



LÖFBERGS // LEADING NORDICS COFFEE PRODUCER SWITCHES TO AMPRIMA PLUS AND ACHIEVES A 55% CARBON FOOTPRINT REDUCTION



ABOUT LÖFBERGS

Löfbergs, founded in 1906, in Karlstad, in the heart of Sweden, is one of the world's largest importers of organic and Fairtrade labelled coffee. Taking responsibility for people and the environment, over the entire value chain, has always been important for the family-owned company, now in its fourth generation.

For more information:
en.lofbergs.se

"This is an amazing step forward – not just for us, but for the entire coffee industry," says Madelene Breiling.



Madelene Breiling
Head of Operational Development, Löfberg

KAFFEROSTERIET
LÖFBERGS
ETABLERAT
1906



55% carbon footprint reduction using the AmPrima® Plus mono-PE pouch



Designed according to CEFLEX guidelines for circularity and certified by cyclo-HTP for recyclability in the real world



Runs on commercial converting and filling equipment at the same machine speeds as non-recyclable material, surpassing other mono-PE options

LÖFBERGS: AT THE FOREFRONT OF SUSTAINABILITY

From bean to cup, Löfbergs is always looking for solutions to raise the bar for sustainable practices. The renowned Swedish coffee producer has succeeded in offering their customers a packaging solution that is easily recyclable, resulting in an impressive 55% reduction in their carbon footprint. * This significant milestone was achieved by leveraging Amcor's AmPrima® Plus mono-PE pouch.

The new pack directly addresses growing consumer demand for a more sustainable coffee experience, both in terms of the product itself and its packaging. It builds upon Löfbergs' commitment to sustainability, demonstrated by their earlier transition to bio-based PE and now to an easier to recycle mono-PE packaging.

Extensive testing was conducted for barrier properties, machine performance, run speed, and recyclability to ensure the packaging solution provides great shelf-life, flavor protection, visual appeal, and efficient operation on Löfbergs' packaging lines. The new pack preserves the aroma of coffee at its best while matching the machine speeds of traditional, non-recyclable alternatives.





ABOUT AMCOR'S AMPRIMA PLUS

Amcor's AmPrima® Recycle-Ready range for Coffee provide options for coffee brands who need more sustainable packaging that still offers the barrier, material stiffness, seal strength, graphics performance and fast run speeds of traditional, unrecyclable packaging.

AmPrima® for Coffee now includes recycled material.

For more information, visit:

<https://www.amcor.com/sustainability/products/amprima/emea/coffee>



REDUCED CARBON FOOTPRINT AND ADHERENCE TO RECYCLING GUIDELINES

One of the key advantages of the new packaging solution is its significantly reduced carbon footprint. Compared to standard coffee packaging, the AmPrima® Plus mono-PE pouch boasts a 55% reduction in carbon emissions. Designed in accordance with the Circular Economy for Flexible Packaging (CEFLEX) guidelines, it is readily recyclable in most European countries and certified for recyclability by the Institute cyclos-HTP. By adopting the AmPrima® pack, Löfbergs aligns with regulatory requirements and industry best practices.

CONTACT

For more information, please contact:

flexibles@amcor.com

Our team will find the best options to suit your needs.

With the Packaging and Packaging Waste Regulation (PPWR) in focus, coffee brands across Europe are actively seeking new packaging solutions that align with their sustainability goals and upcoming regulations. While other recyclable options exist on the market, AmPrima® Plus offers additional advantages such as reducing excess plastic while maintaining the desired barrier level. With over 50 different packing machines successfully running AmPrima® Plus for Coffee, it is a fully industrialized solution ready for widespread adoption by brands.



As an early adopter of more sustainable packaging, Löfbergs is at the forefront of driving a more sustainable and responsible coffee industry.

*Based on an ASSET life-cycle assessment, using Amcor's life-cycle assessment tool certified by the Carbon Trust.

