

## Business Launch of *barricote* barrier papers for Food Packaging

*barricote* is a new brand of particularly sustainable coated barrier paper products dedicated for food packaging and what a subsidiary company Mitsubishi HiTec Paper Europe GmbH (MPE) located in Bielefeld, Germany has recently commercialized. Mitsubishi Paper Mills Limited (MPM) will start to launch *barricote* to extend to Asian market including Japan in Sep. 2019.

To tackle with the growth of the environmental awareness in Europe according to waste prevention, replacement of plastic packaging as well as usage of sustainable materials, MPE rapidly developed and introduced *barricote*. This range of paper-based and fully recyclable packaging materials for the food industry is capable to replace less environmentally friendly materials and has been successfully introduced to the European market already. Currently *barricote* is being adopted by or is in concrete development projects with major international food companies. To respond to global growing environmental issues, MPM group decided to launch *barricote* products across the world and to develop regional sales structures and supply. MPM will distribute it toward Asian market including Japan.

*barricote* covers wide range of requirements like various combinable barrier abilities for food packaging, and substantially possess high degree of biodegradability and full recyclability derived from paper material. Eco-friendly *barricote* is also FSC® certified. A special grade with heat sealability can eliminate the need of lamination with a plastic film.

In European market *barricote* stands for an assortment of various grades. In Asian market including Japan MPM firstly plan to introduce a “Bag WGOM” grade having multifunction like water vapor barrier, grease barrier, oxygen barrier and mineral oil proof, heat sealability, as well as full recyclability.

To get more Asian customers, MPM also urges early operation of regional *barricote* production in Japan.

---

*barr)i(cote*



◆Mitsubishi HiTec Paper Europe GmbH (Germany)

<https://www.mitsubishi-paper.com/en/hitec-paper/>

Mitsubishi HiTec Paper Europe (MPE) operates production of high-quality coated specialty papers like thermal paper, carbonless paper, inkjet paper, label paper as well as barrier paper and supplies them mainly to Europe and the other regions. MPE is an important overseas site among MPM group.

[Internet address of the products]

<https://www.mitsubishi-paper.com/en/hitec-paper/products/barricote/>

[Contact]

International Sales Department, Paper Division

e-Mail : [barricote@mpm.co.jp](mailto:barricote@mpm.co.jp)