

Carccu® Brings Newsprint Paper into Focus as a Practical Packaging Material

SASTAMALA, PIRKANMAA, FINLAND, September 2, 2026 /EINPresswire.com/ -- [Newsprint paper](#) may be best known as the material traditionally used for newspapers and magazines, but its low weight, flexibility and easy handling also give it a practical role in packaging. In logistics, warehousing and e-commerce, it can be used for protective wrapping, carton filling, separating packaged items and protecting goods in storage.

The Finnish paper packaging manufacturer and printing house

[Carccu®](#) supplies newsprint paper in rolls and sheets for these applications, with 45 g/m² being the company's most commonly supplied grade.



Newsprint paper

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Lasse Borg

A Lightweight Paper for Clearly Defined Tasks

Newsprint is a lightweight, uncoated paper typically manufactured from recycled fibres or mechanical wood pulp, and may include reclaimed newspaper and magazine paper as well as printers' rejects, waste sheets or spoiled sheets.

Newsprint used for packaging generally ranges from 42 to 90 g/m², depending on the available fibre supply and production batch. At 45 g/m², Carccu's most commonly supplied grade is flexible and easy to fold, wrap and

crumple while remaining strong enough for its intended protective uses.

The material also has clearly defined limitations. Newsprint is not moisture resistant and is not intended for heavy-load packaging or applications involving significant exposure to grease. Its

role is therefore primarily in lightweight, dry protective packaging and storage applications.

Printing Adds Another Function

Beyond protection, newsprint paper can also carry information. Logos, handling instructions and other markings can be printed directly onto the material when appropriate for the intended application.

For larger production runs, Carccu® uses flexographic printing, a method in which flexible printing plates transfer ink directly onto the paper. The process works well on uncoated surfaces and enables markings to be added without introducing another material layer.

The nature of newsprint influences the design. Its uncoated, slightly absorbent surface favours clear, high-contrast graphics rather than very fine detail, making it suitable for recognisable logos and practical markings when detailed retail graphics are not required.

Traceability Is Part of the Paper Trail

Beyond its physical and printing properties, newsprint paper also comes with documentation concerning the traceability of its forest-based raw materials.

Carccu® supplies newsprint paper under FSC® Chain of Custody and PEFC Chain of Custody certifications. These certification systems provide documented procedures for tracing certified forest-based materials through the supply chain, with compliance verified through independent audits.

“Certification is proof through an external audit that we operate responsibly,” said Lasse Borg, Managing Director of Carccu.



Newsprint paper



Lasse Borg

Regulatory requirements extend this focus on traceability. Carccu materials comply with the EU Deforestation Regulation (EUDR), which requires due diligence concerning certain forest-based products placed on the EU market. Compliance involves traceability documentation, supplier checks and risk assessments.

For Borg, these requirements reflect a wider shift in the distribution of responsibilities throughout supply chains.

“Many customers and manufacturers do not understand that in the future, responsibilities will run both ways in the value chain – up and down. Previously, they only flowed downwards,” Borg said.

This development places responsibilities on both sides of a commercial relationship. Buyers need information about their suppliers, while suppliers need to be able to provide documented evidence supporting their operations.

Production Matters Before the Paper Is Shipped

The sourcing of raw materials is complemented by the way materials are handled during production. At Carccu®, paper and board offcuts can be returned to paper mills for reprocessing into new paper, while surplus rolls and sheets can be directed to secondary packaging applications rather than immediately being pulped.

Recovery can extend to other production materials. Metal barrels used for ink deliveries may be repurposed by other industries, plastic stretch film from pallets can be recycled into new plastic raw material, and leftover printing ink can be reused as black pigment in kraft paper production.

Management systems provide a structure for monitoring production processes. Carccu operates under certified ISO 9001 and ISO 14001 management systems. ISO 9001 covers areas such as process control, documentation, corrective action and continuous improvement, while ISO 14001 addresses the identification and monitoring of environmental aspects, compliance obligations and systematic improvement of environmental performance.

These systems complement the traceability frameworks by extending documented procedures into production and environmental management.

Carccu® and Newsprint Paper in a Changing Supply Chain

Newsprint’s development from a paper associated primarily with printed media into a protective packaging material demonstrates how established solutions can take on additional functions when their properties suit a particular application. For Carccu®, newsprint paper represents one

such application, with its packaging role based on a clearly defined set of characteristics rather than an attempt to provide a universal alternative to other materials.

At the same time, the supply chain surrounding forest-based packaging is becoming increasingly structured around documentation, traceability and changing regulatory requirements. These developments affect manufacturers as well as the businesses sourcing and using packaging materials.

Adapting to these changing requirements forms part of operating in this environment. “When we do our best, I trust that it will be enough; we are capable of rapid changes, so we can keep pace with the world,” Borg said.

Newsprint paper therefore illustrates two parallel developments in packaging: an established material finding applications beyond its traditional use, and a supply chain in which the documentation behind materials has become an integral part of their production and procurement.

About Carccu®

Carccu® is an established Finnish paper packaging manufacturer and flexographic printing house based in Sastamala, Finland. With decades of experience in paper packaging and a strong international presence, the company has developed particular expertise in [printed and customised paper solutions](#). Carccu serves customers across Europe and international markets with a broad range of paper-based packaging products for food, retail, floristry and industrial applications.

Lasse Borg

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