



— Label & Packaging —

Kraft Paper's Benefits For Your Packaging Supply Chain

The term 'kraft paper' probably makes you think of a few things. But it might surprise you to hear that in its most simple form, **kraft paper is cardboard**.

Layers of brown wrapping paper laminated together make the traditional **corrugated cardboard box**.



What is kraft paper?

Kraft paper is a naturally biodegradable material. It's used in a wide range of industrial and commercial operations for packaging and protection. The name is from the German work *Kraft* which translates to 'force' or 'strength'. Here's how it gets that strength:



Brown Kraft paper types

There are a few different types of brown kraft paper that are out there.

The biggest differences are the types of fibres the material is made of (virgin or recycled), but there's also a difference in the finishes.

Coated unbleached kraft paper is the most basic and common form of brown paper. There's no altering of the colour, giving it that natural look.

Virgin kraft paper is made from raw pulp. This is wood that has come straight from the tree and is processed into brown butcher paper.

Recycled kraft paper is made from recycled materials. Cardboard boxes, books and other materials are broken down back into pulp and turned back into recyclable brown paper.

Mixed kraft paper is made from both virgin and recycled pulp. It has the benefits of being strong like virgin pulp, but also cheaper and more ethical thanks to its recycled content.



Benefits of kraft paper

The main benefit of recycled brown paper is that **it's exceptionally strong**, which is a result of its increased sulfur and decreased lignin content.

This stronger form of paper has a lot **more durability than alternative materials** in most planes and is a lot **more resistant to piercing than paper**.

The **chemicals that are used in creating kraft paper are easily recovered and reused**, again and again, fostering a circular economy.



Kraft paper & packaging

Kraft paper is a popular element in product packaging. It can save your business time and money thanks to its versatility as a packaging material.

Here's why:

Corrugated cardboard made of kraft paper is the default shipping option for many reasons.

- It's lightweight
- It's durable
- It's cheap
- It can be custom printed

Since it's lightweight, corrugated kraft boxes don't add any extra weight to your item.

Keeping the overall weight of your item down means less shipping costs for you to absorb or pass onto your customer.
