

## PRESS RELEASE

### **Tetra Pak celebrates EarlyBKK Café's circular design showcase at Barcelona Design Week Underground 2025**

*In partnership with Tetra Pak, EarlyBKK transforms food and beverage cartons into unique interiors and furniture that have earned global recognition*



**Bangkok, Thailand (16 October 2025)** – Tetra Pak Thailand celebrates EarlyBKK's participation in **Barcelona Design Week Underground 2025** exhibition, where the eco-conscious café from Bangkok is showcasing interiors and furniture made from recycled food and beverage cartons.

Curated under the theme "Lessons from the Moon," the exhibition brings together experimental projects from around the world that explore new horizons for design and society. Together with its design partner space+craft, EarlyBKK is featuring furniture made from EnviroBoard panels, Eco Blocks - recycled materials that were developed in collaboration with Tetra Pak Thailand and its recycling partners.

EnviroBoard panels and Eco Blocks are produced by converting the polyethylene and aluminium (polyAl) from food and beverage cartons into composite pellets, creating durable materials now integrated as functional elements that define the café's unique identity. Driven by its philosophy of waste reduction and upcycling, the EarlyBKK café transforms recycled food and beverage cartons into striking design elements such as wall panels, ceiling boards, and custom furniture.

"EarlyBKK's showcase is a great example of how creativity and sustainability can come together. By giving recycled food and beverage cartons a new purpose, this initiative highlights one of the

many ways we can utilise recycled materials in our daily lives. At Tetra Pak, we welcome more businesses to take part in building a circular economy, where materials are reused, repurposed and kept in use for as long as possible, to move us all toward a more sustainable society” said **Patinya Silsupadol, Head of Sustainability at Tetra Pak (Thailand) Limited.**

The EarlyBKK collaboration illustrates how recycled food and beverage carton materials can be put to practical and creative use, showing the possibilities of circular design in everyday spaces. “Each design element in our cafés tells a story of collaboration and transformation. Through our partnership with Tetra Pak, we’ve learned that sustainability can be a powerful source of inspiration and a way to bring design, community, and good coffee together. By turning recycled food and beverage cartons into meaningful elements, we are brewing value from waste, and we are truly honoured to share this journey from Bangkok to Barcelona,” said **Kaytita Chaisuksiri, Founder of EarlyBKK.**

In Thailand, Tetra Pak is proud to be contributing to the recycling of food and beverage cartons throughout the country's recycling ecosystem. This includes nationwide carton collection projects such as the [Green Shelter Project for Friends in Need \(of “Pa”\) Volunteers Foundation](#). In 2024, the project collected over [42 tons](#) of food and beverage cartons and recycled them into construction-grade materials such as roofing sheets, wall panels, and door and window frames. These materials are then donated to communities affected by natural disasters or housing shortages. Beyond this, Tetra Pak collaborates with the Saleng and Junk Shops Association and other informal waste collectors to ensure more cartons are brought back into the recycling process.

These efforts are part of Tetra Pak's broader circularity strategy, which spans segregation at source, material recovery facilities, and recycling partners and end users. Partnerships like EarlyBKK demonstrate the market potential of recycled materials, a critical step in bringing distributors and sellers into Thailand's circular ecosystem and supporting the country's readiness for [Extended Producer Responsibility \(EPR\)](#) implementation.

Learn more about Tetra Pak's circular economy initiatives and join us in recycling your food and beverage cartons [here](#).

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## ABOUT TETRA PAK

Tetra Pak is a world leading food processing and packaging solutions company. Working with our customers and suppliers, we provide access to safe, nutritious food for hundreds of millions of people in more than 160 countries every day.

With over 24,000 employees worldwide, 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 [www.tetrapak.com](http://www.tetrapak.com).

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