

WELCOME TO
A LIGHTER FUTURE.



ecolean
a lighter approach to packaging





SAY HELLO TO ECOLEAN.

We are here to keep food safe, while keeping the planet safe. Ecolean provides the world with lightweight packages for liquid food, for both ambient and chilled distribution.

This is the story of a company founded in 1996, with a clear vision. A vision of transforming the entire packaging industry with a unique material and a unique packaging format. A vision based on less, designed to save on nature's resources while ensuring the highest possible food safety, consumer convenience and shelf space visibility.

Ecolean has found a way of producing lightweight liquid food packages, that not only keep food safe, but also minimise resource-use and ultimately your carbon footprint. The Ecolean way is eminent throughout our packaging system, as we focus on customers to help make your production smarter. The Ecolean filling lines take the load of your operators' everyday hustle. Our service agreement is completely flexible in order to fit your production, rather than ours. This is how we make your life less complicated and more profitable.

We're a fast-growing innovator serving well over 30 countries with a new, proactive way of doing business, with China, Pakistan and Vietnam being the largest markets. Ecolean has 500 employees.

Welcome to Ecolean.

www.ecolean.com

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FOR ALL SITUATIONS.

Ecolean is dedicated to keep food safe and fresh for longer, perfectly suited for a wide range of liquid food products.



MILK & CREAM



YOGHURT & JELLY



BEVERAGES & STILL DRINKS



PLANT-BASED BEVERAGES



FLAVOURED MILK DRINKS



SOUPS & SAUCES



JUICE DRINKS & NECTARS



RTD COFFEE & TEA



ONE PACKAGE, TWO POSSIBILITIES.

Chilled distribution

Some products need to be kept chilled throughout distribution and storage, in order for freshness to be preserved. Chill out, we got you covered.

Ambient distribution

Other products are sterilized in order to keep food fresh for longer, enabling it to travel longer distances. For this we have aseptic packaging systems.

Full system supplier

The heart of the Ecolean packaging system is the filling machine, designed for efficient operations. When installing, setting up, operating and maintaining it, simplicity rules. Still, we offer a solid training program for all your operation and maintenance personnel.

Our packaging solutions offer:

- Ready-to-fill packages distributed on reels, pre-converted and pre-sterilized.
- Flexible Service Agreement; FlexCare™
- E-beam – chemical free sterilization.



Read more about our unique technology and packaging system at ecolean.com



Eager to see some examples from real life? Read more about our successful customers from all over the world at ecolean.com/cases

STAND OUT ON THE SHELF.

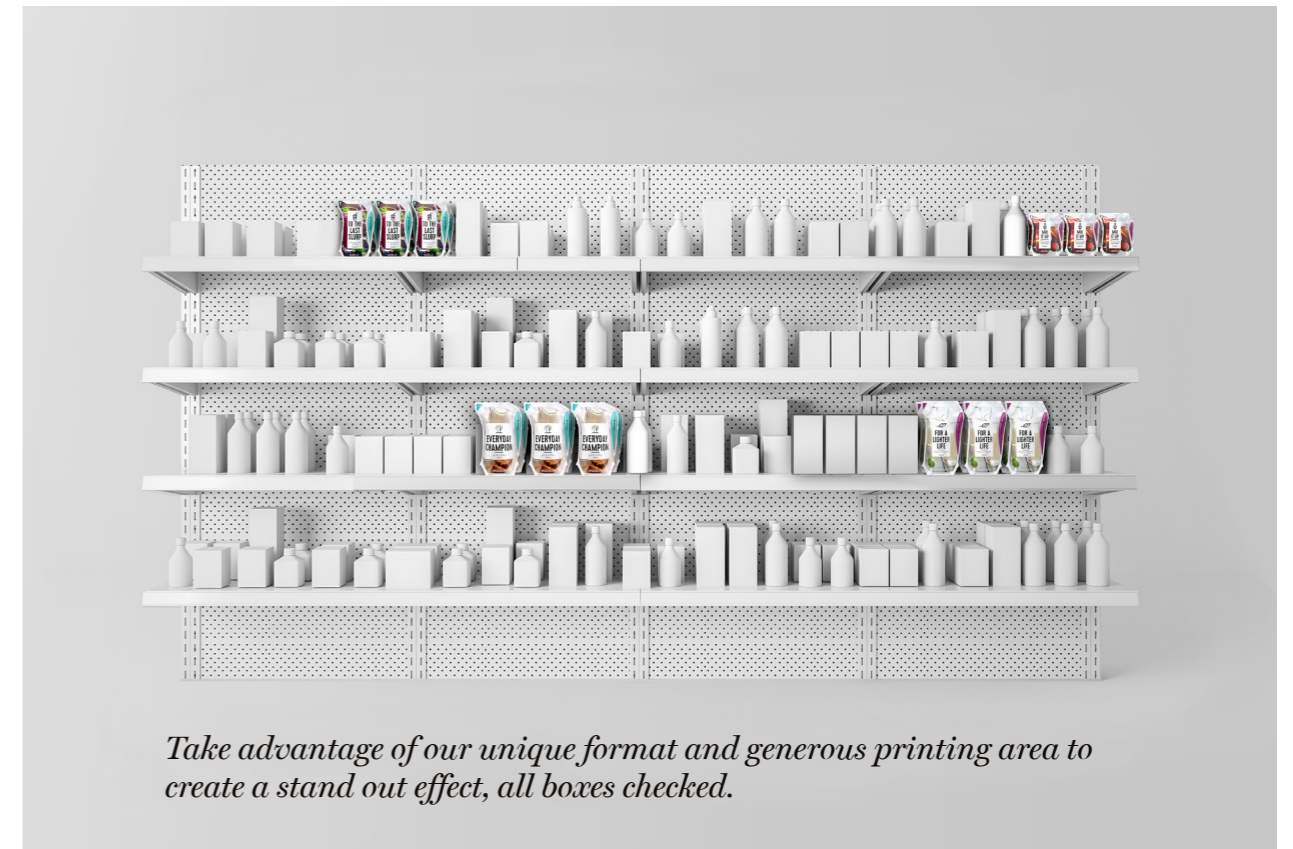
You never get a second chance to make a first impression.

Up to 80% of all shopping decisions are made at the point of sales in the store, and your new Ecolean package can certainly be the difference between failure and success.

To begin with, the design has proved very efficient when it comes to taking consumer eyes by storm. Ecolean's unique jug-format stands out on the shelf. Yet it looks familiar. So familiar your hand naturally reaches for it.

On top of a strong character, the surface has a generous face display for print. With colours and sharpness that highlight your communication.

The Ecolean package is the perfect tool if you want your brand to convey a feeling of freshness and innovation. All combined, these distinct features are certain to draw the attention of the fast-moving consumer.



Take advantage of our unique format and generous printing area to create a stand out effect, all boxes checked.

CONSUMER CONVENIENCE ALWAYS AT HAND.

Seamlessly integrated into the consumers' everyday life. Easy to open, easy to pour and completely flat when empty.

A tear-off spout makes it easy to open and easy to pour from. A smart air-filled handle is an important detail in the clever pitcher-like design. It gives the package a stiff back that makes it natural and easy to hold onto.

Thanks to the soft material a consumer can squeeze practically every last drop out of the package. When viscous products like yoghurt are sold in a conventional 1.0 litre package, nearly one deciliter stays in the package and is thrown away for no reason.

The packages unique material composition enables you to microwave the product while still in the package, since it does not contain aluminium. You can also freeze the content directly in the package.

All of Ecolean packages have been approved by the Swedish Rheumatism Association as easy to use and pour from. We are very proud of this recognition! Everyone, no matter age or hand strength should be able to use any package, don't you think?



Easy to open.



Pour using the air-filled handle.



Reclose with SnapQuick™.



Easy to empty completely.



Microwaveable.



Minimal waste.



Easy to open and easy to pour from are just some of the convenience features of an Ecolean package. But did you know that they are also microwaveable and freezable?



JOIN OUR LIGHTWEIGHT APPROACH.

RESPONSIBLE PRODUCTION

In the Ecolean manufacturing process, we always take the full life-cycle into account and use less raw material and less energy than most. To create a lighter footprint, we have replaced part of the plastics with chalk.

REDUCE WASTE

Once empty, the Ecolean package is flat as an envelope. Low waste volumes save considerable resources in the waste handling process, for example by reducing the need for waste transport.

RENEWABLE ELECTRICITY

Ecolean sources 100% renewable electricity in all of our production sites globally.

REDUCE IMPACT

The 1.0 liter package weighs only 16,1 grams, but is strong and durable. A lighter package means less raw materials, less energy and water used in production as well as lighter transports resulting in a lower carbon footprint. Benefitting both you and the planet.

LESS FOOD WASTE

You can easily squeeze the last drop out of the package, no matter how viscous a product is.

50% lighter - Our packages weigh less than other packages for liquid food, ultimately lowering your carbon footprint.



World class sustainability. EcoVadis, a provider of sustainability ratings rates Ecolean as Platinum, top 1% of over 90,000 assessed companies



35 GRAMS



26,5 GRAMS



16,1 GRAMS



31,9 GRAMS



46,9 GRAMS



Complete transparency. We provide the carbon footprint of all of our packages on our website, completely transparent and comparable - ecolean.com.

CHILLED DISTRIBUTION DELIVERED.

Ecolean® Air masters chilled distribution to perfection. We offer a complete system for products that need to be distributed and stored chilled. Milk, yoghurt, cream, kefir, sour cream, soy drink and different still beverages have all seen the inside of an Ecolean® Air package.



The small Ecolean® Air packages (200ml and 250ml) are available with or without straw. 500ml and 1000ml come with an option for the reclosing device SnapQuick™.



EL1+
Automatic filling with four filling stations for filling liquid food products into Ecolean® Air family-sized packages. Capacity: Up to 7,000 packages/hour.



EL2+
Automatic filling with five filling stations for filling liquid food products into Ecolean® Air portion-sized packages. Capacity: Up to 12,000 packages/hour.

AMBIENT DISTRIBUTION MADE EASY.

Ecolean® Air Aseptic for ambient distribution brings healthy, flavourful and exciting food to people all over the world. With its unique, eye-catching format it is perfect for displaying products such as white milk, flavoured milk, drinking yoghurt, juice drink, nectar, cafe latte and ice tea.



Ecolean® Air Aseptic portion-sized packages (125ml, 200ml and 250ml) are available with straws. The family-sized packages (500ml, 750ml and 1000ml) come with an option for the reclosing device SnapQuick™.



EL3+
Designed for aseptic filling of high and low-acid liquid food products into Ecolean® Air Aseptic family-sized packages. Capacity: Up to 7,500 packages/hour.



EL4+
Designed for aseptic filling of high and low-acid liquid food products into Ecolean® Air Aseptic portion-sized packages. Capacity: Up to 12,000 packages/hour.



EL6
Designed for aseptic filling of high and low-acid liquid food products into Ecolean® Air Aseptic portion-sized packages. Capacity: Up to 18,000 packages/hour.

OUR BEST ARGUMENT?



Nutifood / Jelly / Vietnam / Ecolan® Air Aseptic 125ml



FrieslandCampina Engro Foods / UHT-Milk / Pakistan / Ecolan® Air Aseptic 250ml & 1000ml



HelloFresh / Sour cream, Creme Fraiche / Germany, United Kingdom, Austria, Sweden, Denmark / Ecolan® Air 200ml



Tatua / Cream, Sour cream, Creme Fraiche, Mascarpone / New Zealand / Ecolan® Air Aseptic 500ml & 1000ml

EXPERIENCE YOUR PACKAGE DESIGN - TRY OUR 3D DESIGN TOOL

Your package is one of the most important tools for reaching consumers. See how your design would look on an Ecolan package in our 3D-tool. Visit ecolan.com to get started.

HAPPY CUSTOMERS!

The typical Ecolan customer is a dairy, beverage, or other type of liquid food producer. But being an innovator, we see our customers in a wider perspective; retail and consumers are just as important.

How can your brand portfolio be improved? Is it time to add a new format to your packaging mix? We might even create a shelf hero together. Learn more about our customers at ecolan.com/cases

Customer case: Tianrun / China



In fierce competition, the need for differentiation on the yoghurt market in northwest China was one of the main reasons why Tianrun choose to launch yoghurt in Ecolan® Air 200ml. The Ecolan packaging format was introduced as the “Mini Pack” in 2015. The concept was to bring designs with striking colours and patterns and promote the packages for its lower environmental impact and convenience features. This proved to be a successful strategy. In the first year, sales of Ecolan packages reached 130 million packages.



Read Tianrun case and several other customer success stories on ecolan.com



JUICE

Please recycle this package and it will create even more value by promoting the circular use of resources. We call it future-friendly.

ecolean
125 ML

Ecolean® Air Aspic

Ecolean Group, 2022-10-20

Ecolean AB, Box 812, 251 08 Helsingborg, Sweden, Visiting Address: Landskronavägen 23
Phone: +46(0)10 459 40 00, info@ecolean.se, www.ecolean.com