

## Press Release

### New SWEDBRAND Factory in Poland Designed with Sustainability in Mind

*Minimal waste, efficient energy use, recycled and recyclable papers are key elements of the SWEDBRAND sustainability strategy*

**Hongkong, China, 2 June, 2021.** SWEDBRAND Group, a packaging partner to some of the world's most iconic brands, today reported that its new plant in Gdansk, Poland, was designed with sustainability in mind. The highly automated state-of-the-art factory uses the latest in equipment and materials to support SWEDBRAND's sustainability objectives and those of the brands it supports.

"As consumers become increasingly informed about sustainability aspects of the products they purchase, including their packaging, brands are also placing more focus on sustainable packaging," says Zaid Bunni, Co-founder & Director of SWEDBRAND. "We took the opportunity of a greenfield factory project to make sure that we implemented the most eco-friendly processes possible. We are also pleased to have Bogdan Putko as our plant manager, who has 35 years of experience in packaging and helped us in selecting the most sustainable materials we could find for our premium rigid boxes without any sacrifice in quality."

The new plant in Gdansk is a highly automated state-of-the-art converting operation for premium rigid boxes. All boxes are constructed primarily of grey board, representing up to 95% of the total weight of the finished product. The grey board being used is made from recycled paper and it is recyclable as well. "If brands choose to use either compostable lamination or no lamination, our premium rigid boxes are 100% recyclable, and we encourage that wherever it makes sense," Bunni adds.

The plant itself has no industrial water consumption and uses more environmentally friendly non-animal glues. Its paper and board are sourced from European mills and they are mostly created from recycled content as well as manufactured from wood pulp acquired from sustainably managed forests. Waste paper, which is minimal, is recycled as well. The plant is heated with more efficient and environmentally friendly natural gas and having many skylights helps to reduce the need for interior lighting. With these and other initiatives, SWEDBRAND's Gdansk plant consumes a relatively limited amount of electricity considering the volumes of premium boxes it is producing.

“From the inception of this new plant,” says Bunni, “we have been focused on operating the most sustainable operation in the industry today, and we believe we have achieved that. But we know there is always room for improvement, and we continue to look for ways to reduce our carbon footprint even more.”

For more information about the new SWEDBRAND state-of-the-art Gdansk factory for production of premium rigid boxes, visit [Swedbrand Group](#). To schedule a meeting, contact [contact us](#).

## About SWEDBRAND Premium Packaging

SWEDBRAND Premium Packaging is a division of the SWEDBRAND Group, which was founded in 2006 by Chris Magnusson and Zaid Bunni as a foreign invested company originating out of Hong Kong with offices and factories in Asia and Europe. As a proud packaging partner to some of the world’s most iconic brands, SWEDBRAND offers a full range of packaging products, from premium rigid boxes and handcrafted bags ideal for luxury products to convenient and sustainable reusable bags popular with leading retailers. The company also produces a complete range of food and drink solutions spanning everything from premium packaging concepts for spirits, wines, and confectionary through to branded containers for drinks and meals on the go. Its global network of packaging converting factories allows brands to take advantage of regional packaging production in order to meet the most demanding cost and delivery requirements and diversify risk across the supply chain.

Follow **Swedbrand** at   

More information is available at [swedbrand-group.com](http://swedbrand-group.com) and at:

**Monika Dürr**  
duomedia  
PR Consultant  
[monika.d@duomedia.com](mailto:monika.d@duomedia.com)  
+49 (0) 61 049 44895

**Zaid Bunni**  
Swedbrand Group  
Co-founder & Director  
[zaid@swedbrand.com](mailto:zaid@swedbrand.com)  
+44 (0) 20 701 21605

