

PRESS RELEASE FOR GLOBAL DISTRIBUTION

TETRA PAK ADVANCES ICE CREAM PACKAGING WITH NEW WRAPPING SOLUTION

Tetra Pak® Ice Cream Wrap gives ice cream producers a solution made from up to 85% paper¹

Lausanne, Switzerland, 6 October 2026: Tetra Pak is extending its paper-based packaging expertise into the ice cream category with [Tetra Pak® Ice Cream Wrap](#), advancing the commercialisation of a wrapping solution developed specifically for ice cream producers.

As consumer expectations continue to evolve, ice cream brands are looking for new ways to stand out and connect with changing consumer preferences. Research shows that nearly a quarter (24%) of consumers globally consider sustainability an important aspect of ice cream packaging², while 16% prefer paper packaging for the category³.

Made from up to 85% paper sourced from FSC™-certified forests and other controlled sources⁴, the solution expands the packaging choices available to ice cream producers, helping brands stand out on shelf while delivering the performance needed throughout the cold chain.

Drawing on more than 70 years of expertise in paper-based food packaging and a deep understanding of ice cream production, the wrap has been designed to fit the practical realities of ice cream manufacturing. Its thin profile⁵ and advanced multi-layer structure help protect products while using materials efficiently and supporting reliable operations⁶.

Peter Lindstrom, Vice President, Food Solutions at Tetra Pak, commented: *"Ice cream is one of the world's most loved food categories, and innovation now extends beyond flavours and formats. Packaging is becoming an increasingly important way for brands to differentiate, attract attention and respond to changing consumer expectations.*

Tetra Pak® Ice Cream Wrap gives producers a new way to create a distinctive consumer experience, combining the familiar appearance of paper with the functionality required for ice cream products."

The solution is currently undergoing validation with ice cream producers across Europe, including Swedish company Triumf Glass. These trials are helping Tetra Pak assess performance in live production environments and gather consumer insights ahead of wider commercialisation.

Moa Frisk Lönnblom, Marketing Director at Triumf Glass, said: *"Innovation is an important part of our business, and we're excited to together with Tetra Pak, explore how the ice cream wrap can create new opportunities in the ice cream category. It has the potential to offer consumers something genuinely different and help shape the future of ice cream packaging."*

Tetra Pak plans to introduce the solution through a phased rollout in Q4 2026, beginning in Europe before expanding to additional markets over time.

-ENDS-

ABOUT TETRA PAK

We're here to make food safe and available. It's why we provide advanced food production systems. In collaboration with our customers and suppliers, driven by more than 24,000 dedicated employees worldwide, we protect food sustainably every day for hundreds of millions of people in more than 160 countries. Because we're here to fulfil a purpose:

We commit to making food safe and available, everywhere, and we promise to protect what's good: food, people and the planet.

More information about Tetra Pak is available at [tetrapak.com](https://www.tetrapak.com).



[youtube.com/user/tetrapak](https://www.youtube.com/user/tetrapak)



[@tetrapak](https://twitter.com/tetrapak)



<https://www.linkedin.com/company/tetra-pak/>

ABOUT TRIUMF GLASS

Triumf Glass AB is a Swedish family-owned ice cream producer headquartered in Sävedalen, outside Gothenburg. Founded in 1946, the company produces approximately 18 million litres of ice cream annually, employs around 130 people and holds a 20% share of the Swedish market. More information is available at [triumfglass.se](https://www.triumfglass.se)

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¹ Made from up to 85% paper with a paper-based barrier and other protective layers, this ice cream wrapper is designed to help protect product quality while increasing paper content. The remaining materials include polymer, ink and lacquer, components and layers developed to support package performance and efficient material use.

² 24% of consumers globally find sustainability an important aspect of packaging for ice cream. Source: Innova Lifestyle & Attitudes Survey 2024, Innova Packaging Survey 2024 (BR, CA, CN, FR, DE, IN, ID, MX, ES, UK, US). Note: Sustainability in this context represents recyclability and reusability.

³ 16% of consumers globally prefer paper as packaging material for ice cream. Source: Innova Packaging Survey 2024 (BR, CA, CN, FR, DE, IN, ID, MX, ES, UK, US). Note: Sustainability in this context represents recyclability and reusability.

⁴ FSC™ (Forest Stewardship Council™), a universal standard of responsible sourcing of renewable materials, see www.fsc.org for more information. The FSC™ license code for Tetra Pak® is FSCTM C014047. Link to certificate:
<https://www.tetrapak.com/content/dam/tetrapak/publicweb/gb/en/sustainability/TetraPakFSCCertificate2023.pdf>

⁵ At 53 GSM, the profile of Tetra Pak[®] Ice Cream Wrap is up to 50% thinner than selected paper-based alternatives. Tetra Pak[®] validation and analysis during internal testing, 2022-2026, in comparison with selected thicker paper-based wrap alternatives. The thickness of all materials considered in the analysis ranged between 60 to 100 GSM, confirming Tetra Pak[®] Ice Cream Wrap as thinner than other available materials known to us at the time of writing, at nearly half the thickness of the thickest materials that was considered during testing.

⁶ Product protection is enabled through the layers of Tetra Pak[®] Ice Cream Wrap. Declaration of Compliance (Food Contact Certificate) is available, and the materials and components supplied for food contact applications are manufactured in accordance with applicable European food contact regulations such as Regulation (EC) 1935/2004, Regulation (EC) 2023/2006, and Regulation (EU) 10/2011, and with applicable U.S. FDA regulations such as Good Manufacturing Practices under 21 CFR §174.5.