

The award-winning Sulapac Nordic Collection now available for brands of all sizes

APG Europe becomes a distributor of the Sulapac Nordic Collection – a range of premium cosmetic packaging made of 100% biobased materials, inspired by Nordic nature.

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APG Europe, distributor of ready-made Sulapac packaging for cosmetics and supplements since 2023 adds the Sulapac Nordic Collection to their portfolio to complement the already comprehensive offering of Sulapac products. The minimum order quantity of 600 pieces ensures that also small businesses can easily adopt sustainable, beautiful, and functional Sulapac packaging.

The collection includes 30 ml and 15 ml jars for oil-based cosmetics, as well as a 50 ml jar suitable for water-based bulks. All are available both in Sulapac Premium and Universal materials. The always-on-stock color variants include First Snow, Warm Granite, and Natural Wood. Other colors of the Sulapac color palette are available upon request.

“We are beyond excited to include the next-to-iconic Nordic Collection jars into our offering with several orders already in,” says **Robert Kruijer**, Commercial Director at APG Europe.

The Sulapac Nordic Collection jars are fully biobased and do not leave any permanent microplastics behind. The scientifically proven environmental benefits combined with a natural look and feel and premium touch enable brands to differentiate through sustainability and aesthetics.

“The Sulapac Nordic Collection stands for Nordic quality and design,” says **Colin Strobant**, Sulapac’s Commercial Director, Cosmetics.

The Sulapac Nordic Collection made its market debut in 2019 and has since garnered strong interest, especially among organic and indie skincare brands. Brands using Sulapac Nordic Collection jars include Okanagan Lavendel & Herb Farm, Maar, Manik, Foosh Beauty, and Sagittamed.

“We want to express our gratitude for all the interest during the years, and with APG’s support, look forward to welcoming many new Sulapac Nordic Collection users onboard,” Strobant concludes.

Customers, from startups to large companies, can purchase Nordic Collection products through APG Europe’s webshop at www.apg-sulapac.com. The Sulapac Nordic Collection jars are also available via Quadpack, which offers customized packaging manufacturing alongside standard products.

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Sulapac Ltd is an award-winning material innovation company bringing solutions to the global plastic crisis. By replacing conventional plastic with sustainable, beautiful, and functional Sulapac materials, companies can reduce their carbon footprint, eliminate microplastic pollution, and advance the circular economy. The Helsinki-based company was founded by three scientists in 2016 and serves customers across various industries on three continents. Investors behind Sulapac®, the patented material innovation, include CHANEL and Sky Ocean Ventures.

APG Europe is an expert in packaging warehousing and distribution for the globe's most innovative companies, the high standards of our suppliers as the starting point of every cosmetic and pharmaceutical primary packaging solution we provide. With 50 years of experience and divisions in The Netherlands, Belgium and Germany, APG Europe is undoubtedly your key supply chain management partner in guiding your brand towards sustainability with the comprehensive Sulapac portfolio.