

A baker with tattoos on their arms, wearing a pink t-shirt and a dark apron, is holding a loaf of bread wrapped in brown paper. The baker is standing behind a counter filled with various loaves of bread. The background shows a bakery interior with shelves and a glass display case.

NEW ECOECHO®

BLOOM

Grass Paper Concept



NATURE LOVES GRASS...

..AND DUNI LOVES NATURE

Recyclable.


Harvested locally in Germany.

Naturally abundant.

Grass paper is very energy-efficient to produce.

Does not compete with animal feed resources.

Only 2 litres of water needed to produce one ton of grass fibre pulp.


A sunset over a field of tall grass. The sun is low on the horizon, creating a warm, golden glow. The sky is filled with soft, wispy clouds. The grass in the foreground is tall and green, with some yellow flowers. A semi-transparent white text box is centered in the image.

Bloom products show the perfect imperfections
of the natural fibres in the raw material.

This characteristic of grass paper,
together with its natural finish and tactile touch,
create a wonderful match with bakeries.

KAROLIN LARSSON, PRODUCT & CONCEPT DESIGNER

KEY BENEFITS



Modular system: lots of great combination opportunities.

Made from grass fibre, a groundbreaking eco-material.

Coordinated with other eco-designs in Duni collection.

Rewarding plastic-free dining experience.

No allergens, no problem.

KEY FEATURES

Sizes for all needs, from baguettes to sandwiches, buns and cookies.

Material has a unique eco-look and feel.

Trays, wraps and bags.

BLOOM TRAYS

3 sizes

Raised edges make for easier carrying and transport.

Catches any drips or leaking sauces.

Dependably rigid for a great customer experience.



BLOOM BAGS



Subtle tactility means paper feels good in the hand.



4 sizes

Slightly translucent material provides a tempting glimpse of baked goodies.



Protects against loose icing sugar and grease.



BLOOM WRAPS

3 sizes


Crisp and comfortable in the hand.

Possible to completely seal and protect the loaf.

Ideal for bakers seeking an appetising 'retro wrap' look.

Protects against loose icing sugar and grease.



A sunset over a field of tall grass. The sun is low on the horizon, creating a warm, golden glow. The sky is filled with soft, wispy clouds. The grass in the foreground is tall and green, with some yellow flowers. A semi-transparent white box with rounded corners is centered over the image, containing text.

We are delighted to be able to offer a truly local bio-material. Our grass-paper products are made from grass growing in agricultural compensation areas; they are a perfect example of upcycling and making the most of our resources.

We believe very strongly that fibre-based, locally-sourced natural materials are the best choice in terms of sustainability!

ELISABETH GIEROW, CSR & QUALITY DIRECTOR

APPETISING COMBINATIONS



PACKAGING THAT SHOWS YOU CARE AND LIFTS YOUR BRAND



Stickers and sleeves are easy and impactful.



Grass paper is perfect for underlining sustainable values.



Today's customers want personal experiences above all.



Our customisation experts are happy to provide personalised stickers and sleeves. It's an opportunity worth exploring, if you seek to elevate the experience of your bakery and highlight your commitment to nature.
[>> Stickers & sleeves iPaper.](#)

BLOOM FACTS:



Material: Grass Paper, max +90°C

ecoecho®

NO.	ARTICLE	DESCRIPTION	COLOUR	SIZE (MM) _{LxWxH}	PCS/SKU
1	190059	Grass Paper Tray, Bloom Small	Natural	150x145x45	500
2	190058	Grass Paper Tray, Bloom Medium	Natural	225x150x55	500
3	190057	Grass Paper Tray, Bloom Large	Natural	285x135x45	500
4	190056	Grass Paper Bag, Bloom Mini	Natural	175x120	500
5	190055	Grass Paper Bag, Bloom Medium	Natural	310x200	500
6	190053	Grass Paper Bag, Bloom Long	Natural	500x150	500
7	190054	Grass Paper Bag, Bloom Large	Natural	450x300	500
8	190052	Grass Paper Wrap, Bloom Mini	Natural	345x290	1000
9	190051	Grass Paper Wrap, Bloom Large	Natural	462x390	1000
10	190050	Grass Paper Wrap, Bloom XL	Natural	695x590	500

RECOMMENDED COMBINATIONS:



✓ = YES | ✗ = NOT RECOMMENDED

COMBO	BAGS				WRAPS		
	MINI	MEDIUM	LARGE	LONG	MINI	LARGE	XL
TRAY SMALL	✗	✓	4 ✓	-	✗	✓	-
TRAY MEDIUM	✗	✓	2 ✓	✓	✗	✗	✓
TRAY LARGE	✗	✗	2 ✓	✓	✗	✗	✓