

## Packaging that combines the functionality of plastics with the sustainability benefits of fibre-based solutions

**Atom Group collaborated with a pioneering material innovation company Sulapac to create a premium packaging line that is as functional as it is sustainable.**

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The brand renewal of **Atom Group's** *Drinks by the Dram* tasting set wasn't just skin-deep; it went to the core. The company partnered with Helsinki-based material developer **Sulapac** to create a premium packaging free from conventional plastic components.

The insert, housed within a sturdy cardboard box, is made of biobased Sulapac® material that helps eliminate microplastic pollution and significantly reduces CO<sub>2</sub> emissions compared to conventional plastics. Yet, it meets the demanding requirements for ultimate protection and repeated use.

*"Inserts remain a critical component for packaging that holds glass products and bottles, especially in e-commerce setting,"* explains **Victoria Howse**, Head of Gifting at Atom Group. *"Thanks to Sulapac's material innovation, we can have renewable inserts with the exact functionalities and design that we desire",* Howse continues.

The products inside the *Drinks by the Dram* tasting set are typically clicked in and out of the insert several times. Therefore, it's important that the material has 'a memory'. *"The elastic recovery of Sulapac Flow 1.7 is just one of its plastic-like features that makes it so practical,"* says **Juho Luukkanen**, Sales Director at Sulapac. The material's moisture resistance ensures that the insert remains impeccable despite potential spills or humidity.

At the same time Sulapac Flow 1.7 has strong environmental credentials. The material contains wood flour, which is a by-product of the sawmill industry, and responsibly sourced biopolymers with a low carbon footprint. Sulapac Flow 1.7 is certified industrially compostable and breaks down into natural components without leaving behind persistent microplastics or toxic residues.

Unlike some other biobased alternatives, Sulapac Flow 1.7 enables a high level of detail and is highly customizable. *"The pleasant smooth, yet natural surface finish perfectly complements the premium nature of the tasting set, while the deep black colour is matched with the tone of the outer packaging,"* says Howse.

Foils made of Sulapac Flow 1.7 are used as direct replacement for conventional plastic foils in standard thermoforming machines, allowing for economical manufacturing of eco-conscious inserts and other types of packaging. The material is currently available for brands and packaging manufacturers in Europe and the U.S.

The delightful *Drinks by the Dram* tasting sets are up for grabs at Atom's *Master of Malt* e-store.

**Further information:**

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**Sulapac Ltd** is an award-winning material innovation company addressing the global plastic crisis. By replacing conventional plastic with sustainable, beautiful, and functional Sulapac materials, companies can reduce their carbon footprint, eliminate microplastic pollution, and advance the circular economy. Founded by three scientists in 2016, the Helsinki-based company serves customers across various industries on three continents. Investors behind Sulapac®, the patented material innovation, include CHANEL, Lifeline Ventures, and Sky Ocean Ventures.

**Atom Group** is a disruptive business with a focus on craft and premium alcoholic beverages. The company operates an award-winning distribution agency, manages a portfolio of popular spirits brands, and runs the United Kingdom's premier online retailer for spirits, *masterofmalt.com*.