

# Expanding Possibilities of Paper

- With Focus on Food Packaging

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# Versatility of Paper

## 1 Flexible

Kraft paper's flexibility allows it to be easily molded into any desired shape and structure.

## 2 Breathable Structure

The porous nature of kraft paper allows for airflow, helping to maintain the freshness and quality of product inside.

## 3 Hygroscopic

Kraft paper's ability to absorb and release moisture helps regulate the environment inside the packaging.





# Paper's Environmental Benefits

1

## Renewable

Kraft paper is made from renewable wood fiber, making it a sustainable alternative to plastic-based packaging.

2

## Recyclable

Used kraft paper can be easily recycled, reducing waste and contributing to a circular economy.

3

## Compostable

Kraft paper is biodegradable, allowing it to be composted and reintegrated into the natural ecosystem.

# Exploring Texture, Color, and Design with Paper



1

## Textural Richness

Kraft paper's natural, unfinished appearance offers a unique tactile experience that adds visual interest to packaging.

2

## Neutral Palette

The earthy tone of kraft paper provides a versatile canvas for a wide range of design elements and color accents.

3

## Customization

Kraft paper can be easily printed, embossed, or otherwise customized to create unique, branded packaging solutions.



# Need to think beyond Corrugated Boxes:



1

## Perception of Outer Packaging

Not just a carry container which does not have to do much to do with the product inside

2

## Increasing use of paper for Primary Packaging

Paper is not extensively used where it is used for primary packaging which means it is direct contact with the product.

3

## Not packaging but the product itself

Many innovative products are made out of paper and corrugation which is the final product itself.



# Innovative Applications of Kraft Paper





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# Innovative Applications of Kraft Paper



# Innovative Application





# Innovative Applications of Kraft Paper





# Innovative Applications of Kraft Paper





# Innovative Applications of Kraft Paper





# Innovative Applications of Kraft Paper

Vegetables





# Innovative Applications of Kraft Paper

Sweets



# Innovative Applications of Kraft Paper

## Hygienic Products





# Properties required in Kraft Paper for Primary Packaging

## Standard Shades

Every mill in India is having their own shade of paper and there is no standardization. Also the shade changes with the same mill also from lot to lot.

## Free from Foul Odour

Odor-free kraft paper is essential for primary food packaging because it ensures no unwanted smells transfer to the food, preserving its taste and aroma.

## Clean & Spec free

Clean and spec-free kraft paper shows the paper is free from contaminants, dust, and visible imperfections. This conveys being a hygienic packaging surface enhancing consumer trust.

## Coated Paper

A lot of coatings are now available for different applications. If these can be done by the mills and supplied in a standard manner, acceptability and useability of these papers can be widely increased.

## Migration test for heavy metals

Migration tests for heavy metals in kraft paper are essential to ensure that harmful substances like lead, cadmium, or mercury do not leach into food when the paper is used for packaging. This testing protects consumer health and ensures compliance with food safety regulations.

## Permissible limits of Chemicals

It is important to maintain permissible limits of harmful chemicals like PAH, PCB, PCB, Phthalates and Bisphenol A. These chemicals are harmful if found in greater amounts. These are checked by some companies even if used for secondary packaging or even in exports.



# The Future of Paper: Endless Possibilities





Be Happy, you are in the right industry



Thank You