

We, the Executive EMBA students from UT Dallas had the opportunity to meet Mr. Kristian Jorum, Manager of Tetra Pak (Norway) in our recent visit to Oslo as part of our international study tour. We gained an in-depth understanding of this family-owned private company, which is a leader in providing an end-to-end packaging solution for food and beverages. We may not realize, but we come across a Tetra Pak product on a daily basis, one way or another – be it your milk, juice or water.

Tetra Pak delivers the world's most sustainable and environmentally sound food package. The chief purpose of Tetra Pak, a company with net sales of €12.5B from its 52 production plants worldwide, is to "Protect people, food and planet" with its sustainable packaging solution. Their solutions have been designed to protect the nutrients in the food intact during processing and provide packaged products without the use of preservatives.

Tetra Pak has been successful in the field with their intelligent customization with full traceability and data management. The packages are designed to be cost-effective to ship, ultimately providing cost savings to their customers while delivering quality food to the people. They are continuously working to improve the products and food quality by developing innovative solutions. They offer innovative packaging for efficiency by offering the widest range of shapes and volumes up to a maximum capacity of 2 litres per package. Tetra Pak is currently working on developing non-foil barrier technology with a long-term vision to offer fully fiber-based material for packaging.

The main motto of the company is to protect what's good, leading to a strategic decision to offer only food and beverage packaging solutions. The goal of the company is to get the whole value chain carbon neutral by the year 2050. In Norway, they are already recycling more than 62% of the cartons. They plan to attain this sustainability transformation by building resilient food systems, driving circular solutions, decarbonizing the food value chain and protecting and restoring biodiversity. They are keen on providing support to their customer's needs to differentiate, develop and grow by co-creating opportunities through design thinking. We have gained an immense appreciation for the work that Tetra Pak has done and is continuing to do to help make the world a better place with their innovative, environmentally friendly packaging solutions.