



## Holmen Iggesund & Yangi® embark on a collaboration to explore innovative sustainable packaging concepts for the cosmetic industry

Holmen Iggesund, a premium paperboard company for purposeful solutions, and Yangi®, the pioneers of dry forming technology, have entered into a long-term agreement to explore opportunities with a new type of sustainable packaging material. Under the agreement, the two companies will engage in close collaboration alongside brands, to further explore the opportunities of biobased and renewable packaging for the cosmetic and beauty industry.

To provide the market with high-quality, sustainable packaging to customers is an ongoing journey. What works today will not necessarily be enough to sustain the world tomorrow. Switching from fossil-based to renewable materials is essential going forward. And choosing the right materials for packaging is an effective way to reduce climate impact – something that is crucial for both brands and consumers.

Holmen Iggesund and Yangi® are looking beyond the horizon and joining forces to explore sustainable packaging solutions. The collaboration's focus will be on replacing rigid plastics with alternative renewable materials for beauty and cosmetics packaging such as refills, inserts, testers, and other types of applications within the segment.

Holmen Iggesund commits to supplying fibre-based material to guarantee premium quality.

---

**“There’s a real sense of urgency to make packaging ever more sustainable and purposeful, and at Holmen Iggesund we see the benefits of working with others to solve challenges faster.”**

Hein van den Reek, Director Future Packaging Holmen Iggesund

“There’s a real sense of urgency to make packaging ever more sustainable and purposeful, and at Holmen Iggesund we see the benefits of working with others to solve challenges faster,” says Hein van den Reek, Director Future Packaging Holmen Iggesund. “The collaboration is aimed at helping beauty and cosmetics brands deliver what their customers are demanding – sustainable packaging. Holmen Iggesund is always interested in the latest ideas and potential new opportunities for purposeful packaging solutions, such as our Conic concept, launched in 2021”, he concludes.

Yangi® will make available its revolutionary dry forming technology and commit additional R&D resources to further develop current and future solutions for packaging producers and brands.

“Delivering sustainable solutions that eliminate fossil fuels and reduce the carbon footprint of a brand’s packaging can make or break brand loyalty,” says Anna Altner, Founder, Yangi®. “Our dry forming technology offers a unique possibility to move into more resource- and cost-efficient renewable and recyclable packaging. The collaboration enables a stronger offer connecting the packaging value chain from raw material to final packaging”, she finishes.

The collaboration was initiated and will be facilitated by FutureLab & Partners, a tech accelerator company that enables the shift from non-renewable materials to renewable ones through collaborative development projects with cosmetics and beauty brands.

**HOLMEN  
IGGESUND**