



## Pressrelease

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# Hans Rausing returns to the packaging industry

**Hans Rausing, formerly chief executive officer and chairman of the Tetra Pak and Tetra Laval group, is becoming a principal investor in the EcoLean group. EcoLean is a pioneer in developing, manufacturing and marketing new and original packaging and packaging systems mainly for the food industry.**

“EcoLean’s unique innovations are the first really important news in food packaging for 30 years”, says Hans Rausing.

EcoLean’s originality lies in producing packaging material by binding ready-to-use abundant natural carbonates – such as chalk – with plastics. The material is similar to eggshells, but instead of proteins, the binding agents in eggshells, EcoLean uses polyolefins, the simplest and least harmful of all plastics.

EcoLean materials are created to be especially suitable for food packaging and friendly to the environment. In many applications they not only replace but also outperform existing materials. Moreover, when compared with competing conventional materials, EcoLean materials very often share global environmental ambitions to a much greater extent.

EcoLean, established in 1996, has carried out an intensive research and development programme headed by Åke Rosén, a well-known pioneer in the field. Åke Rosén, the company’s founder, will concentrate on the continuing research work in close cooperation with Hans Rausing and the company’s customers. He will remain a partner in the company.

EcoLean already has a presence in eastern Europe and China and is now aiming at other markets throughout the world. Although the company’s main business is food packaging it has several research projects in progress regarding other applications.

“All in all, Åke Rosén’s inventions are certainly among the most promising technologies I’ve ever encountered. By becoming involved now, I can help ensure that the company receives the resources it needs as it moves into an industrial and commercial phase. It must also of course continue its original and intensive research work”, says Hans Rausing.

Tuve Johannesson, the former president of Volvo Cars and before that the president of Volvo Construction Equipment, will be the chairman. Peter Nilsson is the managing director.

The board of EcoLean will consist of Tuve Johannesson (chairman), Hans Rausing, Åke Rosén and Luc Hollman. In addition a supervisory board has been formed consisting of Hans Rausing (chairman), Tuve Johannesson, Ove Mattson, Jacob Palmstierna, Lisbet Rausing and Åke Rosén.

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*EcoLean’s business idea is to offer the food industry optimal packaging solutions with a low environmental impact. EcoLean’s approach is based on filling plastics with as high a proportion of natural minerals as possible. The company was established in 1996 and currently employs 120 people. Its research and development centre and main production facilities are located in Helsingborg, Sweden. Initially focused on eastern Europe and China, EcoLean will now look towards western Europe and other regions of the world.*

*[www.ecolean.com](http://www.ecolean.com)*