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PulPac, Better All Round and PA consulting form strategic partnership to launch new sustainable circular economy formed fibre products at scale



Dry Molded Fiber sample products - showing two examples of applications that can be made with the pioneering fiber forming technology developed by PulPac.

PulPac, the Swedish R&D and IP company behind Dry Molded Fiber, award-winning British household paper converter Better All Round and PA Consulting (PA), the consultancy that's bringing ingenuity to life, today announce a strategic alliance to introduce revolutionary sustainable packaging to replace single-use plastic to the UK. The partnership leverages the innovative formed fibre packaging technology developed by PulPac, Better All Round's converting knowhow and access to the UK's leading retailers and PA's expertise as the exclusive global development partner for this technology.

Each year in the UK, it is estimated that five million tonnes of plastic are used, nearly half of which are packaging¹ and much of which cannot be readily recycled or composted. The world is determined to find alternatives to plastics and the market-pull for PulPac's high performance dry moulded fiber packaging offers a compelling sustainable and affordable alternative to single-use plastic. By sharing their game-changing technology with the industry through licensing, PulPac is enabling fast, global scaling with the ambition to replace as much single-use plastic as quickly as possible.

The partnership helps Better All Round deliver on its circular economy and zero waste ambitions. Waste from its paper converting subsidiary, Consuma Paper Products, will be used in the manufacture of new-to-world dry moulded fiber packaging which has been invented and patented by PulPac. The fibre-forming technology helps create a new and competitive standard in sustainable packaging. The pioneering technology is designed for the circular economy and uses affordable, globally available, renewable cellulose fibres to produce high-performance, fibre-based packaging and single-use products with highly competitive unit economics. Saving significant amounts of valuable water resources and energy; a dry-moulded fiber product can have up to 80% lower CO2 footprint compared to alternatives.

Oday Abbosh, founder of Better All Round explains, “Our vision is to become The Sustainable Paper Company. Playing our part in the circular economy is at the heart of that vision, so we’re really excited to be leading the way in adding such ground-breaking innovation to our manufacturing capabilities this year.”

Linus Larsson, Chief Executive Officer at PulPac comments, “We are delighted to welcome Better All Round Ltd, as a PulPac licensee. With extensive relationships with UK retailers, they provide unrivalled access to the UK market. We are excited about the collaboration and being a force for sustainable change in the packaging industry and accelerate the transition away from single-use plastics.”

Wil Schoenmakers, Global Head of Consumer, Retail and Manufacturing at PA adds, “Our partnership with PulPac and Better All Round allows us to accelerate our ability to offer brands and retailers end-to-end design services, equipment-build and fully-fledged production services to support them on their journey to reduce single-use plastics. With consumers increasingly expecting brands and retailers to make tangible sustainability changes, and with mounting regulatory and EPR pressure, dry moulded fiber technology offers our clients a functional, scalable and affordable solution.”

The partnership will support all FMCG and retail businesses in pursuing their sustainability ambitions, focusing on eliminating single-use plastic from their environmental footprint, building on the ten-year relationship enjoyed between PA Consulting and Better All Round. The new range of formed fibre products will be manufactured at Better All Round’s site in Lincolnshire and will commence in the Autumn of 2022.

Media contacts:

Sanna Fager, Chief Commercial Officer, PulPac; sanna.fager@pulpac.com

Ann Dynehäll, Chief Communications Officer, PulPac; ann.dynehall@pulpac.com

Dr Adam Adams, Corporate, UK & Global PR, PA Consulting; adam.adams@paconsulting.com

Wil Schoenmakers, Global Head of Consumer & Manufacturing at PA Consulting;

Wil.Schoenmakers@PAConsulting.com

Lydia Rodrigues, PR Manager, Better All Round Ltd; Lydia@betterallround.com

About PulPac

PulPac provides the packaging industry with a groundbreaking manufacturing technology for low-cost, high-performance fiber-based packaging and single-use products. By pioneering the technology of cellulose molding PulPac enables their customers to replace single-use plastics with a sustainable and cost competitive alternative globally. For

additional information about PulPac, please visit www.pulpac.com or follow us on social media.

About Better All Round Ltd

Better All Round Ltd is the UK FMCG company behind the award winning, innovative Ora Household Towel and Consuma Paper Products, manufacturer of own brand facial tissues, household towels and toilet paper for the UK's biggest grocery retailers.

For more information on Better All Round visit www.Betterallround.com

About PA

We believe in the power of ingenuity to build a positive human future. As strategies, technologies and innovation collide, we create opportunity from complexity. Our diverse teams of experts combine innovative thinking and breakthrough use of technologies to progress further, faster. Our clients adapt and transform, and together we achieve enduring results. An innovation and transformation consultancy, we are over 4000 specialists in consumer and manufacturing, defence and security, energy and utilities, financial services, government and public services, health and life sciences, and transport. Our people are strategists, innovators, designers, consultants, digital experts, scientists, engineers and technologists. We operate globally from offices across the UK, US, Netherlands and Nordics.

Discover more at www.paconsulting.com and connect with PA on LinkedIn and Twitter. PA. Bringing Ingenuity to Life.



About Dry Molded Fiber

Dry Molded Fiber, invented and patented by PulPac, is a manufacturing technology designed for the circular economy. It leverages globally available, affordable, and renewable cellulose fibers to produce high performance fiber-based packaging and single-use products with highly competitive unit economics. Dry Molded Fiber also saves significant amounts of valuable water resources and energy, resulting in up to 80% lower CO2 footprint compared to alternatives. The process is up to ten times as efficient as conventional fiber molding invented over 100 years ago.