

BillerudKorsnäs and The Paper Straw Co to launch the first U-Bend paper straw

Together with the Paper Straw Co, BillerudKorsnäs has developed the first functional 180° U-Bend straw, made out of paper. The straw is made to be used for individual drink cartons such as juice, milk and water. The long term market potential as well as positive sustainability impact is extensive.

BillerudKorsnäs has just filed a patent of the U-Bend paper straw in cooperation with The Paper Straw Company, who will produce the straw in Manchester, England and in the US. The end-users will be consumers buying individual drink cartons filled with juice, milk or water. Made out of FibreForm, a uniquely shapable paper patented by BillerudKorsnäs, the U-Bend paper straw is durable and recyclable. The straw based on materials from sustainably sourced forests is also biodegradable, resulting in a positive impact on pollution and littering compared to plastic straws.

”The U-Bend straw is the first paper straw that is 180° bendable. It can be used together with existing drink packaging. Today many billion bendable straws are produced in a year which means that the potential for our business and our contribution to a more sustainable packaging world is, to say the least, considerable.” says Emma Hellqvist, Formable Solutions at BillerudKorsnäs.

At this moment, we are ready to go into industrial trials with the goal to be able to commercialise by the end of this year. The key to success lies in the efforts of innovation, collaboration and strong partnerships - in this case with The Paper Straw Co owned by Hoffmaster Group. Aardvark® Straws is part of Hoffmaster Group and will enable the production of the U-Bend paper straw for the US-market.

“We are excited to expand our line of paper straw offerings with the patent pending U-Bend paper straw.” Says Geert Pijper, Co-Founder The Paper Straw Co.

For further information, please contact:

BillerudKorsnäs, Anna Helsen, Head of Press, +46 (0) 70 698 48 58,
anna.helsen@billerudkorsnas.com

BillerudKorsnäs, Emma Hellqvist, Formable Solutions, +46 (0) 703134407,
Emma.Hellqvist@billerudkorsnas.com

The Paper Straw Co, Mallory Sturgeon, Dittoe PR, mallory@dittoepr.com





ABOUT THE PAPER STRAW CO®

The Paper Straw Co was founded in April 2018 and is a startup business focused on the manufacturing of paper straws in the Manchester area, with the combined knowledge between the partners of the paper industry, machinery industry and U.K. manufacturing. The Paper Straw Co is the original manufacturer of paper straws in the U.K.