



HUG & HOLD



The responsible way to
deliver your beverages



Winner of the 2023 RISI PPI
Product Innovation Award

mondigroup.com

EMBRACE the CHANGE!

The alternative to collation **shrink film**

With Hug&Hold, Mondi is the first to launch a complete paper-based sleeve and carrier concept to replace collation shrink film for PET bottles.

We are proud of our plastic-free solution made from renewable and recyclable materials, with a potential 35% carbon footprint reduction vs comparable LDPE shrink wrap.*

Hug&Hold **Handle**

The corrugated handle placed on the bottle necks secures the bottles in place, while offering a comfortable handle for consumers to carry the bottles. It also allows easy separation of the bottles.

✓ **Benefits**

- + Integrated handle
- + Printing technologies from Offset to HQPP and standard Flexo
- + Very low grammage (only 33gsm for 6 pack)
- + The standard clip design can be adjusted to bottle shape and diameter, operational specifics and marketing requirements.

≡ **Options**

- + Durable corrugated board
- + One piece design for automatic application onto the bottles
- + Convenient carrying handle options
- + Available with various sizes, paper types and printing options



Hug&Hold **Sleeve**

The patent-pending sleeve is made of Advantage MF SpringPack Plus, Mondi's strongest paper grade. Advantage MF SpringPack Plus offers high tensile strength to reliably support the weight of the bottles during transport. In fact, an 80 mm wide banderole can support a weight of up to 135 kg!

🔍 **Specs**

- + 100% softwood virgin kraft paper - brown
- + Temporary wet strength for filling and transport

✓ **Benefits**

- + Monomaterials
- + Plastic-free
- + Made of renewable materials
- + Recyclable in paper streams
- + Responsibly sourced (certificates upon request)

📏 **Stretch %**

- + MD 12,5
- + CD 9,4

The glued sleeve is applied by stretching it over the bottles

*% Reduction based on a cradle-to-grave comparison of (1) corrugated clip 33g and paper sleeve 10g vs (2) LDPE film 15.9 g and 1.6g handle. End-of-life assumptions for (1): EU average for paper and board (recycling 82%, incineration 9.3%, landfill 8.7%); for (2) plastic: (recycling 41%, incineration 36%, landfill 23%). Based on an internal Mondi PIA assessment 22_22 using primary data.



It's machine ready

Hug&Hold is a confirmed solution for use within Krones LitePac Top platform. Mondi adapts the solution for your specific bottles and pack sizes and together with Krones can prepare for any onsite trials.

Krones can advise on the necessary changes on your machine line (application modules) and the fit of your dry end for the Hug&Hold solution.



And award winning

Hug&Hold was announced as the **2023 winner of the coveted RISI PPI Award in the Product Innovation category.**

The Fastmarkets Forest Products PPI Awards are the only global awards dedicated to recognising the achievements of companies, mills and individuals in the pulp and paper sector. The Product Innovation Award is presented to companies that demonstrate how a newly developed product solves an existing need or problem. And Hug&Hold was recognised as an innovative solution for FMCG brands and beverage producers who want more sustainable packaging to appeal to consumers as well as meet their product protection needs.

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TOUCH!

Mondi

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