

# More



Communications support for the perfect product presentation at the POS

Universally applicable in all processing technologies

No inherent smell, meaning that the flavour of packaged foods is not altered

Our paper

## than Packaging and Labelling

The Cham Paper Group has built a strong position for itself in the food-packaging market. The requirements for paper in this field are high: it is just important to take account of statutory regulations as the greater expectations in terms of ecological and economic sustainability. Added to this are marketing and advertising needs. Around 10 years ago, the Cham Paper Group developed an innovation that quickly established itself as the market standard, which it has remained to the present day, based on the company's many years of technical experience.

## From innovation to market standard

The Cham Paper Group has a tradition for sustainable innovation which is firmly anchored in its corporate strategy. When it was looking to expand its already strong market position with flexible packaging for the food industry in the nineties, it developed a new type of paper that satisfied all the technical requirements of the converter as well as all the needs of the end customers. Prestigious manufacturers of branded goods, including Ricola AG, rely on **Hi-Fi Kraft Lux**.

### The challenge

The objective was to combine the technical parameters for operating efficiency in production with clear distinguishing features in the packaging of the consumer brand. Thanks to our experience and intensive exchanges with our customers, we know their needs across the entire value chain. For the converters, for instance, simple, fast and reliable processing capacity is essential. Among other things, the end customer demands communications support and the best possible product presentation at the POS. The key criteria behind the decision were:

#### ◆ Universal applicability

It should be possible to use the paper universally in all processing technologies, thus ensuring a very high level of efficiency.

#### ◆ Top functionality

The paper has hardly any inherent smell, meaning that the flavour the packaged food (e.g. sweets) is not altered.

#### ◆ Optical product support

The paper should ensure the very highest quality of print and print gloss in order to differentiate the brand optically and boost the final product's distinctiveness on the shelves.

### The solution

With a clear focus on the jointly defined requirements, our experts developed the innovative formula in their labs for the production of a special type of paper known as **Hi-Fi Kraft Lux**. Following in-house trials under laboratory and operating conditions, various converters carried out intensive tests on prototype papers. The end customer checked the functionality to make sure it met product needs. Jointly elaborated tests like this quickly turn our innovations into proven practical solutions that can be put into productive use immediately, without long on-site trial phases, and ensure secure, uninterrupted processing. As a result, **Hi-Fi Kraft Lux** quickly became a standard in the packaging industry, as it still is today.



**Cham Paper Group**

