

## PRESS RELEASE - DRAFT

# TETRA PAK LAUNCHES WORLD-FIRST PAPER-BASED BARRIER FOR JUICE PACKAGING AND INVESTS €60 MILLION IN PILOT PLANT TO ACCELERATE PAPER-BASED BARRIER INNOVATION

**Bangkok, Thailand 2 February 2026** — Tetra Pak® today unveiled the first-ever use of its paper-based barrier technology for juice packaging. This innovation in sustainable food packaging solutions marks a significant step towards reducing reliance on fossil-based materials, with the new packaging material now being rolled out across multiple markets.

This initiative was carried out in collaboration with García Carrión, a leading Spanish juice producer with a long-standing focus on sustainability and responsible innovation within the beverage sector.

*“This launch represents a significant step in our journey towards fully renewable and recyclable packaging. By working closely with our customers, we’re proving that sustainable innovation can scale across markets and categories, while ensuring packaging retains its functionality and quality,” said Tatiana Liceti, Executive Vice President, Packaging Solutions at Tetra Pak.*

### What is the paper-based barrier?

Tetra Pak's paper-based barrier is a breakthrough in aseptic carton design. It replaces the traditional aluminium foil layer with a renewable, paper-based barrier, promoting the shift from a fossil-based material to a low-carbon, renewable alternative and reducing package's carbon footprint. Together with other layers in the packaging, the paper-based barrier protects against oxygen, light, moisture and bacteria, ensuring food safety is not compromised and that shelf life is comparable to packages with an aluminium foil layer.

Made with up to 80% paper, the packaging reinforces its sustainability credentials. The combination of the paper-based barrier with plant-based polymers used in the packaging material coatings pushes the renewable content to a remarkable 92%, while **reducing the package's carbon footprint by 43%** compared with an aseptic package that uses aluminium foil layer, as verified by the Carbon Trust<sup>1</sup>.

Aseptic cartons with a new paper-based barrier can be collected, sorted, and recycled where recycling infrastructure is in place, at scale. The new paper-based barrier is expected to deliver additional benefits downstream for recycling infrastructure efficiency. These include maximising the recovery of paper content from the recycling process of carton packages, while ensuring high-quality fibre and non-fibre fractions.

The first Tetra Pak's aseptic beverage carton with a paper-based barrier was [launched in collaboration with a dairy company in Portugal in 2023](#). It was recognised as a groundbreaking innovation in sustainable packaging, receiving the "Resource Efficiency" award at the Sustainable Packaging News Awards 2024.

To accelerate the development of this innovative aseptic packaging material, Tetra Pak is investing €60 million in a new paper-based barrier pilot plant in Lund, Sweden, in close

<sup>1</sup> Source: Carbon Trust™- verified Tetra Pak 'Carton CO2 Calculator' model version 11 (valid from 2025-01-01). Scope: cradle-to-grave measurement of a Tetra Brik® Aseptic 200 Slim Leaf carton with plant-based polymers in coating and paper-based barrier compared to a standard Tetra Brik® Aseptic 200 Slim Leaf package. Geography: EU Industry data.

collaboration with Lund University, and with access to advanced testing capabilities at the MAX IV Laboratory. The plant, scheduled to begin production in the first quarter of 2027, will accelerate development of the innovative aseptic packaging material and provide customers with comprehensive insights into the manufacturing process—from barrier creation to packaging material and filled package production.

The introduction of paper-based barrier technology for juice packaging comes as sustainability takes centre stage in Thailand. According to the latest PwC research<sup>2</sup>, 92% of Thai consumers are concerned about climate change, and 43% value minimal or environmentally responsible packaging when making purchasing decisions.

This awareness also aligns with the nation's upcoming Sustainable Packaging Management Act, which is expected to strengthen producer responsibility and accelerate Thailand's shift towards more sustainable packaging practices.

*As sustainability becomes a key consideration for Thai consumers, packaging innovation plays an increasingly important role. The paper-based barrier technology represents significant progress in our long-term commitment to creating the world's most sustainable food and beverage package. This ensures Thai producers and consumers have access to the most advanced sustainable packaging solutions, supporting industry growth and alignment with evolving market and regulatory expectations," said Praeporn Amornpanupun, Packaging Portfolio Director at Tetra Pak (Thailand) Limited.*

### **World-first aseptic carton with paper-based barrier for the juice category**

Tetra Pak, together with leading Spanish beverage producer García Carrión, has [launched the Tetra Brik® Aseptic 200 ml Slim Leaf carton featuring a paper-based barrier for juice](#), under the flagship Don Simón brand. This world-first juice portion pack represents a new milestone in García Carrión's 360° Sustainability Strategy, recognised with the Factories of the Future Award 2024 for Excellence in Sustainability and Circular Economy.

Tetra Pak's paper-based barrier technology is part of its broader ambition to create the world's most sustainable food package – one that is paper-based, made solely from responsibly sourced renewable or recycled materials, has the lowest possible carbon footprint and is fully recyclable<sup>3</sup>. Supporting this vision, Tetra Pak invests approximately €100 million annually through 2030 in sustainable packaging innovation.

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### **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).

<sup>2</sup> Source: PwC: Voice of the Consumer Survey 2025 – Thailand Snapshot, retrieved from <https://www.pwc.com/th/en/asia-pacific/2025/voice-of-the-consumer-survey/assets/voice-of-the-consumer-survey-2025-thailand-snapshot-en.pdf>

<sup>3</sup> This means creating cartons that are fully made of renewable or recycled materials, that are responsibly sourced, therefore helping to protect and restore our planet's climate, resources and biodiversity; contributing towards low carbon production and distribution; are convenient and safe, therefore helping to enable a resilient food system; are fully recyclable.

## MEDIA CONTACTS

### **Tetra Pak (Thailand) Limited**

Tapanee Junhom  
Head of Communications  
Tel. +662-018-3000  
[Tapanee.junhom@tetrapak.com](mailto:Tapanee.junhom@tetrapak.com)

### **Agency Communications Contact (Vero)**

Wimonphan Nampachoke  
Tel: +669-6669-9746  
Email: [wimonphan@vero-asean.com](mailto:wimonphan@vero-asean.com) or  
[tetrapakTH@vero-asean.com](mailto:tetrapakTH@vero-asean.com)