

# THE SWEDISH RHEUMATISM ASSOCIATION APPROVES ALL ECOLEAN PACKAGES

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**The Swedish Rheumatism Association (SRA) has approved all of Ecolean's packages as easy-to-open and easy-to-use for everyone. Ecolean's complete range of lightweight packages for chilled and ambient distribution, including the use of straw and reclosing device SnapQuick™ have been tested and approved by the SRA.**

The Swedish Rheumatism Association test is a scientifically developed method. By obtaining the SRA's approval and quality mark, Ecolean's lightweight packages are certified as easy-to-open and easy-to-use by people with reduced hand function. Ecolean's packages are already praised by consumers worldwide for their convenience in everyday situations and the approval from SRA now confirms the package's ease of use.

"The Swedish Rheumatism Association uses a highly-proven method where all aspects of handling a package are evaluated. People with reduced hand function have tested Ecolean's lightweight packages based on a variety of parameters including opening, holding, pouring, closing – and all our packages passed this challenging and prestigious test", says Jens Olofsson, Customer Marketing Manager, Ecolean.

The approval from the Swedish Rheumatism Association is an important milestone for Ecolean's long-term ambition to provide safe and convenient packages with minimal environmental impact to consumers worldwide.

"The idea is that products that are functional and easy-to-use for people with reduced hand

function, are suitable for everyone. I sincerely hope that more packaging companies will follow Ecolean's lead and focus on developing easy-to-use packages", says Lotta Håkansson, President, Swedish Rheumatism Association.

Difficulties to handle packages is an increasing concern, according to the SRA. In Europe it is estimated that 20% of the population suffers from some kind of reduced hand function. In addition, the global population is becoming older, and between year 2015 and 2030 the number of people aged 60 years and above is estimated to double.

"The fact that the global population is ageing makes it even more important for the packaging industry to develop packaging solutions that are convenient for everyone, no matter one's physical variations or age", says Jens Olofsson, Customer Marketing Manager, Ecolean.



*The Swedish Rheumatism Association's stamps of approval*

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a lighter approach to packaging

### About the SRA Method

The Swedish Rheumatism Association uses a scientifically evaluated method which is based on several years of research. The method is called *The Design for All Test* and has been developed by the Swedish Disability Federation in collaboration with Professor Lena Lorentzen and the division of Design at Mid Sweden University, funded by the governmental Swedish Inheritance Fund.

*The Design for all Test* is used by the Swedish Rheumatism Association to assess how user-friendly products and packages are.

### For further information, please contact

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*Lotta Håkansson, President,  
Swedish Rheumatism  
Association*



*All of Ecolean's lightweight  
packages are recommended  
by SRA as easy-to-open and  
easy-to-use*

*Ecolean develops and manufactures innovative packaging systems for the dairy and liquid food industry. Ecolean's modern lightweight packaging is consumer convenience and environmental concern in one. Ecolean is a global company with its headquarters in Sweden. Established in 1996, it has commercial activities in more than 30 countries, with China, Pakistan and Russia being its largest markets. Ecolean has close to 400 employees.*

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