

SAPPI FOR BEAUTY

Packaging made
with as much
care as the
products inside



sappi

The beauty industry is built on image.

So, who you partner with for packaging matters more than ever.



A recent Two Sides survey found that 49 percent of consumers would buy more from brands and retailers who remove plastic from their packaging.¹ Paper is the preferred packaging alternative as 50 percent of respondents believe paper-based materials are better for the environment than plastic, glass, or metal.

We've also seen more online influencers highlighting brands that feature lighter, easily recyclable packaging. These influencers mirror consumers' preferences for renewable solutions that reinforce their purchasing decisions. At Sappi, we use the power of trees to create sustainable packaging that helps brands stand out for the right reasons.

FEATURES
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OUR PAPERBOARD PRODUCT OFFERINGS

Curious about our product performance? You're holding our premium Spectro C2S, but our range of offerings can meet the needs of various applications.

Spectro®

- Proprietary coating provides optimal brightness to produce vibrant color
- Accurately represents skin tones, hair colors, textures, and fabrics
- Offered in: C1S, C2S, Digital, and Digital for HP Indigo
- Caliper range of 8–24 points for C1S, 8–16 points for C2S, and a 92 brightness

Proto®

- Durable and lightweight for a variety of folding carton applications
- Reduces paper and distribution costs without sacrificing quality
- Optimal for high-speed filling lines
- Offered in C1S with caliper range of 8–24 points and 87.5 brightness

Proto Litho®

- Lightweight and designed for lamination to corrugated board
- Ideal for point-of-sale displays, on-shelf packaging, and product mailers
- Offered in C1S with a caliper range of 8–12 points

OUR OTHER OFFERINGS

Sappi isn't just a source for impactful packaging materials with one of the lowest carbon footprints. We also offer additional paper products, natural thickening agents for personal care products, and wood-based plastic replacement.

Graphic Papers

- Including: McCoy®, Opus®, Somerset®, Flo®, and more
- Ideal for inserts, direct mail, paper-based gift cards, and other brand marketing collateral
- Our graphic paper mills have some of the lowest carbon footprints in the category

Valida

- A plant-based stabilizer that's 100 percent biodegradable
- Next-generation cellulose ideal for a range of cosmetic applications, including serums and creams

Symbio

- A wood-based plastic replacement that's lightweight and durable
- Can be reused and recycled
- Ideal for use in standard processing equipment, such as:
 - Injection molding and extrusion for primary packaging
 - Strong, durable bottles, jars, and pumps using renewable materials

Precise product shade matching,
quality printing, and sturdy packaging.
All with a more sustainable footprint.



Consistency and reliability

Our paperboard is designed to perform consistently and reliably through printing and converting processes every time. Its smooth and uniform surface offers optimal shades for representing critical color so visuals on the package will always match the product inside.



Reverse-side printing

Sometimes, thinking outside the box means looking inside it. When you want to express your brand messaging in a different way, our reverse-side print quality can help breathe new life into your product packaging. The uncoated side of our C1S sheets provides a natural look along with sharp image reproduction.



Superior foldability

An AMERIPEN study on e-commerce suggests that packaging may be manually handled over 20 times before arriving on a consumer’s doorstep.² To meet consumer needs for minimized packaging waste and damage-free deliveries, Sappi has paperboard options with optimal foldability for a durable package that will hold its shape from shelf to front door.



Triple-certified products

Sappi is certified by leading environmental organizations like the SFI®, PEFC, and FSC®. And our EcoVadis Platinum rating puts Sappi at the top 1 percent of pulp and paper companies. Sappi has also committed to the Science Based Target initiative while setting targets aligned with the United Nations’ Sustainable Development Goals (SDGs).

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Sustainable innovations created with Sappi

Sappi is a global leader focused on sustainable processes and renewable resource-based products. Our wood-fiber formulations can replace plastic, enable higher performance, and lighten your load, all while maintaining a sustainable footprint. We are committed to delivering materials that perform on press, allowing you to push the limits of your packaging.

With two world-class mills located in Maine and Minnesota, and locations spanning the globe, we maintain our commitment to sustainable forestry while providing a unique transportation advantage to printers and independent converters. No matter your location, Sappi can service your brand. Being a paper producer without converting facilities means that we can keep manufacturing the best substrates in the industry without competing with our independent converter partners.



Learn more about partnering with Sappi
Visit us at sappi.com/promise or scan the QR code.

¹ "UK Consumers Believe Paper-Based Packaging Is Better for Environment and Is Preferred Choice for Packaging." RISI Technology Channels. Two Sides, June 21, 2021. <https://technology.risiinfo.com/environment/europe/two-sides-uk-consumers-believe-paper-based-packaging-better-environment-and-preferred-choice-packaging>.

² Fisher, Kyla, Bob Lilienfeld, Sr., and Three Peaks Sustainability. *Optimizing Packaging for an E-commerce World*. AMERIPEN. January 2017.

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Spectro C2S 10pt
4-color process plus
overall satin aqueous

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