HOLMEN IGGESUND: TRIFIC

CRITERIA APPLICABLE TO THE INNOVATION

- Recyclable packaging
- Compostable/biodegradable material
- Reduced raw material use
- Conscious design
- Responsible sourcing
- Reduces waste
- Reduces water use
- Energy efficient
- Reduces CO2Carbon neutral

DESIGN

The Trific concept was designed with circularity in mind, where nothing is wasted. The Trific prototype is a bio-based 48-hour travel kit for people who travel responsibly and well. It embodies three elements of modern travel packaging: renewable materials, low energy manufacturing and user experience. It represents three modes of travel: by air, water, or land. It contains three dry products that dissolve after use: tooth, hand, and shower tablets. The package itself and the sleeve are made from 100% biodegradable and renewable solutions that fit into existing recyclables systems.

REDUCTION MATERIALS

In a circular economy, it is our shared obligation to design out packaging waste, giving consumers more sustainable options to choose from. It embodies three elements of modern travel packaging: renewable materials, low energy manufacturing and user experience. It represents three modes of travel: by air, water, or land. It contains three dry products that dissolve after use: tooth, hand, and shower tablets. The package itself and the sleeve are made from 100% biodegradable and renewable solutions that fit into existing recyclables systems.

PROCESS OF PRODUCTION

The Trific project is a collaboration between four companies: Holmen Iggesund, a premium paperboard company, Yangi®, the pioneers in dry forming technology, Optima Packaging Group, a world leader in dosing, filling, and packaging technologies and FutureLab & Partners, an accelerator of new sustainable and circular technologies. The project aims to speed up the commercialisation of dry forming technology by introducing new sustainable premium packaging solutions for the health, body, and beauty industry.

SUPPLY CHAIN

Trific is a unique 48-hour travel kit that has been developed through collaboration from partners across the entire packaging value chain who are committed to developing future-proof solutions, inviting brands to explore their current packaging portfolio to replace them with more sustainable alternatives.

MARKET ADAPTABILITY

Dry forming technology has the potential of replacing rigid plastic at scale and is increasingly becoming a viable solution for brands and packaging manufacturers to explore. We invite premium brands who are looking for packaging alternatives to their current product portfolio to reach out to us to explore, collaborate and innovate

END OF LIFE

It begins in the forest. The fibers used for Trific come from sustainably managed forests surrounding Holmen Iggesund. The leftover from the harvested wood is used for renewable raw material that the Trific concept is made from.