

# Tetra Pak Ltd in Packaging Industry (United Kingdom)

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## Abstracts

Tetra Pak will seek to expand its customer base via business-to-business marketing and communications in the forecast period. The company will emphasise a balanced approach in terms of cost, branding, information provision and sustainability. Innovation will also remain strong, with December 2016 seeing the company announce plans to switch from fossil-fuel-derived plastic to 50% bioplastic sourced from sugar canes for a new range of aseptic liquid cartons.

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