

Papira® - an eco-revolution in foam packaging

Papira® is an innovative wood fiber-based material offering a renewable and paper-recyclable alternative to fossil-based foams.

The technology behind Papira® originates from the Wallenberg Wood Science Center in Sweden and was further developed by the startup Cellutech. The basic research on cellulose fibers was the starting point of the material and application development that resulted in Papira®. The material is a lightweight semi-rigid foam with high cushioning performance and insulating capability. In 2018 Cellutech was acquired by Stora Enso and after a decade of its conception the technology has left the lab and is now entering pilot stage. In the year 2022, pilot trials will be conducted together with customers to validate Papira® in different packaging applications. Papira® is intentionally designed to be completely bio-based, biodegradable and above all, curbside recyclable in ordinary paper or board material streams. The innovative and award-winning material is unprecedented in sustainability, with an end-of-life that is hassle-free for consumers and recycling facilities. Enabling a circular biomaterial flow of the entire package, Papira® will create a new standard in protective packaging.