



**Metsä**



**Maarten Florizoone**  
Director, New Business



## **Innovative Skincare2 box design with eco-design & sustainable production**



**New SkinCare set  
designed by Metsä Board**

# Strong synergies within Metsä Group

**METSÄ GROUP** | Sales EUR **4.7** billion | Personnel **9,300**

**METSÄLIITTO COOPERATIVE** | Group's parent company | Owned by 104,000 Finnish forest owners

## METSÄ FOREST

**Wood Supply  
and Forest  
Services**

Sales:  
**EUR 1.5 billion**

Personnel:  
**900**

Metsäliitto Cooperative  
holding 100%

## METSÄ FIBRE

**Pulp and Sawn  
Timber**

Sales:  
**EUR 1.6 billion**

Personnel:  
**1,250**

Metsäliitto Cooperative holding  
50.2%, Metsä Board 24.9%,  
Itochu Corporation 24.9%

## METSÄ WOOD

**Wood  
Products**

Sales:  
**EUR 0.5 billion**

Personnel:  
**1,500**

Metsäliitto Cooperative  
holding 100%

## METSÄ BOARD

**Paperboard**

Sales:  
**EUR 1.7 billion**

Personnel:  
**2,500**

Metsäliitto Cooperative  
holding 41.8%, 61.5% of votes

## METSÄ TISSUE

**Tissue and  
cooking  
papers**

Sales:  
**EUR 1.0 billion**

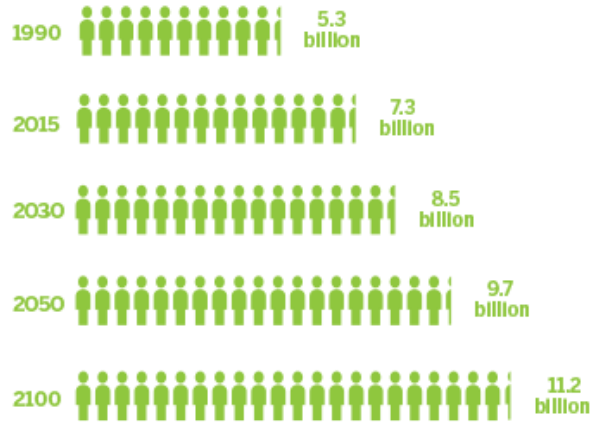
Personnel:  
**2,750**

Metsäliitto Cooperative  
holding 100%

Production of bioenergy 22.3 TWh

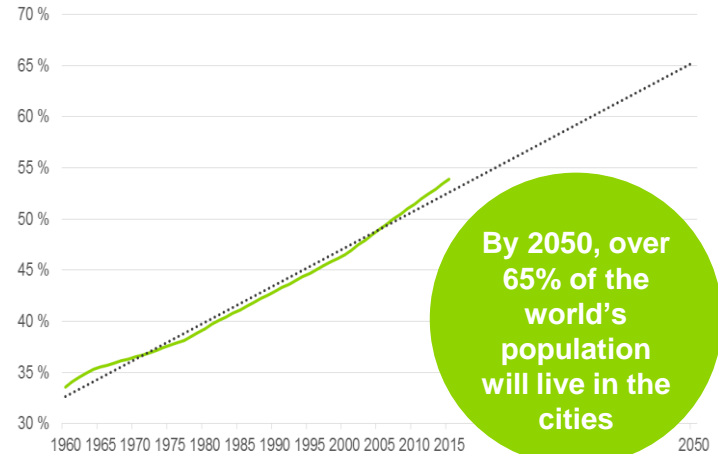
# Population increase and urbanization raise demand for sustainable packaging solutions

## Projected world population until 2100



Source: UN Department of Economic and Social Affairs, Population Division, World Population Prospects

## Projected urbanization rate until 2050




By 2050, over 65% of the world's population will live in the cities

Source: World Bank World Development Indicators & UN



**Waste awareness is increasing**



A sunlit street scene in a European city, likely Amsterdam, featuring brick buildings, a cyclist, and pedestrians. The sun is low in the sky, creating a warm, golden glow and long shadows. The street is paved with cobblestones, and there are streetlights and signs visible. The overall atmosphere is bright and lively.

Metsä Board approach  
for challenges of today

# Better with Less

Better consumer experiences  
with less environmental impact

# **Better with Less** is built into our products

## **Lightweighting**

- Metsä Board's folding boxboard is even 30% lighter

## **Purity and safety of fresh fibre paperboards**

- Important especially for food and food service packaging
- Whiteness and quality - upscale consumer experience

## **Sustainability**

- Fresh fibres are recyclable and renewable material
- Wood raw material is 100% traceable to sustainably managed northern forests
- Strong and recognised credentials in environmental performance, water and energy efficiency and actions to combat climate change



## SkinCare 2

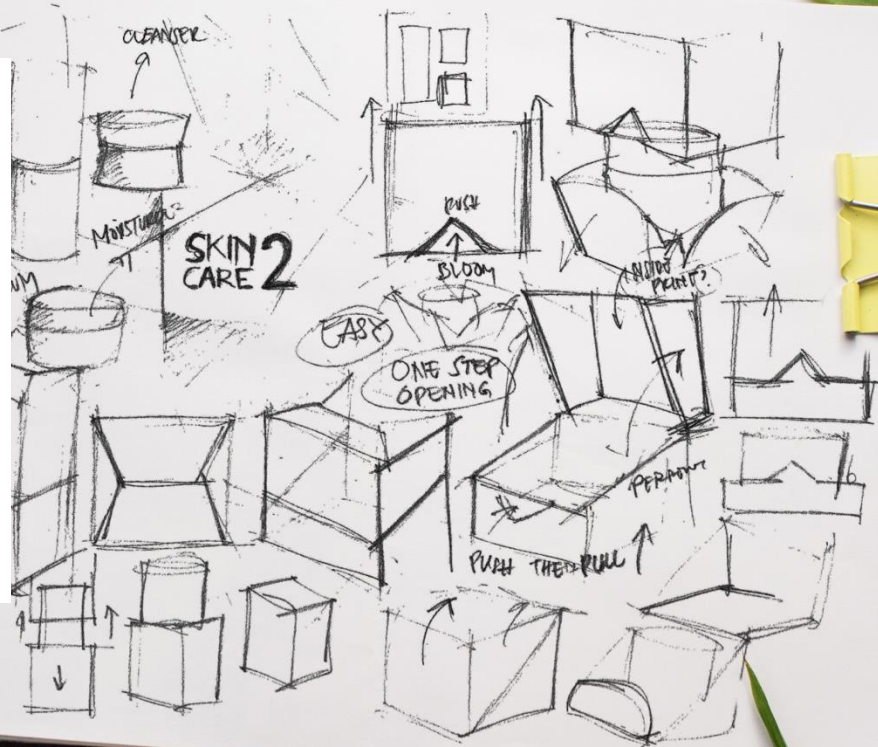
Client : Metsä Board  
Project : New Packaging Development  
Market : Global

**Background:** Following our multi award (PCD Awards, Hong Kong Print Awards, LuxePack Green Awards) winning “SkinCare” set launched in 2014 , **Metsä Board** is excited to reveal its new and improved “SkinCare 2” box set.

**Assignment:** Structural & Graphic Design | Photoshoot



**Brief:** Following the successful launch three years ago of the multi award winning Metsä SkinCare box set, we evaluated all the comments from a diverse range of brand owners. The response has been very positive, mainly due to the sustainable value that this packaging offered: Lightweight materials, a removable plastic window on the rigid outer box, elimination of the traditional plastic wrap for the secondary inner boxes – all combined with a unique opening experience for each box. Our objective, based upon brand owner feedback, was to keep all these previous benefits while making the new inner boxes easier to manufacture on packing lines as well as adding the possibility to reclose each box after opening.





## BeautyCare

### RIGID BOX PACKAGING

Rigid boxes are a staple in luxury retail or product packaging because of the weight, strength, and firmness conveyed by their structure.

Source :the Dieline



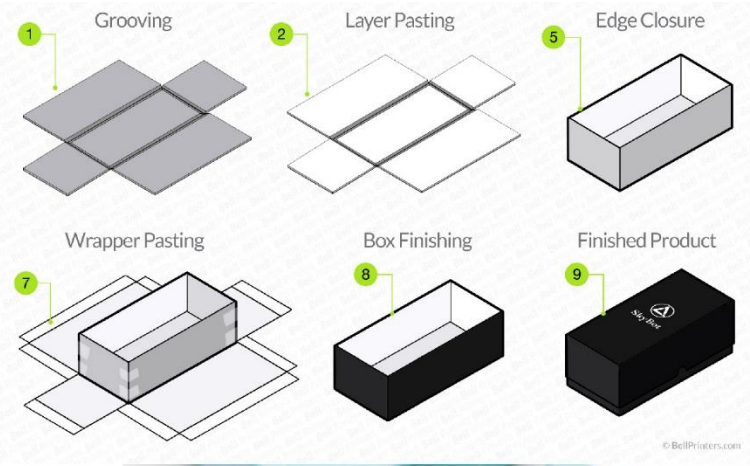
# INTRODUCTION

A typical rigid (also called "set-up" or "turned edge") box is a container produced and delivered in three-dimensional form, ready to be filled. The base structure is generally made of a heavier chip board than a folding carton and is covered (or wrapped) with a thinner material, like paper or fabric, called a label or "wrap". It ships completely set up, so you would need to destroy the box to knock it down flat.

## Benefits of Rigid Boxes:

1. Often does not require expensive dies as used in folding carton manufacturing
2. Stronger and more durable, provides superior protection
3. Usually do not require setup for product fulfillment, is easy to open and close, excels in stacking, handling, and display
4. Higher perceived product value by the consumer (expensive looking box = better quality product)
5. Functions well as a reusable keepsake.

Source : Paperbox/Packaging Strategies/the Dieline



# NEW TREND

## Top Trend: Understated Elegance

In today's cluttered, hectic world, consumers crave simplicity and understated elegance. Translated to rigid boxes, this means muted, natural designs that demonstrate sophistication and quality.

## Growing Markets: E-Commerce

As luxury brands increase their digital presence, more and more rigid boxes are traveling directly to consumers' doors. Rigid boxes can create such an impression through a long, memorable unboxing experience.

## Key Point: Experience

Customers want the entire product to be an enjoyable experience. From researching to shopping to buying and even the packaging itself, all should be part of the experience.



## Long Target: Sustainable

There is increasing pressure on luxury brand owners to reduce the environmental impact of packaging. The brand encourages recycling by printing information on the packaging.

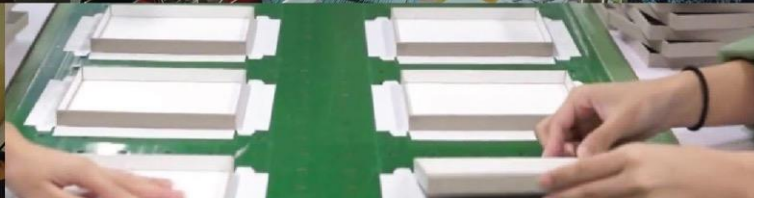
Source : the Dieline/Green Packing Group/Beauty Packaging

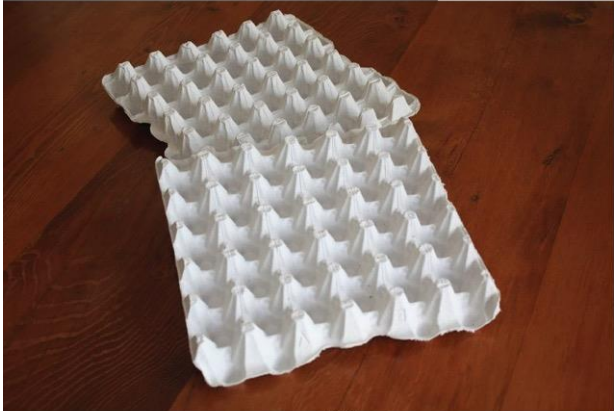
● old with plastic window

● new without plastic window



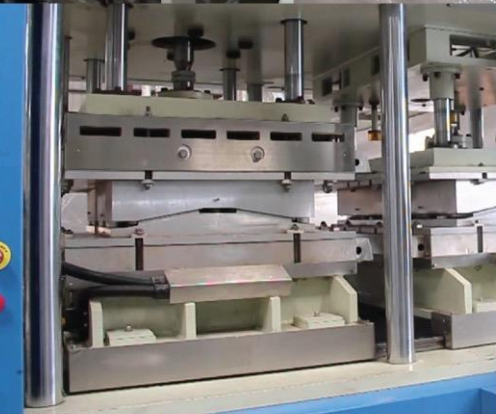


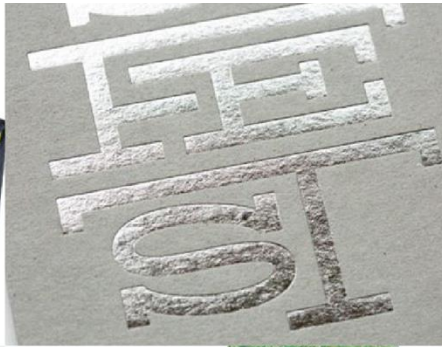












**Fast Assemble**  
 Consumer Experience  
**Premium Unique**  
**Easy Opening**  
 Sustainable  
**Tamper Evident**



**The first innovation** can be seen with the outer rigid box which is made with a new pulp molding process – especially designed for Metsä Fibre's pure fresh fibre pulp. The lid, base and inner inserts are extremely rigid, lightweight and smooth on both sides. This new method allows for good printing results; the lid and base are printed with water based ink, providing a natural and soft touch feel. The window cut-out on the lid partially shows the contents and for this new SkinCare2 edition we decided not to use a removable plastic window ensuring that this solution only uses one material. This innovative method offers a great alternative to conventional thermoformed plastic providing a sustainable and fully biodegradable solution to help tackle the amount of waste plastic ending up in nature and the oceans.



**Our first inner box** offers a new approach to SkinCare secondary packaging with an innovative structural design and box opening experience – without compromising the assembly on conventional fast packing lines. The outer box opens when a small amount of pressure is applied at the front, breaking the perforations and allowing the lid to gently slide out. The inner “f” fluted linerboard base slowly unfolds giving a unique consumer experience typically seen on high-end rigid boxes. These new features combined with light-weighted material result in a 25% packaging reduction compared with a traditional design.

Outer material: **MetsäBoard Prime FBB** 280 g/m<sup>2</sup>

Inner material: **MetsäBoard Natural WKL** 90/70/70 g/m<sup>2</sup>



**Our second packaging structure** is completely sealed on the top and bottom eliminating the need for a security label or plastic wrap whilst it is displayed on a shop shelf. The box opens by a small press on the front that breaks the tamper evident perforations and slowly unfolds a unique consumer experience typically seen on jewelry boxes. The lid can also be reclosed to its original position. Although the structure looks complex, it has been designed to be easy to glue and fast to assemble on automated packing lines. The packaging is printed on the uncoated side to emphasise the natural whiteness, texture and purity of our material.

Outer material: **MetsäBoard Pro FBB Bright** 280 g/m<sup>2</sup>

Inner material: **MetsäBoard Natural WKL 90/70/70** g/m<sup>2</sup>



**Our third box structure** is a new and simplified half-cut opening mechanism that provides a smooth, easy opening experience while using half the amount of liner board. These features and raw material light-weighting have resulted in a 30% reduction in packaging content compared with a traditional design. The top of the box opens by being pulled gently, breaking the small inner half-cut tabs. This new lid design provides security on shelf with a tamper evident feature and great reclosing capability.

Outer material: **MetsäBoard Prime FBB** 280 g/m<sup>2</sup>

Inner material: **MetsäBoard Natural WKL** 90/70/70 g/m<sup>2</sup>



## Better with Less

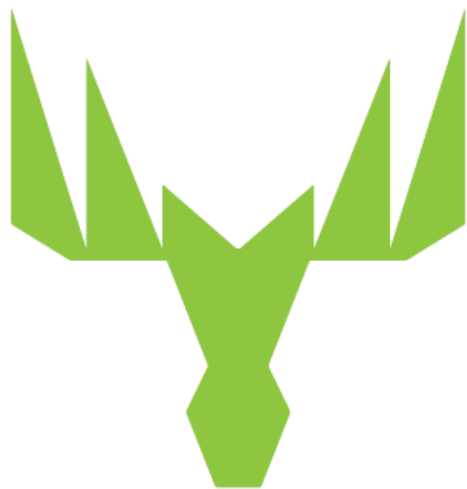
These three inner packages offer new box opening alternatives for conventional secondary packaging, without adding extra material or packing processes. The structural design of each box combined with lightweight material offers between 20% to 30% weight reduction compared to traditional designs. As a leading European producer of lightweight and ecological paperboards made from fresh fibres, our mission is also to explore the possibilities for our material to be made with innovative processes and the latest technology. Although this new SkinCare set is targeting the luxury and cosmetic segments, we see a lot of opportunities in the food industry where plastic trays for chocolate, biscuits, etc. could be substituted with Metsä Fibre pulp for the injection molding pulp process. This alternative would offer a sustainable and fully biodegradable solution to help tackle the recycling problems associated with different plastic categories as well as reducing the amount of plastic ending up in nature and the oceans.







K13



**Metsä**

## **MAARTEN FLORIZOONE**

Director, New Business

## **METSÄ BOARD**

Paperboard

Van Kerckhovenstraat 2

2800 Mechelen, Belgium

Mobile +32 473 69 18 78

[maarten.florizoone@metsagroup.com](mailto:maarten.florizoone@metsagroup.com)

[www.metsaboard.com](http://www.metsaboard.com)

**Make the most of Metsä Board**

