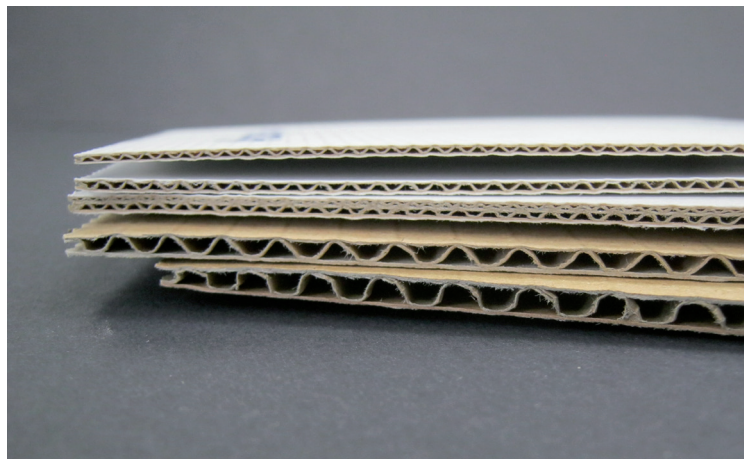




## Micro-flute: Instrument or packaging medium?

Alas, for those seeking an article on a new range of woodwind instruments for super small musicians, you have been misled!! Micro- flute is fast becoming a much favoured material when it comes to packaging and display items, and this article will explain why.

Firstly, what is Micro-Flute? For those not in the know, it's a type of corrugated board with a mini flute thickness. The flute section refers to the section between the two pieces of material forming the board itself. So the flutes are a lot smaller.



### Why does it matter?

Well for one, where thicker solidboards are used, microflute substitutes much of the board fibre with air! As most companies are now looking more and more at their carbon footprint, this is where you can make a big difference in the packaging you use!

State the obvious why don't you.....I hear you say but while this is the principle upon which the whole corrugated board sector is based, the exceptional thing about microflute is that a very high quality of print can be achieved on it because it can be direct printed using the litho process.

### So what makes Micro Flute so different?

For one it's thinner than most rigid box materials and it uses less material, helping to reduce your carbon footprint. However this doesn't mean it sacrifices on stability. In fact Micro Flute is great alternative to solid board. It remains very stable and has great flexural strength lending itself for better stacking options.

Also using less material means less expense on the raw material needed to make each package and of course it's lighter.

Rigid Boxes are delivered pre constructed and thus can take up a lot of room, both in storage and in transportation. Micro Flute be creased and folded much more easily and can be dispatched in a flat pack form, meaning less storage space needed for as many boxes as well as saving room in the delivery van. As you can imagine, this storage saving option will ultimately lead to a reduction in costs.

A further saving will be in conversion costs. Whereas for most high end sturdy packaging options printing has always been a two-step process, firstly printing on paper and then laminating onto a rigid or corrugated board. However, Micro flute eliminates this two-step process as you can print directly onto the board itself.

So basically Micro Flute is the perfect product for customers who are looking to cut their supply chain costs, make better use of their warehouse space and enhance their environmental and sustainability commitments – with no compromise on quality or performance. It won't be long before more companies are utilising Micro Flute for many of their packaging needs.

