

Tetra Pak to bring colour digital printing for carton packages

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A first for the beverage carton industry, this investment taps the power of digital on-package printing to offer new possibilities for beverage brands.



Tetra Pak is to become the first company in the food and beverage carton industry to offer full-colour digital printing on its carton packages, working in collaboration with Koenig & Bauer, a global leader in the field.

The digital printing technology will simplify the complexity of design handling, reducing time from design to print and opening up new opportunities for flexibility in order placement and product customisation. Beverage brands can take advantage of added benefits like dynamic on-package printing and the ability to include a variety of designs within the same order.

The full-width digital printer is currently being built by Koenig & Bauer and will be installed at Tetra Pak's converting plant at Denton, Texas. Field testing of the new, digitally-printed carton packages is expected to begin in early 2020 with North American customers.