

Case **Prime Print Quality on Testliner for Elgraf**



About Elgraf / PTG SA

Elgraf was founded in 1992 in Ukraine (Lviv region), and grew year on year to become a reliable and trusted partner for packaging solutions. Since 2017, collaborating with PTG SA, their operations extend across western Europe. Producing premium packaging products for various customers in FMCG and other industries, Elgraf offer fast, fair and flexible packaging solutions.

“We have here a very tangible example of development in the paper industry that allows to make a clear step towards circular economy.”



The Challenge

Active in the fields of fruit trays or in-store displays, Elgraf have demands from customers to produce packaging with high-quality flexographic printing. The challenge: to offer 100% recycled based packaging solutions for such products in a high print quality. Having reached out to various suppliers without finding a suitable packaging paper, the existing portfolio was limited to pulp-based paper packaging leaving customers frustrated.

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The Solution

But trials with LEIPA Lux PLUS – a double coated testliner made from 100 % recycled fibres- showed a huge success! Not only that LLP is based on 100% recycled paper, it also has an excellent surface, absorbing the ink exactly like Elgraf needed. It is suitable for all their product range using flexographic and offset printing. As a result, Elgraf were able to satisfy their customers' needs. Today, with LEIPA, Elgraf can fill the gap in their portfolio offering a sustainable solution and a comprehensive range is available now.



Elgraf needed a reliable paper for prime quality packaging which at the same time actively supports the idea of the circular economy. So LEIPA delivered.



Added Value

As Elgraf place huge importance on solutions using recycled fibre, further collaboration with LEIPA is continuously sought for new environmental friendly solutions. Using E flute, Elgraf have partnered with LEIPA's technical department to drop from 200gsm to 140gsm: a huge saving with consideration for the weight and thus for the logistics and the environment. In the near future, using F flute, the hope is to achieve further reductions in paper basis and even more reduce the overall ecological footprint of packaging!

“LEIPA coated testliner is unique for prime quality packaging for the food industry.”

Igor Levin Managing Director, PTG SA