those of the brands it supports. During the show, SWEDBRAND will also be unveiling an entirely new type of hybrid premium rigid box constructed of corrugated board with an extra paper laminate. This creates a board that has significantly lower cost, does not affect the overall quality of the premium rigid boxes, and can be processed using the Gdansk factory automated box lines.

"We are especially excited to be unveiling this new hybrid product at Luxe Pack Paris," said Zaid Bunni, Founding Partner and Director at SWEDBRAND. "With our automated factory in Gdansk, Poland, we have been able to experiment with a wide range of substrate types and combinations to develop innovative new products such as this hybrid pack, always with sustainability in mind."

SWEDBRAND's new hybrid rigid corrugated box is suitable for machining and will significantly reduce both raw material consumption and production costs without any difference in perceived quality. Since corrugated cardboard is 2.5 times lighter than conventional cardboard, it can be easily compressed, unlike grey board. "This means that our new hybrid premium rigid box has a smaller environmental footprint than conventional premium rigid boxes," Bunni added. "Lighter weight equals a reduction in the CO<sub>2</sub> footprint of boxes during transport, and its ability to be compressed simplifies end-of-life processing as well."

In other sustainability moves, SWEDBRAND reports that its Gdansk factory has no industrial water consumption and uses more environmentally friendly non-animal glues. Paper and board are sourced from European mills and contain recycled content as well as wood pulp acquired from sustainably managed forests. The plant is heated with more efficient and environmentally friendly natural gas, and having many skylights helps to reduce the need

for interior lighting. With these and other initiatives, SWEDBRAND's Gdansk plant consumes a relatively limited amount of electricity considering the volumes of premium boxes it is producing.

In addition, as will be demonstrated at Luxe Pack Paris, SWEDBRAND experts are well-versed in unique ways to meet the needs of brands for economical premium rigid boxes. Its factory location in Poland means that transport of finished boxes to European locations is not only several weeks faster compared to the transport time from Asia, but also less costly, often by as much as a factor of 10. SWEDBRAND experts will be available during the show to consult with brands looking for innovative and attractive premium rigid box solutions that are also in compliance with both regulatory and consumer demands for a reduced carbon footprint.

For more information about products and services from SWEDBRAND and its state-of-the-art Gdansk factory for production of premium rigid boxes, visit [Swedbrand Group](#), you can also register there to schedule a one-on-one meeting during the show.

Note to Journalists: To schedule an executive interview either before or during the show, please contact [monika.d@duomedia.com](mailto:monika.d@duomedia.com).

## About SWEDBRAND Premium Packaging

SWEDBRAND Premium Packaging is a division of the SWEDBRAND Group, which was founded in 2006 by Chris Magnusson and Zaid Bunni as a foreign invested company originating out of Hong Kong with offices and factories in Asia and Europe. As a proud packaging partner to some of the world's most iconic brands, SWEDBRAND offers a full range of packaging products, from premium rigid boxes and handcrafted bags ideal for luxury products to convenient and sustainable reusable bags popular with leading retailers. The company also produces a complete range of food and drink solutions spanning everything from premium packaging concepts for spirits, wines, and confectionary through to branded containers for drinks and meals on the go. Its global network of packaging converting factories allows brands to take advantage of regional packaging production in order to meet the most demanding cost and delivery requirements and diversify risk across the supply chain.

Follow **Swedbrand** at   

More information is available at [swedbrand-group.com](http://swedbrand-group.com) and at:

**Monika Dürr**  
duomedia  
PR Consultant  
[monika.d@duomedia.com](mailto:monika.d@duomedia.com)  
+49 (0) 61 049 44895

**Zaid Bunni**  
Swedbrand Group  
Co-founder & Director  
[zaid@swedbrand.com](mailto:zaid@swedbrand.com)  
+44 (0) 20 701 21605