



## Press release

### Lightweight packages on the go – for the first time shown in Europe

**Lightweighting has proved to be a winning business concept in the liquid food business. Three years ago Ecolean launched their aseptic filling system for family size packages at Anuga Foodtec. New at this year's exhibition are the aseptic portion packages, for the first time shown in Europe.**

Ecolean is now promoting their latest innovations; aseptic portion packs with an optional attached straw. People are on the go more often and this has led to demands for smaller package sizes and more single serve packs. In addition people live longer and family structures are changing with an increasing number of single-person households.

The portion packs sized 200 and 250 ml developed for ambient distribution are perfect when on the go, for smaller households and fits for example perfect in a child's lunch box. When emptied, the packages become flat as an envelope and take almost no space in the trash can.

Ecolean packages weigh approximately 50-60% less than conventional cartons or bottles. The packaging material is made from a thin film, part plastic and part natural chalk. The pitcher shaped flexible package has an air-filled handle which makes it easy to grip and pour from.

- Our customers say that one of the reasons for choosing the Ecolean package is the uniqueness of the package. It helps them to differentiate their products from competitors. The environmental profile of the package combined with consumer convenience are some other benefits that build brand trust, says Peter L Nilsson, Managing Director of Ecolean.

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Meet us at  
Anuga FoodTec  
March, 27-30 2012  
**Hall 6.1, Stand E070**

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#### **Ecolean**

Ecolean develops and manufactures packaging systems for the dairy and liquid food industry. Ecolean's modern lightweight packaging is consumer convenience and environmental concern in one. Ecolean is an international company with its headquarters in Sweden. Founded in 1996 it has commercial activities in more than 30 countries, China and Russia being the largest markets. Ecolean has 260 employees.

[www.ecolean.com](http://www.ecolean.com)

# ecolean



Ecolean® Air Aseptic 200 ml. The air filled handle makes the package easy to hold and drink from with a straw.

