



Press release – 10 May 2023

The Navigator Company participates at Packaging Première with its packaging brand gKRAFT

The Navigator Company will be present at Packaging Première, the leading event in the luxury packaging sector, taking place in Milan from 16th to 18th May 2023.

Capitalising on its extensive knowledge of the advantages of *Eucalyptus globulus*, the company is thrilled to present its latest range, gKRAFT - designed to provide a natural, sustainable, recyclable, and biodegradable alternative to plastic packaging.

João Escoval, Head of Brands at The Navigator Company, states that "The Navigator Company presence at Packaging Première will be a powerful opportunity to network and get to know the innovations from the exhibitors, to share experiences with customers and other players in the sector and present gKRAFT solutions."

Due to the virgin fibres used, this high-quality packaging solution offers excellent paper formation, an extra smooth finish, superior printing quality, and guaranteed converting performance. However, even among its virgin fibre peers, gKRAFT has leverage, since it allows more recycling potential: 2 to 6 more recycling cycles compared with other wood fibres, while producing higher quality recycled products.

The use of virgin *Eucalyptus globulus* fibre, obtained from responsibly managed and duly certified forests, enables the efficient use of resources from a "More with Less" standpoint, allowing the same square metres of forest area to produce more square metres of paper bags or boxes. This is possible not only because the forest productivity of eucalyptus is five to seven times higher than that of Nordic Pine, but also because it requires less eucalyptus wood for the same amount of paper, thus helping to fully leverage carbon dioxide capture in the same area.

gKRAFT is also a safer and more hygienic option versus recycled papers, as the latter can contain harmful quantities of chemicals, such as Bisphenols and Mineral Oils as well as microorganisms like bacteria. This is particularly important when we talk about skin

and food contact, which is why gKRAFT has been approved for food contact by ISEGA, the German institute for certification of packaging products, as well as InnovHub in Milan, guaranteeing the maximum safety of its products for the food industry.

All in all, this is a new generation of packaging papers with outstanding performance and excellent printing quality, which ensure perfect functionality and all the safety and hygiene your products require. This is packaging with meaning, made from a unique raw material which has higher recycling potential and uses less wood volume per ton of paper.

Join us at Packaging Première stand (E25-E27) and find out more about gKRAFT.