



PAPERBOARDS
AND
SPECIALTY
PAPERS DIVISION



Turns every sip sublime

**THE NEW MARK FOR
STAYING SAFE & HEALTHY**



Check for the 'Ghostmark'. Make sure it's an Indobev cup

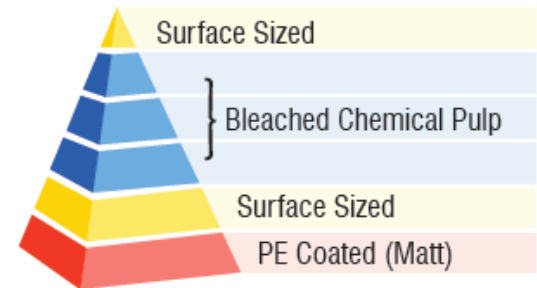
The Cupstock of Choice

What is Indobev?

ITC PSPD's INDOBEV is the most hygienic and reliable cupstock paperboard in India. The base board is made to exacting specifications from virgin fibres – sourced from sustainably managed plantations and further processed in a downstream plant to give it a polymer barrier.

- ✓ Use of **Elemental Chlorine Free (ECF)** bleached chemical pulp and other certified raw materials ensures best performance in organoleptic, visual and microbiological purity
- ✓ Uniform thin layer of LDPE coating provides **grease & water resistance and optimum heat sealability**
- ✓ Indobev can be supplied with both - 1 side coating/1PE (for hot beverages/small volume cold beverages) and 2 side coating/2PE (for higher volume cold beverages). The top-side of Indobev 2PE is corona treated to ensure better **printability**

CONSTRUCTION (1PE)



Why Indobev?

- ✓ Select virgin fibres are imparted water resistance so that they can **withstand wicking** by liquids in contact with the edge of the cup
- ✓ **Free from any Optical Brightening Agent (OBA)**, which is an important factor as the paper cup comes in contact with saliva while drinking and can lead to ingestion of OBAs which are harmful for the body
- ✓ **Optimum bulk & stiffness** resulting in superior cup strength and grip
- ✓ **Excellent stretch value** leads to perfect rim formation in every cup

- ✓ Controlled manufacturing at **BRC** certified lines using food grade base board (made with purest ECF pulp) and food grade LDPE (replacing traditional wax coating)

CERTIFICATIONS & COMPLIANCES	
Manufacturing	ISO 9001, ISO 14001, OHSAS 18001, BRC Global Standard
Environmental & Safety	FSC™ CoC, SMETA 4 Pillar
Regulatory	REACH, ROHS
Food Contact	BfR Recommendation XXXVI US FDA CFR 21, §176.170 US FDA CFR 21, §176.180

- Free from dioxins (level of dioxin <1 Toxic Equivalency factor) as per WHO norms
- Microbial load less than 250 CFU (Colony Forming Unit)
- Free from heavy metals like Lead, Antimony, Mercury, etc
- ✓ Best in class **organoleptic properties** – No interference with taste and aroma
- ✓ **Smoothest print surface** for hot cups; Exceptional colour reproduction - be it offset, flexo or gravure printing machines
- ✓ Fibres sourced from **sustainably managed renewable plantations** that provide livelihood opportunities to tribals and marginal farmers.
- ✓ Can be supplied with **FSC™ (Forest Stewardship Council) certification**

Why should the board be OBA (Optical Brightening Agents) free?

- ✓ OBAs are generally used in paperboards to increase their brightness – these chemicals have the tendency to leach and migrate to the surface of the board. As cups come in direct contact with the mouth, the OBA might get ingested by the body
- ✓ The inside edge of the joint in the cup does not have any coating. Therefore, the OBA could mix with the beverage at this edge, leading to some harmful effects upon consumption
- ✓ OBA presence is sometimes so low that they may not show up in any of the standard migration tests

Are all the cupstock boards in the market – OBA free?

- ✓ They may not be – paperboards available in the market may have been extrusion coated at an offline unit. The stringent quality controls and good manufacturing practices required in making a cupstock board for direct food contact and contact with the user's mouth may not be available at such coaters
- ✓ The job workers may not possess the requisite technical expertise to check for OBAs in the boards that they coat

How does Indobev offer more value for money?

Compared to other equivalent substrates available in the market, Indobev gives you more value for money by increasing your machine productivity while minimizing wastages and machine downtime.

Uniform Coating with exceptional PE Adhesion

Poly-coating is done at state-of-the-art extrusion laminators in a controlled environment ensuring consistent coating and excellent adhesion of the PE layer with the base board, thus avoiding delamination

Excellent Dimensional Stability

Excellent dimensional stability results in flat blanks and consistent feeding in machines of all levels of production speeds

Perfect Rim Formation

Superior caliper consistency with optimal moisture content—ensures minimal rim flaring and rim fracture issues

Foolproof Sealability

Optimal basis weight of the LDPE coating—ensures perfect sealability (whether it's gas flame, hot air or ultrasonic sealing) at optimum temperature and reduces chances of leakage

Extended Tool Life

Extremely low abrasiveness results in extended tool life

Typical Experience of Customers using Indobev

	Indobev	Job Workers
Wastage during printing & blanking	Less wastage	More wastage (about 1.5% higher than Indobev)
Blank punching tool life (before grinding)	400 tons of conversion	150-200 tons of conversion
Bobbin punching tool life	5x	1x
Wastage on cup-making machine	0.25-0.5%	2-3%

Overall Savings of over 5% !!!

Job Workers buy the base board and get it polycoated from by laminators who may not follow quality and hygiene standards

Does Indobev contain wax?

- ✓ No, Indobev does not contain any form of Wax. Indobev is coated with a thin barrier layer of food grade LDPE (Melting temperature ~200 degrees Celsius) that is capable of withstanding the temperature of hot beverages.
- ✓ Indobev is made by using the purest ECF bleached pulp and with select food grade additives thereby ensuring compliance to US FDA and BFR XXXVI norms. The LDPE used is food grade and is extruded in a BRC certified line. All this ensures that the final consumer can consume his beverage with the sure knowledge that the cup is **“Safe & Hygienic”**.

How much of an Indobev cup is made up of LDPE?

- ✓ In a standard 150ml cup, only 8% by weight is food grade LDPE. The remaining 92% is paper (see attached test certificate)

Don't all cup stock boards look the same? How do we identify Indobev?

- ✓ For identification we have incorporated a special ghostmark in the inner side of cup and bottom which can be checked for genuine Indobev cups

Where can I buy Indobev Cups?

- ✓ We have formed the Indobev Champions network which constitutes of quality conscious cup manufacturers across India. They have been trained in the health, hygiene and safety aspects of cup manufacturing.



To get details about an Indobev Champions Network member in your area please send a mail to marketing.itcpspd@itc.in

Indobev is available in a basis weight range of 185 to 345 GSM. A variant 'Nanobev' is also available. All Indobev boards carry a 'ghostmark' to convey their authenticity.



THE MARK OF AUTHENTICITY

Check for the logo. Make sure it's a genuine Indobev cup.

***Go for the triple edge advantage of eco-friendly, safe & hygienic and socially beneficial.
Go for Indobev.***