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Tetra Pak launches paper-based barrier for juice packaging with GarcÃa CarriÃ³nÂ

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Tetra Pak, in collaboration with GarcÃa CarriÃ³n, unveiled the first-ever use of its paper-based barrier technology for juice packaging. This innovation in sustainable food packaging solutions marks a significant step towards reducing reliance on fossil-based materials, with the new packaging material now being rolled out across multiple markets.

Tetra Pak, together with leading Spanish beverage producer GarcÃa CarriÃ³n, has launched the Tetra Brik Aseptic 200 ml Slim Leaf carton featuring a paper-based barrier for juice, under the flagship Don SimÃ³n brand. This is the first juice portion pack globally to use the innovative barrier and the first such package available in Spain.

Made with up to 80 per cent paper, the packaging reinforces its sustainability credentials. The combination of the paper-based barrier with plant-based polymers used in the packaging material coatings pushes the renewable content to a remarkable 92 per cent, while reducing the carbon footprint by 43 per cent compared with an aseptic package that uses an aluminium foil layer and fossil-based polymers, as verified by the Carbon Trust.

â??We are proud to lead the way in sustainable packaging for the juice category. For more than 135 years, GarcÃa CarriÃ³n has been committed to responsible innovation and respect for the environment,â?• said Don JosÃ© GarcÃa CarriÃ³n, President of GarcÃa CarriÃ³n. â??This innovation supports our mission to reduce environmental impact while offering high-quality products to our consumersâ?•, added Fala Corujo, Vice President of GarcÃa CarriÃ³n.

For GarcÃa CarriÃ³n, this packaging solution represents a new industrial application of its 360Â° Sustainability Strategy, recognised with the Factories of the Future Award 2024 for Excellence in Sustainability and Circular Economy.

Tatiana Liceti, Executive Vice President, Packaging Solutions at Tetra Pak, commented: â??This launch represents a significant step in our journey towards fully renewable and recyclable packaging. By working closely with our customers, weâ??re proving that sustainable innovation can scale across markets and categories, while ensuring packaging retains its functionality and quality.â?•