



## **Stora Enso EcoFishBox won Gold Sustainability Award**

**The world's best packaging for 2017 has been selected: Stora Enso EcoFishBox, won the World Packaging Organization's WPO Sustainability Award. The package was also awarded the WorldStar Award.**

“This EcoFishBox case is an excellent and concrete example related to the proactive design work and we are very happy that our eco-packaging for the fish industry is recognized and awarded the Sustainability Award in the WorldStar 2017 competition. It can replace plastics, is recyclable and saves space during transport and warehousing, which makes EcoFishBox a very sustainable packaging alternative”, says Peter Thorstensson, SVP and Head of Corrugated Nordics, Stora Enso Packaging Solutions division.

The jury of the competition chose EcoFishBox as the winner of the WorldStar Sustainability Award, the best sustainable packaging compilation among the 292 packaging solutions participating in the competition. The solution was also awarded the WorldStar Award. EcoFishBox is meant for packing fresh and processed products in shops and restaurants. Designed in-house by Stora Enso, the box is waterproof and leakproof to the liner, thanks to its pre-made PET lamination and special folding method. Fibre-based packaging has not been used for this purpose in the past.

The fibre-based box made of renewable material is space-saving and is supplied as a flat corrugated board. Its material is completely recyclable, and it saves on packaging waste handling. EcoFishBox can replace previously used polystyrene boxes for the same purpose.

WorldStar is an annual competition for world packing organizations. The competition prizes were granted at the WPO event in Düsseldorf, Germany, at the world's largest packaging trade fair Interpack.

**For further information, please contact:**

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Stora Enso is a leading provider of renewable solutions in packaging, biomaterials, wooden constructions and paper on global markets. Our aim is to replace fossil based materials by innovating and developing new products and services based on wood and other renewable materials. We employ some 25 000 employees in more than 35 countries, and our sales in 2016 were EUR 9.8 billion. Stora Enso shares are listed on the Helsinki and Stockholm stock exchanges. [storaenso.com](http://storaenso.com)

Stora Enso Packaging Solutions division develops fibre-based packaging, and operates at every stage of the value chain from pulp production, material and packaging production to recycling. Our solutions serve leading converters, brand owners and retailer customers helping to optimise performance, reduce total costs and enhance sales. [storaensopack.com](http://storaensopack.com)

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