

# GRIFFIN SPIRE

02/2010

## 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.

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 major fossil CO<sub>2</sub> emission reduction 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 CO<sub>2</sub> 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



### UPM PASTER MATE AWARDED THE ERA INNOVATION PRIZE

The UPM Paster Mate, a tool that improves the efficiency of a gravure press, was awarded the Innovation Prize at the 2010 European Publication Gravure Awards in September during the Annual Conference of the European Rotogravure Association.

The quality of a splice is very important factor for a successful roll change, because even the slightest unevenness can result in missed pasters and web breaks. "With UPM Paster Mate the splice can be prepared evenly across the whole web width, including under the belts, with tape using protection", explains **Erik Ohls**, Technical Sales Director from UPM.

The UPM Paster Mate was originally developed by **Veli-Pekka Johansson**, Production Engineer from Helprint and has been further developed with UPM's Technical Sales function. ■

### INTRODUCING UPM ECOLITE

UPM has introduced UPM Ecolite, a new uncoated paper that is available in extremely light basis weights (29 gsm and 31 gsm). This grade is produced at Kaipola mill in Finland. Ecolite is the perfect choice when weight, rather than whiteness/yellowness, is the most important characteristic.

Ecolite is also available as a WFU paper and offers great value for money when used for mail order catalogues, manuals, books, inserts, leaflets and direct marketing materials.

Technical specifications can be found in the online catalogue at [www.upm.com/en/paper](http://www.upm.com/en/paper).

### UPM SMART HAS A NEW SHADE

UPM Smart is now available with improved whiteness. The previous version had a bluish tinge, however this has now been changed to a sharper white. As a result of the shade change, UPM Smart is also brighter than before.

The whiter shade has been produced by UPM's paper development team in reaction to customer feedback.

To request samples of the new, improved UPM Smart, 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 responsibilities seriously, which reflects in our environmental principles", says UPM Paper Business Group's new Environmental Director **Päivi Rissanen**. Information on environmental issues is in great demand among paper customers. As a result, UPM has published two new brochures: "Paper – the sustainable alternative" and "Three steps towards environmentally responsible paper". To order, please contact your local UPM sales office. ■



## 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, hearing and even feelings are continuously being fuelled. The choice of paper is an essential part of the book – whether it was 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](http://www.upm.com/en/paper). UPM papers make sense. ■

## NEW: UPM PAPER PRODUCT CATALOGUE 2011

New printed UPM Paper Product Catalogue was launched at IfraExpo 2011 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 co-operation of UPM's Environmental team, Paper Business Group's Product Managers and Marketing Communications team. The catalogue exists in English, German and French.

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

## SUCCESSFUL IFRA EXPO 2010 IN HAMBURG

UPM exhibited at IFRA Expo 2010 in Hamburg between 4th and 6th October 2010. Some 10,000 visitors from 80 countries visited the three-day expo.

The UPM stand was busy throughout the exhibition. One of the visitors at UPM stand was Italian **Davide Velati** from Gruppo Editoriale L'Espresso, publisher of 'La Repubblica'. Mr Velati believes that it is important for a paper supplier like UPM to be present at IFRA Expo. "I think visiting IFRA Expo is an efficient way to meet all the suppliers in the same event and also discuss future development and co-operation", he said.

Finnish **Erik Puotila, Markku Thilman, Ismo Vuoksio and Pekka Soini** from Sanoma News were also present. The group were attending IFRA Expo for future planning and to evaluate equipment suppliers, paper suppliers and systems. "IFRA Expo is a good opportunity to see new trends, new equipment and to get an overview of the industry's development on the whole", said Mr Puotila.

When asked about the future of newspaper, the Sanoma News team

were very positive but were clear that it will require all industry players to work in co-operation. "The future media is definitely multi-channelled, but printed news still has a strong role in it. Publishers in Finland have made significant investment in their long term future of late", said Mr Vuoksio. "Paper is a significant cost factor in newspaper industry and paper suppliers must also develop their products to correspond to the future needs", he continued.

For UPM, the exhibition was a successful event and our sales representatives were satisfied with meeting so many customers and complementary industry players during the event. Thank you for visiting our stand at IFRA Expo 2010! ■

Marketing Communications Director Ulla-Riitta Unkuri from UPM interviews Davide Velati from Gruppo Editoriale L'Espresso.



## UPM'S BIODIVERSITY PROGRAMME

UPM has developed a global biodiversity programme that aims to maintain and increase natural biodiversity and to promote best practices in forestry and wood sourcing. 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](http://www.ecolabel.eu) ■

UPM Paper and Printing Schools new schedules for 2011 published! Check them out at [www.upm.com/en/paper](http://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](http://www.upm.com) for contact details.