



## **Hansol Paper Expands Global Footprint with Hansol EB Adoption by GRIN MOOD on Amazon U.S.**

Hansol Paper (CEO Kyung-rok Han) announced that its high-barrier flexible packaging paper, Hansol EB, has been adopted for the packaging of two matcha products offered by GRIN MOOD, a wellness-focused brand available on Amazon U.S. The move signals a strategic step toward Hansol Paper's continued expansion in the global packaging market. This also marks the second international deployment of Hansol EB, following its initial application in the Japanese coffee market earlier this year.

Hansol EB is already widely used across various product segments in South Korea—including food, cosmetics, health supplements, and household goods. With Hansol EB now being adopted by brands like GRIN MOOD, Hansol Paper sees strong momentum for expanding its global presence and positioning Hansol EB as a sustainable alternative in diverse packaging markets.

GRIN MOOD, a brand specializing in organic matcha, targets consumers focused on health, wellness, and sustainability. The company employs certified organic farming practices that contribute to environmental preservation. By adopting Hansol EB, GRIN MOOD has further strengthened its commitment to sustainability—reducing carbon emissions compared to conventional plastic films while improving recyclability and minimizing environmental impact.

According to Hansol Paper, Hansol EB provides oxygen and moisture barrier performance comparable to conventional plastic films, ensuring similar shelf-life stability. Additionally, its natural paper texture delivers a soft, premium feel that complements the smooth and refined character of matcha products.

A company representative added that all Hansol EB is manufactured using FSC-certified pulp, supporting responsible forest management. As a recyclable, paper-based material, it also contributes to circular economy practices and helps reduce overall plastic consumption. Hansol Paper plans to broaden the use of Hansol EB

in coffee, tea, and wellness-related products while accelerating R&D efforts to develop next-generation sustainable packaging solutions.

[Photo Caption: GRIN MOOD's organic matcha powder, available on Amazon U.S., features high-barrier flexible packaging made with Hansol EB developed by Hansol Paper.]

