

PRESS RELEASE
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Defining new sustainability standards in the yogurt market

*'A premium, eco-friendly
and practical packaging option
is the best advertisement for your product
and your company values'*

When the goal of sustainability is met with a passion for innovation and design combines ergonomics with modern aesthetics, the result is the new line of 500 gr and 1 kg yogurt containers by **Kotronis Packaging**.

For a year now, the packaging solution developed by Kotronis Packaging has been addressing the concerns of customers who have made sustainability a vital aspect of their activities. The companies trusting the 'Sustainable Packaging Award' winning line have managed to stand out in the market with the premium, eco-friendly and practical packaging option.

Some advantages compared to the previous 1kg container:

- ⇒ **20% less material**
- ⇒ **25% reduction in storage volume with a corresponding benefit in the supply chain**
- ⇒ **25% smaller carbon footprint**
- ⇒ **Greater food protection**
- ⇒ **Increased decoration options on a larger IML surface**
- ⇒ **Sleek and attractive looking design**
- ⇒ **Practicality in use with easy grip**

Those features are the result of the continuous effort by Kotronis Packaging's specialised R&D team to use cutting-edge technologies and advanced materials to achieve high quality standards.

Reducing material use: the main goal

The main goal of Kotronis Packaging in manufacturing this product line was a significant reduction in the required raw material (PP). At the same time, the new design made it possible to cut required storage volume by 25%, achieving a corresponding benefit in the supply chain.

The result of these actions is a 25% smaller carbon footprint.



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Increased product protection

A four times larger adhesive surface with safety film guarantees high protection and sealing even under intense stress, eliminating the possibility of premature deterioration.

In addition, the use of advanced techniques blocks oxygen permeability, visible light and/or UV radiation, significantly contributing to prolonging the food's shelf life and preserving the nutrients and taste unchanged.

Unlimited options for attractive design

When the product reaches the shelf, attractive design comes first. An impressive look is achieved using In-Mould-Labeling (IML) technology, ie a built-in label of the same material. There are literally unlimited decoration options in shades, print quality and texture. Matte, velvety, glossy or transparent look, metallic or even paper feel texture and appearance give an upgraded, unique experience to consumers, priming them for high quality content.

Award for 1 kg yogurt packaging

Driven by sustainability, differentiation and functionality, the 1 kg container won the 'Packaging Award' in the category of the most environmentally friendly packaging in 2020. From the first moment it was released, the container made a great impression by defining the new standards of sustainability in the yogurt market.

'Sustainable development is a key pillar of our company culture and our commitment to society and the environment. In this context we provide 100% recyclable products, constantly investing in new technologies to reduce carbon footprint. The new yogurt packaging line is a typical example of our orientation and offers the best advertising for our customers' products and the values they stand for,' says **Avgoustinos Kotronis**, CEO of Kotronis Packaging.

A few words about Kotronis Packaging

Kotronis Packaging, based in Nafpaktos, has specialised in the manufacture of 100% recyclable plastic containers and lids suitable for food packaging, such as yogurt, feta, salads, ice cream, halva and delicatessen items for the past 50 years. Today, it employs more than 230 people and is firmly committed to sustainable development policies, primarily seeking to minimise resource consumption and its energy footprint using state-of-the-art technology and advanced materials.

It produces more than 400 million units annually and has a presence in more than 15 countries in the markets of Europe, America, Africa and Asia. A privately-owned company truck fleet with multiple daily routes ensures the immediate and safe delivery of its products.

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