press release

delfort

Paper packaging for ice lollies: delfort and Rieusset Gerosa Group join forces

(Traun, 8 October 2025). delfort, a manufacturer of specialty papers, and Rieusset, a packaging specialist and member of the Gerosa Group, have jointly developed a new paper-based packaging solution for ice cream. Ice lollies packaged in delfort's thinbarrier pro were first launched in Germany and are now rolling out to stores across Europe.

thinbarrier pro provides effective protection against moisture and prevents flavor loss. Its specially developed barriers help reduce freezer burn and drying out. "This ensures that the ice cream retains its quality, taste, and consistency throughout its entire life cycle," says Peter Hackl, Director of Packaging at delfort. The paper is also recyclable; its recyclability has been tested and confirmed using the CEPI method. The fibers come from certified responsibly managed forests, and all pulp suppliers are FSC and PEFC certified.

"For us, sustainability is more than just a trend; it's a responsibility," says Guillem Pérez González, Director of Purchasing at Rieusset. "Switching to a paper-based solution like thinbarrier pro is an important step in reducing our environmental impact. We chose this paper because it combines excellent barrier performance while also meeting our eco-design guidelines and sustainability requirements."

The Gerosa Group processes delfort's thinbarrier pro into heat-sealable tubular bag packaging, which is printed using gravure printing. "The paper can be processed perfectly on existing machines," says Guillem Pérez González, Director of Purchasing at Rieusset. The running properties on the packaging machine and the appearance of the print are among the biggest challenges when switching to paper-based packaging. "Especially in our customers' production departments, there's often some initial skepticism. But once the teams start working with delfort's paper themselves, they quickly realize how easy it is to process," says Joaquin Vidal Domene, Director of Technical & R&D at Rieusset.

about delfort

delfortgroup AG, headquartered in Upper Austria/Traun, is a global innovation leader in the development, production and distribution of specialty and functional papers for the

tobacco, pharmaceutical, food and label industries. Together with selected partners, delfort has extensive process expertise in the supply chain. The company employs more than 3,200 people worldwide, from Europe to the USA and China.

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