

## PRESS RELEASE

### HybraPack – innovative, eco-friendly, flexible

#### Treofan shows first commercial application of its hybrid packaging

Düsseldorf/Raunheim, May 4, 2017 – Treofan is showcasing at Interpack the first commercial application of its hybrid packaging solution HybraPack, which has been jointly developed with paper manufacturer Feldmuehle Uetersen. Up-and-coming Swiss company Trinity haircare will in future package its high-quality hair care products for professional users in upright pouches manufactured from this film-paper combination.

HybraPack combines the technological performance of BOPP film with the optical and tactile characteristics of paper. Packaging manufactured from this material provides, on the inside, strongly sealed, leakproof seams and a barrier action which can be flexibly tailored to the storage life of the package contents, while the outside provides almost unlimited design versatility. Opening aids and resealing options can be incorporated on a custom basis.

HybraPack also opens up new environmental prospects. For instance, depending on the application, biodegradable polymers obtained from renewable raw materials can be used in the film and lamination can be performed without adhesive. All of this makes the new solution an eco-friendly, inexpensive and functional alternative both to composite materials made from PET, PE or aluminum and to pure paper packaging.

"HybraPack makes it possible for the first time to exploit the advantages of BOPP and PAL film for liquid and pasty package contents too", explains Jürgen Schischko, Technical Service Manager at Treofan. "We are aiming to open up entirely new product segments in the upright pouch market, which is currently seeing double digit growth. And our collaboration with Trinity haircare is an excellent example."

René Held, Marketing Director at Trinity haircare, says: "In their day-to-day work in their salons, our demanding customers expect not only the highest product quality but also reliable performance under the most varied conditions. At the same time, brand values such as sustainability and environmental consciousness are becoming ever more important in the premium segment. HybraPack perfectly embodies these values by being economical with resources and making use of biodegradable materials."

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**Treofan Group** [www.treofan.com](http://www.treofan.com) is a global leader in biaxially oriented polypropylene (BOPP) films distributed under the brand names Treofan® and TreoPore®. Treofan offers the most comprehensive product portfolio in the industry, including solutions for the packaging and tobacco industries, labels, and technical films for electronic applications such as batteries and capacitors. The Group employs around 1,100 people, operates four production sites in Germany, Italy, and Mexico, and sells its products in more than 90 markets.