

WELCOME
TO A LIGHTER LIFE



ecolean
a lighter approach to packaging

THE MAKING OF A SHELF HERO

At Ecolean, we turn everyday products into shelf heroes. You know the brands that are lucky enough to be picked by demanding consumers. Quickly and repeatedly, leaving other products on the shelf wondering what they did wrong. Brands that mix it up, in order to stand out both in terms of product *and* packaging.

With this booklet, we invite you and other progressive minds of the food industry to take part in some of our commercial secrets and discover a new, lighter approach to packaging. Lighter when it comes to less material, less weight and also lighter when it comes to consumer convenience on the go or at home. We innovate to always be lightweight.

In fact, Ecolean is lighter all the way from reducing our footprint on nature's resources down to the safe emptying of the last drop of your precious product. We simply wouldn't want any of that deliciousness to go wasted, would we?

We're a fast-growing innovator and producer of lightweight packaging solutions serving well over 30 countries with a new, proactive way of doing business. With our lightweight packages and easy-to-operate filling machines we might be exactly the boost your business needs.

Welcome to Ecolean and a lighter life.



STAND OUT ON THE SHELF

Up to 80% of all shopping decisions are made in the store, and your new Ecolean package can certainly be the difference between failure and success.

To begin with, the design has proved very efficient when it comes to taking consumer eyes by storm. Ecolean's unique jug-format stands out on the shelf.

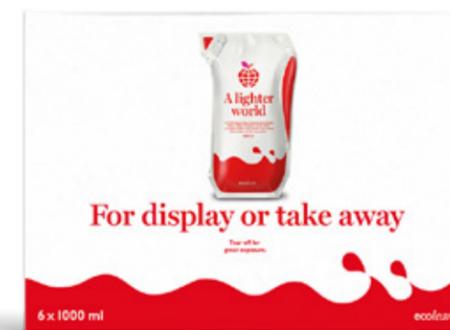
Yet it looks familiar. So familiar your hand naturally reaches for it.

On top of a strong character, the surface has a generous face display for print. With colours and sharpness that highlight your communication.

The Ecolean package is the perfect tool if you want your brand to convey a feeling of freshness and innovation.

All combined, these visual and extremely important features are certain to draw the attention of the fast-moving, easily distracted consumer.

Take advantage of our unique format and generous printing area to create a stand out effect, all boxes checked.



We help customers find the best multipack options for every need and can recommend a various range of alternatives.



Eager to see some examples from real life? Read more about our successful customers from all over the world at the end of this booklet.

Let your product be the everyday champion it deserves to be.



CONVENIENCE ALWAYS AT HAND



How can a package so soft and flexible be so sturdy and strong? Well, the functional secret of our package starts with the unique jug-format. No matter the size, an Ecolean package always stands stable, even when it's almost empty. This is a result of our cutting-edge design and the law of gravity.

Stability and toughness are important features, but the peak of Ecolean's functional advantages is reached in the carefree consumer interaction.

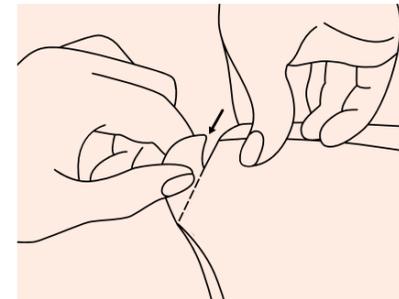
No matter your age, the stiff, air-filled handle makes the Ecolean package easy to grip. From here, it's child's play to tear off the opening and start pouring. Without spilling a drop. If you don't empty one of our small packages using a straw, that is.

An opened package is easily secured with our innovative SnapQuick™ reclosing device: two plastic buttons pressed together in the blink of an eye. Unopened, our flexible Ecolean package can easily be dropped into a beach bag or packed in a lunch box.

Contrary to many of our competitors, Ecolean is in fact designed for action. Making it the perfect packaging solution both at home and on the go.

Even life after consumption involves happy handling: once emptied, your package will end up flat as an envelope reducing waste to a minimum.

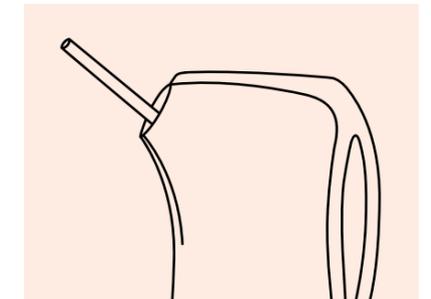
Light, soft, easy to open and nice to hold air-filled handle.
Yet durable and tough if the going gets rough.



Tear to open.



Pour using the air-filled handle.



Or insert straw, for portion-sized packages.



Reclose with SnapQuick™, for family-sized packages.



Microwaveable.



Minimal waste.

JOIN OUR LIGHTWEIGHT APPROACH

Is a climate-smart image important for your business and a heavyweight argument to reach your consumers' hearts? Then choose lightweight Ecolean as your perfect packaging partner.

In the Ecolean manufacturing process, we use less raw material and less energy than most. Saving the planet's limited resources is the core of our lightweight philosophy and shows great benefits throughout the lifecycle of the package.

To create a lighter footprint, we have replaced part of the plastic with chalk. This also gives our packages a smooth, white surface. They're attractive to look at and nice to hold.

Our saving philosophy also reaches the consumer. Consumers can easily squeeze the last drop out of the package, no matter how viscous a product is. Almost 10% of high-viscosity content in carton packages is often left in the package when thrown away, feeding the debate about food waste.

Once empty, the Ecolean package is flat as an envelope. And with up to 50% less weight than regular cartons or bottles, imagine the amount of waste saved if the world switched to Ecolean.

By embracing a lightweight approach to packaging, you encourage the hope of your consumers and strengthen your brand's environmental profile.

Thanks to the soft, lightweight material the Ecolean package ends its days totally emptied, flat as an envelope. Creating minimum waste but carrying a hopeful message: "Dear future, we care for you!"

ENVIRONMENTAL IMPACT DATA - FROM CRADLE TO GATE



Ecolean® Air Aseptic 125ml
9,23g CO₂-eq*

Ecolean® Air Aseptic 750ml
24,14g CO₂-eq*
incl. SnapQuick™

Ecolean® Air 200ml
8,3 g CO₂-eq*

Ecolean® Air 1000ml
24,84g CO₂-eq*
incl. SnapQuick™

For full environmental impact data, please see Ecolean Environmental Product Declarations. *Global warming potential, from cradle to gate, includes production from raw material until a ready-to-fill package leaves the Ecolean gate. A single SnapQuick™ has a global warming potential of 1,96 g CO₂-eq.



EFFICIENT FILLING, MODERN TECHNOLOGY

Ecolean has four different state-of-the-art filling machines designed to suit global needs and to be easily operated and maintained by local personnel.

All our machines have a clean, modern design and combine a small footprint with high efficiency and include an advanced monitoring system and operator interface.

To reduce costly manpower and downtime, the aseptic filling machines feature automatic roll-change and material splicing. CIP (Cleaning In Place) is fully automated and chamber cleaning is handled automatically in an integrated circulating cleaning system. The pre-sterilised ready-to-fill packages are supplied hermetically sealed from the Ecolean plants. During the filling

procedure at the producers plant, the package is only open for a few seconds before it is sealed again.

All these measures reduce the complexity of operating an aseptic packaging plant and increases the robustness of the total system.

CUSTOMISED AFTER SALES SERVICES

Assembled and tested at our headquarters in Sweden, our filling machines are delivered with a complete customized service system. Step by step we help you to supply, operate and optimize your new investment.

Being a company with short decision paths, Ecolean has the possibility to act fast and flexible for your convenience.

Once your filling machine is installed and commissioned, we offer solid after sales service including:

- Training of customer staff
- Preventative maintenance
- Corrective maintenance
- Reliable spare part supply
- Fast response

Operating the Ecolean packaging system is easy, efficient and waste-minimising. But that's just the technical foundation of our partnership. Our customised after sales services provide you with all tools needed to help you achieve high performance targets. Read more and find your filling machine at ecolean.com

FULL RANGE OF MACHINES



EL1 for chilled distribution

Automatic with double filling stations for filling liquid food products into Ecolean® Air packages.
Package sizes: 500ml, 1000ml and 1500ml.
Capacity: Up to 2,900 packages/hour.



EL2+ for chilled distribution

Automatic with five filling stations for filling liquid food products into Ecolean® Air packages.
Package sizes: 200ml, 250ml and 450ml.
Capacity: Up to 12,000 packages/hour.



EL3+ for ambient distribution

Designed for aseptic filling of high and low-acid food products into Ecolean® Air Aseptic packages.
Package sizes: 500ml, 750ml and 1000ml.
Capacity: Up to 7,500 packages/hour.



EL4+ for ambient distribution

Designed for aseptic filling of high and low-acid food products into Ecolean® Air Aseptic and Ecolean® Air Aseptic Clear.
Package sizes: 125ml, 200ml, 250ml and 350ml.
Capacity: Up to 12,000 packages/hour.

WHY CHOOSE ECOLEAN?

A simpler operation – the Ecolean filling lines are based on modern filling machines for ambient and chilled distribution, offering a small footprint and high efficiency. The lines follow our philosophy of keeping it simple and utilizing machines that give you reliable, economical and lean operation.

A reliable investment – choosing an Ecolean filling line is a safe investment. You will gain a modern, reliable top class system, performing superbly in terms of sterility acceptance levels and productivity.

Your Ecolean team will also support you all the way from start-up, through comprehensive training programs, to future upgrades.

A safer process – the sterilisation of the inside of the package is handled under secure and controlled conditions at the Ecolean production plant. This moves a considerable part of the complex sterilisation process from the liquid food producer back to Ecolean.



The Ecolean packages are hermetically sealed and sterilised using electron beam treatment at the Ecolean manufacturing plant, bringing the complexity from the customer back to Ecolean. The ready-to-fill packages are distributed on reels.

FILLING FOR AMBIENT DISTRIBUTION – HOW IT WORKS

Filling system

Product is measured into packages with flow meters and dosing valves.

Air system

A constant, positive flow of sterile filtered air protects the filling chamber.

Filling chamber

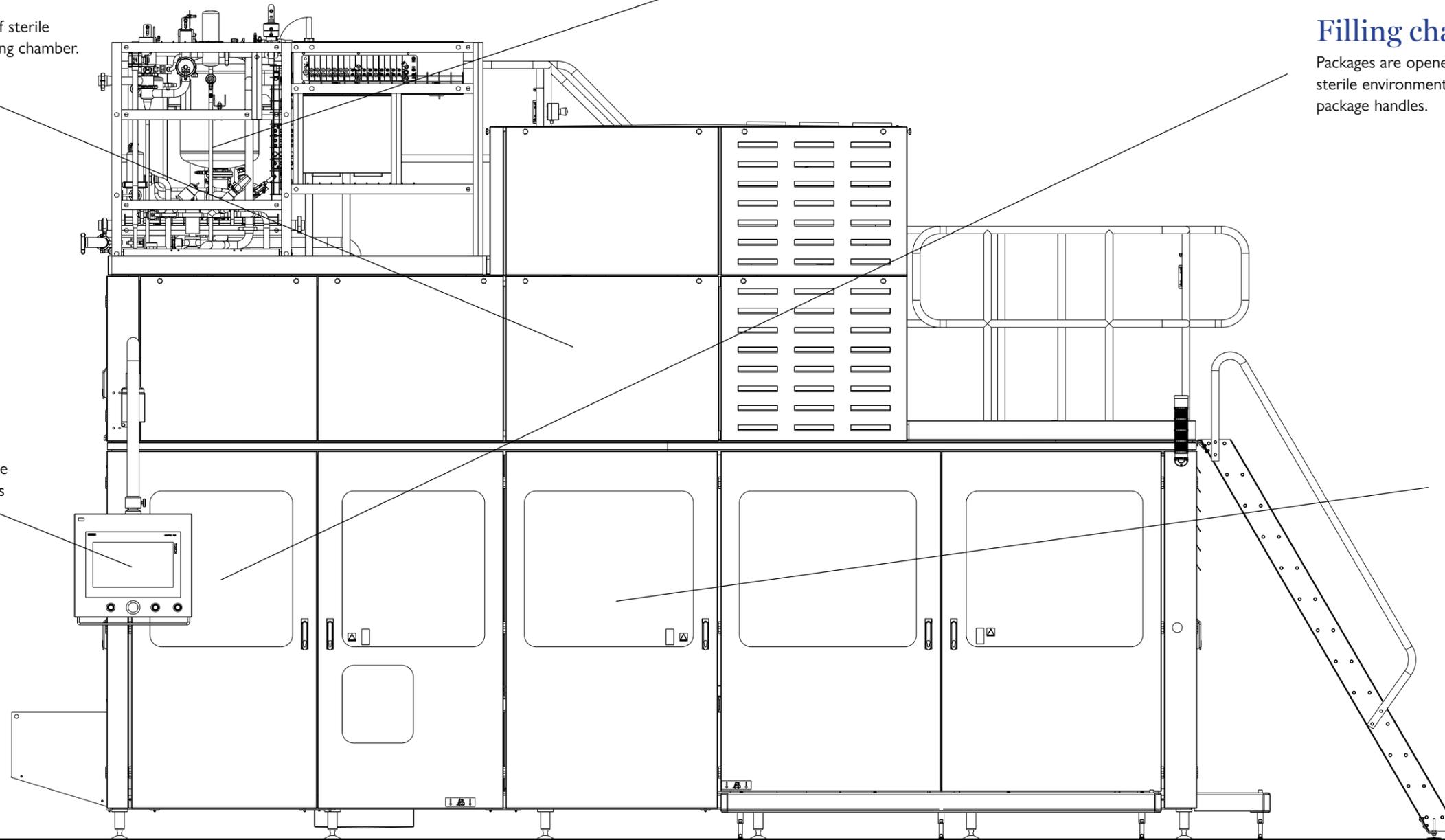
Packages are opened, filled and sealed in a sterile environment. Air is blown into the package handles.

Touch screen

A modern touch screen interface ensures high-uptime and reduces risks of error or problems.

Sterilisation chamber

Packages are sterilised on the outside to avoid contaminating the sterile filling chamber.



THE FRESHNESS OF LONG DURABILITY

Aseptic packaging for ambient distribution brings healthy, flavourful and exciting food to people all over the world. These products can travel long distances, handle harsh environments and withstand long-term storage at ambient temperatures.

Our Ecolean® Air Aseptic range combines durability, efficiency and stands out on the shelf. It's eye-catching, secure to handle and made to suit a variety of needs.

The package has a multilayer structure that protects its contents. Each package consists of a co-extrusion film with light and gas barriers. Using no aluminum in the material means the contact can be microwaved directly in the package.

To ensure the highest food safety, we've chosen a non-chemical sterilisation alternative to make sure food contact surfaces are never exposed to any chemicals.

The inside of the package is sterilised under secure and controlled conditions at the Ecolean production plant in Sweden. Ecolean® Air Aseptic packages are available in seven different sizes: 125 ml, 200 ml, 250 ml, 350 ml, 500 ml, 750 ml and 1000 ml. With its unique, eye-catching format it is perfect for displaying products such as white milk, flavoured milk, drinking yoghurts, juice drinks, nectars, ice teas and much more.



No refrigeration needed means more room for freedom. Will live a long and happy life on any shelf, anywhere.



Ecolean® Air Aseptic packages are available in: 125ml, 200ml, 250ml, 350ml, 500ml, 750ml and 1000ml. The small packages (125ml, 200ml, 250ml and 350ml) are available with or without straw. The larger packages (500ml, 750ml and 1000ml) come with a SnapQuick™ option.

CLEARLY A FRESH INNOVATION



Might we suggest a clearly unique, transparent, ambient, lightweight outfit for your product?

Ecolean® Air Aseptic Clear lets your product do the talking. Choose between full transparency and expose your brand content in all its seduction. Or hide part of your content behind a clever packaging design idea.

Either way, showing off can definitely pay off and to increase your appetite we're proud to reveal that our transparent aseptic package will make your brand unique. There is simply no similar

solution on the market. Our transparent, lightweight packaging is suitable for all still drinks like juice, water, ice tea and lemonade. It is available in 200 ml and 250 ml with or without a straw.

Just like all our packages, Ecolean® Air Aseptic Clear consists of a multilayer structure to protect your brand's valuable content.

It's lightweight which means lower environmental impact. Once emptied it becomes flat as an envelope which means less waste.

All in all, a clear opportunity to differentiate your product and let it stand out in the eyes of the beholder, wouldn't you say? Also available as Ecolean® Air Clear for chilled distribution.



Ecolean® Air Aseptic Clear packages are available in two different sizes: 200ml and 250ml. Both are available with or without a straw.

CHILLED DISTRIBUTION DELIVERED

Ecolean® Air masters chilled distribution to perfection. We offer a complete system for products that need to be distributed and stored chilled. Milk, yoghurt, cream, kefir, sour cream, soy milk and different still beverages have all seen the inside of an Ecolean® Air package.

Ecolean® Air is a lightweight package that is associated with freshness, convenience and a low environmental impact by consumers worldwide.

And, we're happy to inform you, with an absolutely perfect surface for

high-quality print. The Ecolean® Air range loves to bring out colour and sharpness and has a generous face display for your brand's commercial message.



A liquid food packaging innovation perfectly integrated in life. Let your product be the everyday champion it deserves to be.



Ecolean® Air packages are available in six different sizes: 200ml, 250ml, 450ml, 500ml, 1000ml and 1500ml. The small packages (200ml and 250ml) are available with or without straw and are filled in machine EL2+. 500ml, 1000ml and 1500ml come with a SnapQuick™ option and are filled in machine EL1.

OUR BEST ARGUMENT? HAPPY CUSTOMERS!

As you'll learn from our examples, the typical Ecolean customer is a dairy or a beverage producer. But being an innovator, we see our customers in a wider perspective; retail and

consumers are just as important. How can your brand portfolio be improved? Is it time to add a new format to your packaging mix? Who knows? We might even create a

shelf hero together. To see more customer cases visit ecolean.com/cases



Client/brand: Fauji Foods - Dostea

Country: Pakistan

Product: UHT-Tea whitener in Ecolean® Air Aseptic 125ml, 200ml, 250ml



Client/brand: FrieslandCampina, Engro Foods - Olper's

Country: Pakistan

Product: UHT-Milk in Ecolean® Air Aseptic 250ml



Client/brand: Tianrun

Country: China

Product: Drinking yoghurt in Ecolean® Air 200ml



Client/brand: Danone - Danone Pro

Country: Spain, Portugal, Italy

Product: Yoghurt in Ecolean® Air 1000ml



Client/brand: Sas De Nous à Vous - En Direct Des Éleveurs

Country: France

Product: UHT-Milk in Ecolean® Air Aseptic 1000ml



Client/brand: Danone Unimilk - Prostokvashino

Country: Russia

Product: Milk in Ecolean® Air 1000ml



Client/brand: Marie Brizard Wine & Spirits

Country: France

Product: Frozen alcoholic drinks in Ecolean® Air Aseptic 250ml



Client/brand: APU Company - Maamyy

Country: Mongolia

Product: Juice drink, yoghurt drink and milk in Ecolean® Air Aseptic 125ml, 200ml

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