Paper Straws development plan
Tetra Pak estimated investment & risks

- Complexity & Risks
  - Water resistance to provide durability
  - Stiffness with proven functionality, according to consumers expectations
  - Matching on different types of beverage formats
  - Production capacity to be created and installed
  - First safe straw, engineering of new core material
  - Hygiene standards

Time & implementation steps

- 2019: Project and Concept Definition
- 2020: Prototype Development
- 2021: Product / Indl. Validation
- 2022: Global Deployment
- Development Spending
- Capital Investment
- Resources

Tethered Caps development plan
Tetra Pak estimated investment & risks

- Complexity & Risks
  - Caps with proven functionality, according to consumers expectations
  - Production capacity to be created and installed
  - Suitability for usage and delivery time
  - Sustain competitive cost profile

Time & implementation steps

- 2019: Project and Concept Definition
- 2020: Prototype Development
- 2021: Product / Indl. Validation
- 2022: Global Deployment
- Development Spending
- Capital Investment
- Resources (including rebuilding at customer site)