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eCommerce and retail packaging materials



Eco-friendly alternatives to traditional film and non-renewable packaging
Customization possible including transparency, colors, high-stretch and more
Ease of converting, great printability

PurposeFil™ is a line of E-commerce and retail packaging materials with a purpose.

Packaging with a Purpose

Ahlstrom-Munksjö's PurposeFil™ Packaging Papers help packaging engineers and brand owners achieve multiple sustainability goals without losing the critical performance they need for their retail or E-commerce packaging.

Fiber-based solutions offer more sustainable packaging, lower packaging weight, lower waste, package integrity and safety while building distinctive branding through packaging and offering diverse levels of protection. Ahlstrom-Munksjö uses fiber from responsible and legal sources, and all products qualify for Chain-of-Custody Forestry Credits and Certification.

Product Characteristics

PurposeFil™ offers solutions to enable ease of converting and printability, as well as alternatives to traditional film and non-renewable packaging.

- Transparency
- Colors
- High stretch
- Scuff resistance
- Mold resistance
- Water resistance



- Heat & flame resistance
- Grease & oil resistance

Examples of applications

E-commerce Packaging

- Cold chain/insulated packaging
- Protective mailers
- High-stretch cushioning papers
- Protective packaging
- And more!

Retail Packaging

- Transparent pouches
- Single-use consumer goods packaging
- Garment wrap – transparent or colored
- Twisting papers for shopping bag handles
- Retail shopping bags & box covers



Collaborative innovation

Contact us to find out how to leverage the power of fibers. We have great resources to help you find your perfect fiber-based solution.

- High level of “glocal” technical expertise, including support from two dedicated Research & Development centers
- Global manufacturing platform – multiple assets and sites
- Expansive basis weight range
- Diverse furnish options: bleached, natural, blended, pre- or post-recycled and custom color capabilities
- Several surface finishes available: MF, MG, MC, XKL®, SCK, Translucent
- Variety of surface treatments: flame, water, mold and heat resistance, etc.
- Experts on foreign objects & debris, web inspection and defect detection – products designed for clean room production

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