



## BePacMan Newsletter #1

**Towards circular packaging: innovation, collaboration, and sustainability across the South Baltic region**

□ **Welcome to BePacMan - a cross-border mission to change the future of paper packaging**

The **BePacMan** project brings together partners from five countries around the South Baltic region to rethink the way we use and reuse paper packaging. With paper packaging consumption on the rise, and climate goals becoming more ambitious, there's an urgent need for smarter, circular solutions.

BePacMan focuses on extending the lifecycle of paper packaging through innovative, cross-sectoral approaches. By engaging industries such as logistics, trade, waste management, and technology, the project aims to create **sustainable business models** that support reuse, reduce CO<sub>2</sub> emissions, and cut down energy and water usage associated with recycling.

From Poland to Denmark, our goal is shared: **supporting the transition from a linear to a circular economy**, aligned with EU climate strategies and the Circular Economy Action Plan. With joint efforts, we're turning challenges into opportunities – for the environment, for businesses, and for future generations.

□ [BePacMan kicks off in Gdańsk!](#)

**Kick-Off Meeting at Gdańsk  
University of Technology**

At **BePacMan - Better Paper Packaging Management**, we're on a mission to innovate how paper packaging is used, reused, and reimaged – making it smarter, more circular, and environmentally responsible. □



Our journey officially began with a **Kick-Off Meeting at Gdańsk University of Technology**, where partners from Poland, Germany, Denmark, Sweden, and Lithuania came together to shape the foundation of the project.

The meeting marked a key milestone, filled with energy and ambition. The agenda included:

- Strategic planning on project management and communication
- In-depth sessions on sustainability and circular economy work packages
- A strong sense of collaboration, shared purpose, and cross-border commitment

This first gathering set a positive tone for everything we aim to achieve: **real, lasting solutions for more sustainable paper packaging across the South Baltic region.**

Stay tuned as we continue this journey – with insights, progress, and innovations coming your way!



**BePacMan**  
BETTER PAPER PACKAGING MANAGEMENT

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### ♻️ More Recycled, More CO<sub>2</sub>? The Surprising Truth About Cardboard Production ♻️

Sustainability often comes with trade-offs. When it comes to cardboard, the choice between recycled vs. virgin fibers isn't as obvious as it seems.

□ Here's a fact that might surprise you:

- Virgin Cardboard (Kraftliner) –  
Producing 1 kg of kraftliner emits 0.5

kg CO<sub>2</sub>.

- Recycled Cardboard (Testliner) – Producing 1 kg of testliner emits 0.75 kg CO<sub>2</sub>.

Wait... recycled cardboard generates more CO<sub>2</sub> than virgin cardboard? □

Yes—but here's why it still matters:

- Recycling saves up to 40% energy compared to making cardboard from raw wood.
- It reduces landfill waste and extends the life cycle of fibers.
- It plays a key role in closing the loop on materials and reducing deforestation.
- Sustainability isn't just about lowering emissions—it's about the bigger picture. Balancing emissions, energy use, and resource conservation is key to truly responsible packaging.

At BePacMan, we focus on data-driven decisions for smarter packaging.

Because sustainability isn't black and white—it's about making informed, conscious choices.

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♻️ BePacMan on the move

## Partner meeting in Copenhagen!

The **BePacMan Project** gathered momentum with a vibrant **partner meeting and study visit in Copenhagen**, bringing together experts and organizations from **Poland, Germany, Denmark, and Lithuania**.



The focus? Finding smart, circular solutions to **extend the life of paper packaging in e-commerce** and reduce waste across the **South Baltic region**.

With support from the **Interreg South Baltic Programme**, the project is building **cross-sector strategies** that promote reuse, lower CO<sub>2</sub> emissions, and bring circular packaging closer to reality.

□ During the visit, partners explored sustainable innovations at **KLS PurePrint A/S**, an environmentally conscious printing house that develops and produces eco-friendly paper packaging.

They also met with the creative minds at **RE-ZIP**, pioneers in **reusable e-commerce packaging**, who shared their journey and practical insights into building a circular business model.

□ What's next? Developing a cross-border model for reusable paper packaging – and turning ideas into action.

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## Kraftliner vs. Testliner: What's in a Name? ♻️

When it comes to cardboard packaging, not all materials are created equal. You've probably heard of kraftliner and testliner, but do you know what sets them apart? □

□ Kraftliner (from the German kraft, meaning "strength")

□ Made mostly from virgin fibers (fresh wood pulp)

☐ Stronger, more resistant to

moisture and tearing

☐ Ideal for heavy-duty packaging and longer reuse cycles

☐ Requires more raw material (trees)

☐ Testliner (from the German test, referring to its development as a cost-effective alternative)

☐ Made primarily from recycled fibers

☐ More eco-friendly, helping to reduce deforestation

☐ Perfect for lightweight packaging and cost-sensitive solutions

☐ Slightly weaker than kraftliner, especially in humid conditions

☐ So, which one is better?

The answer depends on your priorities. If you need durability, kraftliner is the way to go. If you prioritize sustainability, testliner is your best bet.

At **BePacMan**, we help businesses make informed, responsible packaging choices that balance strength, sustainability, and cost. Because packaging isn't just about boxes—it's about the bigger picture. ☐

**Stay tuned for more updates from the BePacMan project!**

**Follow us on [LinkedIn](#) to stay connected and see how we're driving circular change across the South Baltic region. ♻️**



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### **BePacMan Project**

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