



PARKSONS PACKAGING LICENSES BILLERUD Corrugated Technology For Indian Fresh Produce Supply Chain

INDIA – To better serve customers in the fresh produce market segment, Parksons Packaging, one of India's major monocarton manufacturers, has diversified into the production of SoliQ-branded corrugated carton trays under license from Sweden's BillerudKorsnas.

Designed specifically for fruit and vegetables, SoliQ is an optimised corrugated box concept developed by Billerud Fresh Services, a subsidiary of **BillerudKorsnas**, to substantially reduce the risk of packaging-related produce damage during transport, to allow greater efficiency and lower environmental impact.

A SoliQ solution optimizes the structural design and materials of each package under humid conditions to ensure the package remains strong and intact through the entire journey, thus minimizing the risk of collapsed pallets. SoliQ-branded packaging is also flexible, which means that it can be a new design or developed from small modifications to existing designs.

In addition, sensors are also used to follow the produce through the supply chain to secure the quality and ensure that any problems are detected immediately.

Parksons Packaging says its license agreement with Billerud will help "make a difference within the fresh produce industry in India". The monocarton company said, "Profitability increases for growers and exporters when more harvested goods reach their final destination. In many markets, unwanted blemishes and other imperfections significantly lower the value of the produce. "SoliQ is the reliable choice for consistent, high quality packaging, reducing the risk of packaging-related produce damage during transport."

Parksons Packaging is currently the only licensed supplier of SoliQ in India.

Asia to produce 75% of world's bioplastics by 2018

Biobased, non-biodegradable plastics, such as biobased PE and biobased PET, are set to gain the most production capacity growth, taking up 5.6 million tons in 2018, up from 1.01 million tons in 2013. Meanwhile, biodegradable plastics is expected to grow from 610,000 tons in 2013 to 1.1 million tons capacity in 2018.



True Performance

Billerud Flute® ideally suited to these challenging conditions. Slow-growing Scandinavian forests produce strong primary fibres that make our fluting the strongest in the world. The next phase is to simulate the real-life conditions of your packaging to optimise the design. It's called True performance and covers three key areas:

1. TIME-Performance during long journeys
2. CLIMATE-Varying climatic conditions (humidity, temperature, etc)
3. LOAD- Constant loads delivered over periods



A three-way partnership was established between three key stakeholders: BillerudKorsnas, Zespri International and NZ-based Arncor Kiwi packaging. Material and design testing was carried out at the Billerud Korsnas Box Lab.

Working in partnership

The Zespri/Arncor collaboration is not unique. BillerudKorsnas works with over 1000 packaging partners in over 120 countries to find new smarter packaging solutions. Paper quality varies throughout the world and the primary fibre-based material from BillerudKorsnas is ideally suited to international companies involved in long, demanding supply chains.

SMOOTHER journeys that Preserve the goods

Packaging that increases performance in Zespri's demanding supply chains.



GREATER results that improve output

Increased profitability with more kiwis reaching the end consumer.

BRIGHTER futures that we create together

Preventing product waste and contributing to a sustainable environment.