

Paboco introduces the paper bottle pioneer community

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During the C40 World Mayor Summit in Copenhagen, we proudly present Paboco®, the paper bottle company, uniting some of the world's leading brands and experts in material, design and technology.

The paper bottle project is perhaps the most important initiative of our industry in our time. The start of a journey that will spark a movement of consumers across the world in our pursuit of smarter solutions for a sustainable everyday life.

Building on years of experience, the development journey was started in 2015 by innovation expert ecoXpac in close collaboration with Carlsberg Group and BillerudKorsnäs, followed by project partners joining along the way.

To create attention and provide the best conditions possible, it is now run as its own business, name and brand – Paboco, the paper bottle company.

Now in 2019, Paboco is a joint venture between paper packaging material developer BillerudKorsnäs and bottle manufacturing specialist Alpla. The commercial and sustainable potential is huge, however, developing a paper bottle is a commitment with great opportunities requiring an equal level of dedication and collaboration.

Our goal: a paper bottle in every hand.

The Paper Bottle is a step-by-step innovation concept focused on scaling functionality, the first of its kind for liquid goods such as carbonated and still drinks, beauty products and more. Today, the first-generation paper bottle is using renewable paper to build strength and structure, supported by a barrier solution unique for each product, making it possible to recycle the bottle by separating the paper and barrier.

Alongside the scaling of the production technology, our next step is the transition to a fully circular bottle solution, including a bio-based barrier enhancing recycling of the paper fibres and degrading harmlessly if accidentally put in nature.

“Enabling a robust and effective way to multiply the idea of sustainable packaging for liquid goods – that is the challenge we take at Paboco, the Paper Bottle Company” says Mr. Florian Müller, CTO of Paboco.

Our vision will always drive us further than the expectations of today and push us to improve the paper bottle to become fully sustainable and optimised for circularity.

This is our pioneer community.

Pioneer owners.

Pioneer brand.

Pioneer partners

BILLERUDKORSNÄS

Carlsberg
Group

TEKNOS

ALPLA

The Absolut Company
Pernod Ricard

Grow

L'ORÉAL

PEF by
avantium
100% Plant-based
Circular



Building lasting change takes time and any challenge to the norm carries equal amounts of risk. To provide the best system for success, we are building a community of partners that share our vision, understand the complexity of innovation and the crucial importance of introducing smarter and more sustainable packaging solutions.

“It is all about the team! We are collaborating across the value chain, sharing the risks and are united in our vision that the Paper Bottle will become a reality and fundamentally change this industry for good”, says Mrs. Gittan Schiöld, interim CEO of Paboco.

About Paboco

Paboco®, the paper bottle company, is a joint venture between paper packaging material developer BillerudKorsnäs and bottle manufacturing specialist Alpla, grown from the start-up and innovation expert ecoXpac. Our aim is to provide consumers with a fully bio-based and recyclable paper bottle, that ultimately will change the industry and impact the environment for good. www.paboco.com

About our community

The paper bottle community unites a group of pioneering partner brands and experts in materials, design and technology. Together, we're shaping sustainable everyday life by contributing to the making of a fully bio-based and recyclable bottle made from renewable fibres. A long-term innovation project run by Paboco®, the paper bottle company.

For more information, please contact

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