

Mitsubishi HiTec package up potential

Mitsubishi HiTec Papers, has produced a speciality paper specifically for toy packaging, with an emphasis on adaptability and sustainability.

When it comes to toys, there is more emphasis being placed on the sustainability of the products. More and more toy suppliers are realising that this should also apply to the packaging. Over the past five years, there has been a 71 percent rise in online searches for sustainable goods globally, according to The Economist Intelligence Unit. Sustainable products and packaging can now be at the forefront of the end-users purchasing decisions, meaning it is important for the market to adapt accordingly.

With its PACK packaging paper, the German paper manufacturer, Mitsubishi HiTec Paper, has a new product in its range especially for the sustainable packaging of toys and other small parts. The 75g paper, which is based on virgin fibres, offers particularly good heat-sealability, and is therefore especially suitable for pouch packaging.

Of course, PACK has been successfully tested on packaging machines from leading manufacturers. In addition, the new paper is available both FSC and PEFC certified. This makes PACK the ideal alternative to previous plastic packaging made from films and film composites.



Mitsubishi Hi-Tec Papers release new product 'PACK', designed for the sustainable packaging of toys and small parts

Visitors experienced PACK live at the Spielwarenmesse in Nuremberg at the Mitsubishi HiTec Paper stand. The sales team offered a range of samples and information regarding the product.

Mitsubishi Hi-Tec speciality papers are truly "hi-tech". Coated with excellence and professionally converted. Join them on their path to creating a sustainable packaging future.

For further information, please visit:
mitsubishi-paper.com
sales.mpe@mitsubishi-paper.com.

