

PARTNERS IN POSSIBILITY

grease resistant
biodegradable packaging



customer challenge

- the customer's packaging was single use plastic
- when packaging fatty food content items - oil and grease deposits were left behind
- current coated paper solution was unrecyclable due to plastic content
- the customer needed a packaging solution that was sustainable and biodegradable

solution

- paper with upgraded vegetable wax coating
- the technical team at **Aurorium** introduced the use of an emulsified vegetable wax (**Xiran SMA™ Emulsifier**)



benefits

- **sustainability:** fully biodegradable solution, serving as an alternative to plastic packaging
- **reduced food waste:** excellent oil and grease resistance helps decrease soggy/inedible food
- **consumer experience:** grease resistance improves the consumer experience from a sensory aspect
- **brand loyalty:** transitioning to environmentally friendly packaging has positive impacts on brand awareness and loyalty

additional benefits

when formulating with **Xiran SMA Emulsifier**

- small, consistent particle size enables efficient coverage
- low pressure application of coating due to the binding nature of anhydride group

at a glance

vegetable wax
emulsifier for grease
and oil resistant
coatings



from forest to fiber,
Aurorium's performance
enhancing solutions are
designed with preservation
in mind; delivering messages
by protecting both the
package and the print

