

Folding box board is changed forever

 By [Dries Badenhorst](#)

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Sappi Speciality Papers have announced the introduction of 'Atelier', a new concept in folding box board (FBB) that broadens Sappi's offering in both width and depth of virgin-coated fibre boards for the packaging market..

The product was recently launched in South Africa and is set to change the FBB market.

The word 'atelier' means a workshop or studio, especially one used by an artist or designer. This product is truly a work of art that is set to turn the FBB market on its head. The name reflects the convergence of ideas and craftsmanship that is represented by this product.

Sappi is no stranger to the carton-board market. After ten years, they are still enjoying massive success with their Algro Design family of SBB carton board. With annual growth that exceeds double digits, Sappi has already revolutionised the carton board market.



From left to right - Gareth Cloete (Sales Portfolio Manager: Printing and Specialities), Lars Scheidweiler (Product Group Manager: Rigid Packaging Sappi Europe), Mke Rushworth (Product Manager: Paper Products Antalis), Mark Siddall (Sales Manager: Specialities)

Why Atelier?

Atelier is the brain child of Lars Scheidweiler, Product Group Manager of Rigid Packaging Speciality Papers. He said: "Today the market, even the packaging side of it, has become a commodity market. Products become less and less distinguishable. This was not my ambition. I wanted truly noticeable USPs in Atelier."

With the FBB market four times bigger than the paper market in Europe, Sappi naturally wanted to add another dimension to their already successful portfolio for the packaging market and also wanted to expand on specialities.

During the development of Atelier™, a process that took three years, Sappi was determined not to produce a "me too" product but to instead introduce a product that truly has unique selling points. Extensive research was undertaken in order to determine market requirements.

It is for this reason that no stone was left unturned in their pursuit to develop a product that is unlike any other on the market.

What makes Atelier unique?

Atelier is a hybrid FBB product that exceeds current market standards, is available in weights from 220 gsm to 350 gsm and is produced at the company's Maastricht Mill, Netherlands. It is also a product that is competitively priced.

It is a multi-ply board, produced on a single wire board machine, a feature that no other paper manufacturer has ever achieved. It delivers the ultimate in brightness, purity and gloss with a silk touch and feel with unrivalled bulk. All these features make for a truly new dimension in folding box boards.

Atelier is in line with the competition in term of physical properties, including rigidity, bulk and strength. At the same time, it brings a tangible and purely unique characteristic to folding box board that will certainly set it apart in the marketplace.

With a 99% brightness level on the top side and a 98% on the back side, it exceeds the industry standard of 92%.

Distribution

Antalis has been appointed as supply chain partners responsible for distribution of Atelier™ in the South African market. Mike Rushworth, Product Manager for Paper and Board at Antalis, confirmed "We are very excited to partner with Sappi on Atelier™. There are many other products that play in the same field, but Atelier™ is unique in its quality and priced competitively. We have tested the product ourselves and have shown it to selected clients. We are satisfied, as the clients are, with the standard reflected in the printing and the quality of the actual packaging board. We really are thrilled to be part of this new development."

Development

Manufacturing the product at Maastricht Mill means central manufacturing facilities with easy access into the European as well as South African markets. Quick delivery and enhanced product appeal would ensure gains in market share in a highly competitive market.

Going forward

Atelier™ is in pursuit of perfection and Lars has no illusions of the growth in sales of Atelier™: "This product is still in its infancy but we are optimistic about the growth levels it is likely to achieve. We have a very good product, with a strong self-belief, good partners in Antalis and excellent technical support. Now there will be a phase of harvesting some of the efforts and it will be partly trial-and-error going forward."

Immediate products for Atelier

Lars goes further to say that Atelier™ would basically be used for folding box board one, a bleach mechanical BCT&P based carton board that is used for premium graphic applications and premium packaging applications.

He thinks that initially they will be well advised to start at the lower to middle part of the sector of both categories.

For graphic packaging applications, this will include point of sale promotions, postcards, covers, wallets, and standard folding boxes applications that you find in cosmetics, luxury drinks, chocolate and confectionery, to name a few. It has been trialled successfully on its own as well as against performance levels of solid bleach boards at some converters and business partners.

In closing

Those who attended the launch of Atelier received a stunning sample book that demonstrates the range of printing and finishing capabilities. The product lives up to its hype and should make all in sundry sit up and take notice.

ABOUT DRIES BADENHORST

Keller Williams Realty, Inc. is an international real estate franchise company with real estate agents across the United States, Canada, Indonesia, Vietnam and South Africa. On its 30th anniversary, Keller Williams Realty celebrated becoming the no. 1 Real Estate Company by agent count in the United States.

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