

Dolea joins forces with MJ Global in India.

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**Dolea continues global expansion by entering Indian market together with MJ Global. Embracing the ethos of “local production, global effect” Dolea aims at providing QSR’s with unparalleled customer experience, promoting sustainability and eco-friendliness in India.**



Image: Sustainable Dolea straws | ©Anthony Ubaud photography

### **Sustainability and user experience**

Dolea straws, manufactured out of paperboard provide an excellent user experience in any drink. The touch-and-feel is similar to plastic straws, but in an eco-friendly form. The straws feel smooth on the lips leaving no aftertaste of paper. Dolea straws are fully recyclable as paper in existing recycling streams thereby supporting real-world circular economy.

### **Unique level of printability**

Dolea technology allows for printing quality unforeseen. Using inks certified for food contact, Dolea delivers an intimate contact between a brand and a consumer. No other brand media gets in the mouth of a consumer.

### **Scaling up production**

Scaling up production capacity worldwide, Dolea takes a new step by entering Indian market of some 473 million consumers. The expected market size for eco-friendly straws use is predicted to amount to \$200 million in 2025 with a projected CAGR of 24% by 2030.

### **A joint effort**

Together with MJ Global, Dolea aims at catering for the needs of global and local QSR chains in Asia with local production and quality that is strictly in compliance with the requirements of global QSR brands.

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**Dolea Oy (Ltd.)**

Dolea enables circular economy on a global scale by producing drinking straws that are safe and sustainable. Dolea manufactures patented straw machines for converters all over the globe.

**MJ Global Pvt. Ltd.**

MJ Global is one of the leading paper packaging companies based in North India having Offset Printing & Packaging (Mono-Cartons), Paper Bags, Paper Buckets, Paper Cups, Paper Wrappers, Rigid Box and Corrugated Packaging capabilities across 5 state-of-the-art manufacturing locations in North India (National Capital Region of New Delhi). The company is BRC Grade A, FSC COC and FSSC 22000 certified and supplies packaging to leading QSR, FMCG, Ice-Cream and Beverages companies across India, Philippines, Nigeria, Mongolia and Thailand.

**Links:**

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