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EMBALLAGE PACKAGING

“IT MAKES NO
SENSE TO BURY
THIS PRECIOUS
FIBRE INSTEAD OF
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François Dandenault is the founder and CEO of BARRIERTEC. He has spent his life working in innovation and his most outstanding achievement to date is repulpability. He defined the technological requirements for repulpable packaging coatings based on industry needs and took the product from concept to commercialization.

François comes from a family of innovators: his father and mother were visionaries, always looking for the latest discoveries in their respective areas. They were always a step ahead in transforming and improving existing processes, so it was no surprise that he chose to follow in their footsteps. Right from university and throughout his career, he has been committed to developing the value of the companies he has worked with. A true entrepreneur, he launched his first business in synthetic oils, a market unknown until then in Quebec, and then started a packaging and distribution company.

Thanks to his knowledge and expertise, he was soon in demand by various companies to develop new products and markets. Then, in the 80s, Alain Lemaire, a founding member of the Cascades group, approached him to join his team.

He was entrusted with several mandates, including managing a declining division that he revitalized, developing new paper/cardboard grades and turning considerable financial losses into substantial profits.

During his 15 years with Cascades, he has succeeded in setting new industry standards for price and performance evaluation. He successively held management positions in sales, marketing, new product commercialization, and projects for all the Group's plants, and acted as a consultant instructor for technical and commercial sales representatives. He also initiated the classification and standardization of packaging products levels of rationalization and optimized industrial manufacturing for North American markets and worldwide.

While continually improving his knowledge of paper fibre production, he came to the sad conclusion that many thousands of tons of cardboard packaging coated with polyethylene and other contaminants were going to the landfill instead of being recycled. Burying this valuable fibre instead of recycling it was nonsense; the word "circular economy" already resonated strongly with him.



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“REPULPABLE,
IS CREATING
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To solve this problem, he decided to create a new research division. With his team, they fractionated the fibre and returned it to the system without contaminating the paper machines or leaving residue or contamination in the water. This innovation was not only a revolution in fibre recovery, it also had the potential capable of generating enormous revenues for the paper industry.

The new process had to be explained and clearly identified since the industry still needed to become familiar with it. The term "recycling" is also too broad for him, and he wanted to differentiate himself with this new paper pulp recovery process. So he invented the word "repulpable" a fusion of two words : recyclable and paper pulp. As he points out, "recycled" can be applied to many things. Almost anything can be recycled, but at what percentage, 20%, 50%, 70%, and above all, at what rate of contamination and with what amount of residual waste?

He suggested this new name to the paper industry and then submitted it to the American Forest Association. He asked that the following criterion be added to clarify the new designation: anything below a 90% repulpability rate will be defined as recyclable and not repulpable.

He added that to be considered repulpable, the fibre, it must be able to re-enter the system without damaging paper machines, creating waste or contamination, and above all, without affecting the pH of watercourses.

Afterwards, he created his own chemical division, Group Research i.d., focusing on all types of barriers and their functions. He successfully replaced polyethylene, wax or fluorocarbon coatings with new water-based barrier enductions with renewable components. He then registered a series of patents and became a highly experienced chemist. He continued to innovate and created new high-performance products, such as the bagless cereal box for a major group. He also developed self-sealing paper bags and barriers to replace silicone and aluminum.

Project after project demonstrated great possibilities. Still, it has to compete with a giant, and he was not equipped to take on the petrol lobby, its price and accessibility. No one wanted to replace their barrier with a more expensive even if was greener. So, he needs to rethink the application process, which he did, and thanks to his advanced knowledge, he invented a new process. This step finally gave him a competitive edge and a market advantage.

Industries that use plastic barriers are now, more sensitive to change and want to have access to greener technologies for their packaging. BARRIERTEC offers solutions based on many years of research, with a process that can compete with non-recyclable packaging.

François has in-depth knowledge and expertise in the paper industry's technical characteristics worldwide. He can propose a new technology and process that has the potential to revolutionize several major markets. Projects as ambitious as the milk carton, freezer paper bags and many others. He has surrounded himself with an exceptional team of chemists and process specialists.

As Barriertec's CEO director, François Dandenaull ensures the company's development by providing strategic direction and resources at all levels: research technical, commercial, financial, and manufacturing levels. He and his team can meet the needs of packaging manufacturers who combine performance, efficiency and profitability while aligning themselves more closely with the growing demands of ecological products and sustainable development.

Thanks to more than 30 years of research and development founder of BARRIERTEC, François, has managed to offer you one of the most environmentally friendly packaging solutions As he says, "at Barriertec, we sell the science of repulpable packaging!"

"WHEN YOU PUT OUR BE REPULPABLE LOGO ON YOUR PRODUCT, I CERTIFY THAT IT IS 100% REPULPABLE"

BE THE CHANGE, BE REPULPABLE!



FRANÇOIS DANDENAULL

Owner CEO of Barriertec Packaging & Group Research I.D.

A white handwritten signature on a dark background, consisting of several loops and a long horizontal stroke.

TAKE THE GREEN STEP...
be the change

be repulpable™

becup
100% repulpable

id.
GROUP RESEARCH I.D.
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