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Eckes-Granini Finland Ltd reduces plastics by switching to paper straws

Eckes-Granini Finland, which produces Mehukatti Luomu and Mehukatti TRIP® juice products, among others in Turku, will start using Huhtamäki's paper straws from the beginning of 2021.

The paper straws to be attached to Mehukatti juice boxes are food-eligible, recyclable and compostable, meaning that they are in compliance with new EU regulations. The EU Single-Used Plastics (SUP) Directive will enter into force in July 2021.

"As the most responsible juice producer in Finland, we want to lead the way by replacing plastics with paper straws", says Juha Helokoski, General Manager of Eckes-Granini Finland.

The juice producer, which uses nearly 30 million straws in its juice boxes every year, can reduce up to 10.4 tons of plastics a year by choosing a more responsible material. "Packaging and material selected in line with sustainable development, in particular, comprise one of our company's six areas of responsibility defined to help to protect our planet and environment", Helokoski says.

"Mehukatti, children's favourite, has the honour of being the first Finnish product with a paper straw. Mehukatti Luomu 2 dl juice boxes with paper straws will be available from shops at the beginning of next year. During next spring, paper straws will also replace plastics in classic Mehukatti TRIP® juice boxes", says Nina Lindén, Brand and Communications Manager. "Finding a properly functioning high-quality straw has required a lot of work and testing. It is wonderful that Huhtamäki has the perfect solution for us. Our mutual history goes back several decades; after all, Huhtamäki used to own Marli Oy in the 1980s", Lindén says.

Press release and photos: www.eckes-granini.fi/pressi

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***Eckes-Granini Finland Ltd** produces, sells and markets more than 260 different juice products. Its production facility is located in Turku and employs 130 food industry professionals. The company's product range includes whole juices, juice boxes, low-calory drinks, functional juices, thirst quenchers, traditional juice concentrates and mulled wine. Its popular brands include Marli, Mehukatti, God Morgon, granini, Brämhults and Tropic. Eckes-Granini Finland Ltd is part of Eckes-Granini Group GmbH, Europe's leading juice group, whose head office is located in Germany. More information about our responsible actions is available (in Finnish) at www.eckes-granini.fi/vastuu.*

***Huhtamäki** is the global leader in packaging solutions for takeout food and food products. Every day, its innovative products help billions of consumers around the world to make responsible choices. Packaging plays an important part in the safety and usability of food products. Huhtamäki is committed to producing packaging that is even easier to recycle and to promoting sustainable development in all its operations. The goal is to achieve carbon neutral production and make all products recyclable, compostable or reusable by 2030. www.huhtamaki.com*