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Mondi launches ProVantage SmartKraft packaging solution

These two containerboard grades offer exceptional strength, enhanced runnability, and the necessary printability to cater to diverse packaging needs while championing environmental responsibility

By **Shraddha Warde** | June 17, 2024

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Amidst the daily whirlwind of business, achieving balance can be truly gratifying. Mondi's Containerboard team is launching a campaign to help customers achieve just that. Introducing ProVantage SmartKraft Brown and White — offering a harmonious packaging solution that brings peace of mind. No more compromises; these two containerboard paper grades strike the ideal balance between sustainability, strength, and printability, providing the tranquillity needed in packaging decisions.

The papers are made of 100 per cent fresh fibre on the top and 100 per cent recycled fibre underneath (two-ply solution), making them the perfect blend of sustainability, strength, cost efficiency and printability. Like all Mondi Containerboard papers, they are 100 per cent recyclable and made from 100 per cent responsibly sourced raw materials.

ProVantage SmartKraft grades combine fresh and recycled fibres and are available in both brown and white variations, aiming to minimise environmental impact while maintaining high standards of quality and strength. These containerboard paper grades are ideally suited to the needs of e-commerce, retail and fast-moving consumer goods packaging, by using responsibly sourced raw materials.

“The timing of the campaign could not be better as we are currently executing a €95 million upgrade of Mondi Świecie’s containerboard mill in Poland, to serve customers even more efficiently with shortened lead times and further grammage options. Our customers need high-performance, sustainable paper and packaging solutions and we can offer this with our extended range of ProVantage containerboard papers”, says Gijs Huisman, Mondi Sales Director Containerboard.

Read online: https://nuffoodsspectrum.in/news/12/21207/mondi-launches-provantage-smartkraft-packaging-solution.html
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