

Nestlé replaces more packaging with paper innovations

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As part of Nestlé's continuous efforts towards more sustainable packaging solutions, the company is launching paper-based innovations across major brands.

Recently Nestlé introduced paperboard canisters for its Vital Proteins brand in the United States. This packaging material and design change results in a 90 per cent plastic reduction from the previous packaging. Developed by experts at the R&D Centre for Nestlé Health Science in Bridgewater, New Jersey, in collaboration with external partners, the new canister has a proprietary coverlid that is rigid and tight. It allows for easy opening and closing of the canisters while being leak and spill-proof, as well as durable for everyday usage.

Additionally, Nestlé's global R&D network is working alongside external partners and suppliers to develop the next generation of high-barrier paper packaging solutions across product categories.

Gerhard Niederreiter, Head of Nestlé's Institute of Packaging Sciences, explains: "When developing paper packaging, we consider each product's sensitivity to external elements such as oxygen, temperature and moisture. Starting with less sensitive products, Nestlé's paper packaging journey started in confectionery including Smarties and KitKat and is now

advancing to product categories such as coffee which require higher barrier protection"