

WHAT'S UP

27.01.2016 10:07

Introducing Beckers' Elegant wall paint in anything but a round package...

The latest innovation comes from Sweden from Beckers who offer paint in a new, environmentally friendly package with a screw-on cap. The new packaging needs less than 70 percent of the packaging material compared to a normal paint can and is easy to use.



The paint can of the future is not a can!

The latest innovation comes from Sweden from Beckers who offer paint in a new, environmentally friendly package with a screw-on cap. The new packaging needs less than 70 percent of the packaging material compared to a normal paint can and is easy to use.

"The new, smart packaging is everything that a big round plastic can isn't. It makes it easier and more fun to paint, is easier to transport and to recycle. It's also good for the environment," says **Lina Markström**, responsible for communications at Beckers.

Better for the environment

There are many advantages. In addition to having a smaller environmental footprint thanks to using less materials, the packaging can be rolled up and disposed of as combustible waste after use. The popular Beckers' Elegant wall paint will be the first to be sold in the new packaging. The packaging is also made climate neutral through myclimate (learn more at www.myclimate.org).

Easier to use

The packaging is easier to carry, open and close. The screw-on cap and handles at both ends make it easier to pour the paint into the tray without spilling. This in turn means less wasted paint. The packaging is freestanding and unlike many other soft packaging formats, which lose their shape as you use up the contents, our packaging maintains its shape even when half-full.

Price and availability

The product will be sold at Bauhaus in Sweden from January 15, 2016 in 3-liter containers.

Beckers is one of Tikkurila's paint brands, and the leading decorative paint brand for consumers on the Swedish market. Beckers products are also distributed throughout Scandinavia as well as in Eastern Europe.

For further information, please contact:

Tikkurila Sverige AB
Lina Markström, Communications, Beckers
Tel. +46 7 2219 2970, lina.markstrom@tikkurila.com

Tikkurila is the leading paints and coatings professional in the Nordic region and Russia. With our roots in Finland, we now operate in 16 countries. Our high-quality products and extensive services ensure the best possible user experience in the market. Sustainable beauty since 1862.

www.tikkurilagroup.com