

ARCWISE®

ROUND SHAPED CORRUGATED BOARD PACKAGING



SCA
Care of Life



ARCWISE®

Arcwise® is a unique packaging technology that for the first time entails curve shaped corrugated board packaging. The technology provides for premiumization of packaging (e.g. shelf ready packs) and attraction in point of sale. At the same **Arcwise®** has a significant lightweighting potential, which can substantially reduce carbon footprint.

Strengthen your brand

Arcwise® provides the opportunity to integrate graphic design with curved shapes. If the shape of the product is considered to be important for your brand you might want that to be reflected in the packaging. The ultimate target is to strengthen the value of the brand to increase sales.



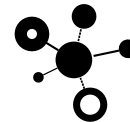
CURIOSITY

Evoking curiosity, e.g. by seamlessly extending a graphic design from one packaging panel to the next due to round corners



ATTRACTION

Curved shapes are perceived as more attractive than objects with sharp angles



ASSOCIATION

Clever integration of graphic design with curved packaging shapes opens up for enhanced brand and product association

Packaging performance

The Arcwise® concept fits well into the conventional value chain of corrugated board packaging. Normally, no investments in your packaging machines need to be made when implementing Arcwise®



Burgersson takeaway solution

"Cartonboard was too weak and corrugated board did not have the flexibility. Arcwise was the only suitable material..."



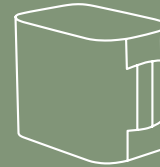
SUSTAINABILITY

Renewable,
biodegradable and
potential for extensively
lower CO₂ footprint



LIGHTWEIGHTING

Extensive material
saving potential
through lightweighting



WRAP
AROUND



TRAY



ROUND
FRONT





Contact

Arcwise

Box 716, SE-851 21 Sundsvall Sweden

Visiting address: Sidsjövägen 2

E-mail: info@arcwise.se

Web: www.arcwise.se

Phone: +46 60 19 30 40

The technology is protected by a portfolio of patents and design protections and is available through license agreements. Arcwise® is a business within SCA Forest Products AB. Corrugated packaging based on Arcwise® technology can be purchased from certified box manufacturers. SCA Forest Products AB works throughout the value chain – from the forest raw material and energy resources, through the production of solid-wood products, pulp and publication papers to logistics and distribution of products to customer.

