

GRIFFIN SPIRE

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Paper and print – today and tomorrow



The print value chain is today facing an ever increasing presence of alternative media distribution channels. Users of media, publishers and advertisers, have new ways to deliver or retrieve content. What will be the role of paper and print in this digital era?

Here we come to the question, what kind of messages are printed on paper? There is especially one characteristic I want to highlight, and that is trust. People trust in the printed word, and this has even been verified by research results.

Another thing, one of the strongest mega trends of our time is sustainability. As to paper, we can proudly say it is a truly sustainable product.

We also believe in the coexistence of print and digital media. There is way too much black or white contradiction in the media, normally challenging the future of print. Be it the future media consumption habits, coming advertising channels or future business models, both print and digital solutions are needed. Smart content providers as well as advertisers have already realised that the most effective way to approach their customers is by using multiple channels in parallel.

At UPM we are committed to foster and develop print media in order to be viable in this, as well as in new business environments.

Ruud van den Berg
Senior Vice President,
Sales & Marketing



"We are actively developing new solutions to answer the growing demand for carbon neutral products and renewable energy sources," adds Anja Silvennoinen, Senior Vice President of Energy Business Area.

practices, corporate governance and risk management.

Furthermore, UPM has been ranked high on the Nordic Carbon Disclosure Leadership Index. The index highlights Nordic stock exchange listed companies which have displayed the most professional approach to climate change disclosure practices. The Carbon Disclosure Project (CDP) is an independent organisation holding the corporate climate change information.

"We have an excellent track record showing a major reduction in fossil CO₂ emission thanks to our investments in renewable energy production, mainly in biomass-based combined heat and power production. In addition to consistent energy efficiency improvements, the investments have resulted in a 40% reduction of fossil CO₂ emissions per tonne of paper since 1990," says **Anja Silvennoinen**, Senior Vice President of UPM's Energy Business Area. ■

UPM ranked high in environmental responsibility and sustainability

UPM has been selected as an index component for the Dow Jones Global Sustainability Index for 2010–2011. The DJSI follow a best-in-class approach and include sustainability leaders from each industry on a global level.

The annual review of the DJSI is based on a thorough analysis of corporate economic, environmental and social performance, assessing issues such as climate change mitigation, supply chain standards, labour



IMPROVED UPM DIGI COLOR LASER

The renewed grade has now an exquisite whiteness level of CIE 172, which is the most significant improvement for UPM DIGI Color laser. All in all, this product can now offer

- A wider and renewed range from 80–300 gsm
- Upgraded whiteness – CIE 172
- Very high smoothness
- Good formation
- Proven excellent performance in colour printing & copying

On top of the standard sizes A4, A3, SRA3 and A3+ the new DIGI grade is available in size 364 x 660 mm for the new Xerox Igen4 EXP format. UPM is one of the few who can offer this for the new Xerox machine! ■



UPM AT 3RD CREATIVE PAPER CONFERENCE IN MUNICH

The Creative Paper Conference 2010 offered again an excellent opportunity for the PrintCity Alliance members Sappi, UPM, Merck, Leonhard KURZ and WEILBURGER Graphics to show their products and services around paper and adding value to print. More than 400 attendees used this conference for inspiration and information.

The future of print is closely linked with Value Added Printing (VAP) techniques, allowing product differentiation and strong brand awareness possibilities in ways that are unique for print media. These techniques include virtually unlimited visual, haptic (touch), aroma and shape possibilities. ■



UPM OFFICE RECYCLED PREMIUM – A PAPER RENAISSANCE

UPM Office Recycled premium is a new high white paper made from 100% recycled fibre.

Reusing wood fibres in paper making gives sustainably manufactured paper a new life and prolongs the lifecycle of paper.

UPM Office Recycled premium represents one of the highest quality recycled papers in the market. The new grade has a uniform sheet formation and good bulk.

In addition, this product is equipped with both the EU Eco-label and FSC certification.

It is suitable for laser printers, inkjet printers, copiers and fax machines. ■



WALLPAPER* USES UPM PAPER

UPM and Wallpaper* magazine, a leading design publication, collaborated on an innovative project for the magazine's August issue.

The magazine was produced using eight UPM paper grades with 21,000 subscriber-generated digital covers on UPM DIGI Finesse. The Wallpaper* Handmade issue features unique designs for furniture, fitting, foodstuffs, fashion and much more. "Being offered a creative opportunity with such a renowned magazine is extremely exciting for UPM," notes **Dino Vasiliou**, UPM's Head of Magazine Publisher Sales for the

United Kingdom. "We are delighted with the finished magazine. The feedback we have received from the market is really encouraging."

The Wallpaper* staff also share this feeling of goodwill. "The whole ethos of this issue is about handmade qualities, buying something that is lasting and has real provenance," sums up **Richard Cook**, the Editorial Director at Wallpaper*. "It is really important that people feel something when they read Handmade – that what they have is a thing of beauty, of integrity, something worth having, so it is not just information. Part of that is what it is printed on; the paper is part of the DNA." ■

THE BOOK OF SENSES PUBLISHED

The new Book of Senses introduces the versatile paper offering UPM has developed for book end use and stimulates its readers' senses with multiple samples.



A book is a powerful medium. The moment readers set their eyes and hands on a book, their senses of sight, touch and hearing are continuously stimulated. The choice of paper is an essential part of the book – whether it is a cartoon, novel or a luxurious art book.

The main end uses for UPM book papers are hardback and paperback novels, school books, manuals, dictionaries and comic books, as well as a wide range of other book uses. UPM's book papers are designed for all the standard printing methods.

Books are also truly sustainable products and these publications have a very long lifecycle. Who would even consider throwing a book away? To further enhance the sustainability of books, UPM sources its paper from renewable raw materials and produces it using bioenergy.

To get your own copy of the Book of Senses get in touch with your local sales representative. For more details on book papers visit UPM Online Catalogue at www.upm.com/en/paper. UPM papers make sense. ■

NEW: UPM PAPER PRODUCT CATALOGUE 2011

New printed UPM Paper Product Catalogue was launched at IFRA Expo 2010 in October. The catalogue introduces UPM's paper product offering and technical specifications of different grades. One section of the catalogue is about how UPM's environmental approach involves continuous improvement and focuses on product's entire lifecycle.

Production of the catalogue required close cooperation with UPM's Environmental team, Paper Business Group's Product Managers and Marketing Communications team. The catalogue is available in English, German and French.

To get your own copy, please contact your local sales representative. ■

NEW MATERIAL ON ENVIRONMENTAL ISSUES

Sustainable operations, continuous improvement in environmental performance and open communications are an integral part of all UPM activities. "UPM takes its environmental responsibility seriously. According to UPM's environmental principles, our aim is to produce products, which have low carbon and water footprints and are made of wood fibres that come from sustainably managed forests. Also, the target is to minimize waste generation during production," says UPM Paper Business Group's new Environmental Director **Päivi Rissanen**. Information on environmental issues is in great demand among paper customers. Therefore UPM has published two new brochures. Paper – The Sustainable Alternative brochure is a comprehensive information package on environmental facts of paper. Three Steps Towards Environmentally Responsible Paper brochure presents three basic steps to ensure that paper is produced from sustainably sourced fibre, in an environmentally efficient mill with a known carbon footprint. The brochures are available in several language versions. To get your own copies, please contact your local sales representative. ■



UPM'S BIODIVERSITY PROGRAMME

UPM has, already years ago, developed a global biodiversity programme that aims to maintain and increase natural biodiversity and to promote best practices in forestry and wood sourcing. Therefore, UPM's biodiversity programme is regarded as a front-runner and was showcased at the UN COP 10 biodiversity conference in Nagoya, Japan in October.

"As the Biofore company, UPM's operations are based on the sustainable utilisation of wood biomass. This means that biodiversity is our business. We have dedicated professionals in each country who are implementing our biodiversity programme and carrying out innovative projects aimed at promoting biodiversity as part of sustainable forest management," says Mr **Robert Taylor**, Environmental Director, Engineered Materials and Functions, UPM. "Our projects are also being used by other organisations as

case studies, for example by WWF in the New Generation Plantations Project and the German Business and Biodiversity Initiative."

UPM's biodiversity programme focuses on six key elements for biodiversity: native tree species, deadwood, valuable habitats, forest structure, water and natural forests and is implemented through country level targets and action plans.

The Nagoya event created much interest globally amongst political leaders and the general public. UPM's booth attracted over 1,000 visitors in one week. On top of customers UPM hosted students, general public, media and politicians. In Japan, society values nature and a sustainable lifestyle. Concerns about environmental degradation are rapidly rising.

In addition to the global biodiversity programme, UPM presented its paper, label, timber and UPM ProFI products at the conference. ■



did you know?



The EU Ecolabel – the only pan-European environmental label – aims to encourage the production and consumption of green products and services across the EU and beyond.

Today, almost 25,000 products and services carry the label's signature Flower label.

www.ecolabel.eu ■

UPM Paper and Printing Schools new schedules for 2011 published! Check them out at www.upm.com/en/paper – Seminars & Workshops. ■

UPM awarded for its innovative multi-channel approach in the EU Ecolabel promotion

UPM was highly ranked in the producer category of the EU Ecolabel Communication Award. The jury was especially pleased with UPM's innovative approach in integrating social media, such as Twitter in its EU Ecolabel promotion.

UPM's overall approach to promote the EU Ecolabel was appreciated by the Jury. UPM's multi-channel promotional campaign consisted of:

- printed material: brochures, office paper ream wrappers, presentation booklets, trade press articles, gimmicks and ads
- events: environmental training and breakfast seminars for customers and own employees
- online: press releases, web pages, social media (Twitter)

"We strongly promote the use of EU Ecolabel as it's currently the most comprehensive environmental label taking into account the lifecycle of paper products. We have worked hard to promote the use of the EU Ecolabel and are happy to receive recognition for our efforts," says UPM's Environmental Director **Päivi Rissanen**. ■

GRIFFINSPIRE

This newsletter is aimed at delivering information about the latest development in our paper products and services. Your feedback and ideas are welcome. For more information contact your nearest UPM Paper representative. Visit www.upm.com for contact details.