Cartons' Modern Design & Production

Carton packaging is used every day and to remain relevant to modern living, must be versatile and ready to respond to changing needs.
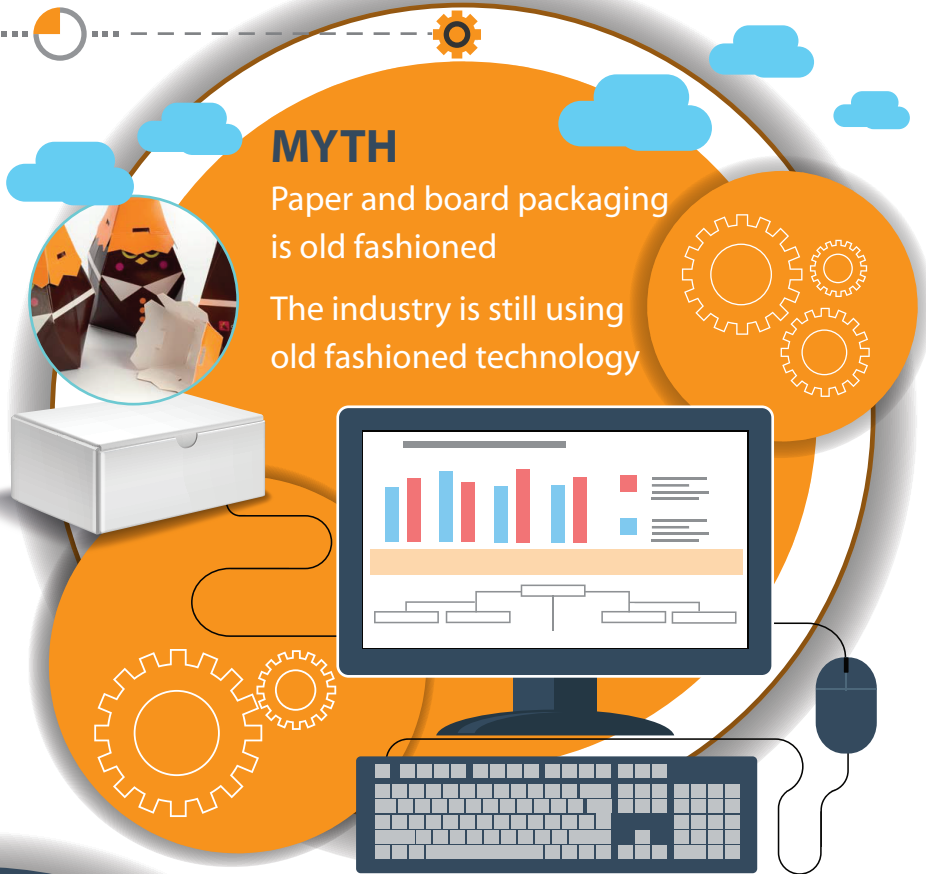
Cartons are ideal for presenting the latest digital technology to help brand owners and retailers to communicate with customers, such as QR codes, interaction via Augmented Reality and RFID tags.

The carton production process uses cutting edge technology. Carton designs also lead the way in innovation and brand promotion, especially the cartons for prestigious and premium goods. Cartons' ability to continuously innovate makes them the sustainable choice for today and in the future.

MYTH

Paper and board packaging is old fashioned

The industry is still using old fashioned technology

FACT

Carton designs are constantly innovating

Cartonboard and carton production processes are computerised, automated, highly efficient, modern and clean

PRO CARTON