

Reconsidering material, design and process for sustainable packaging

Cyril Drouet, Design & Innovation Director

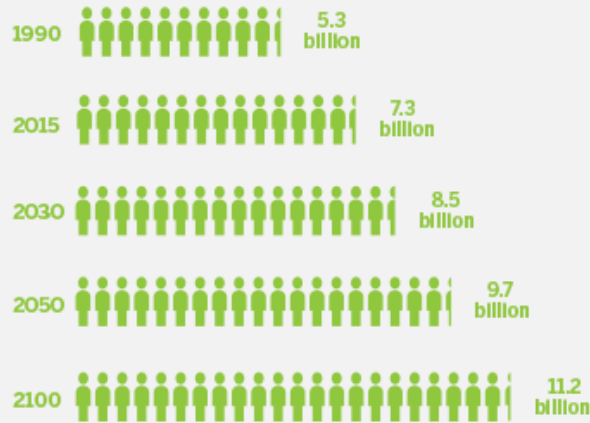


**Trends are shaping the
packaging industry towards
more sustainable packaging**

Growing population and urbanization set a high pressure on sustainability

WORLD POPULATION

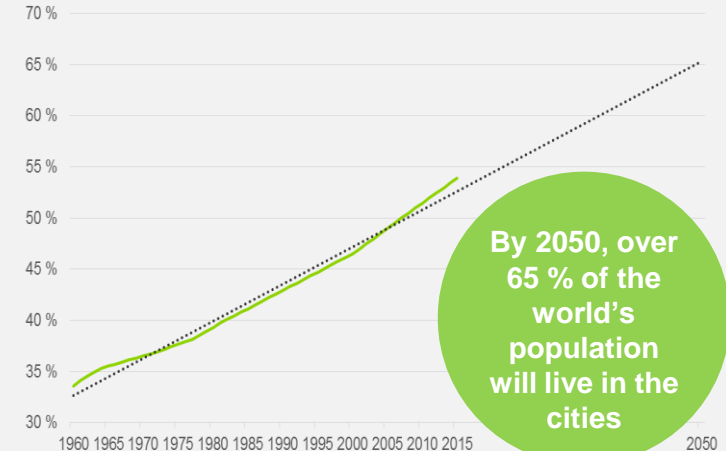
Projected world population until 2100



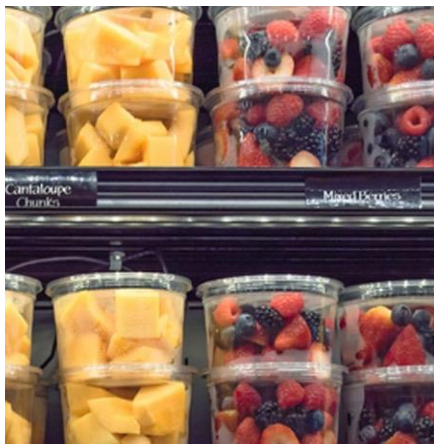
Source: UN Department of Economic and Social Affairs, Population Division, World Population Prospects

URBANIZATION RATE

Projected urbanization rate until 2050

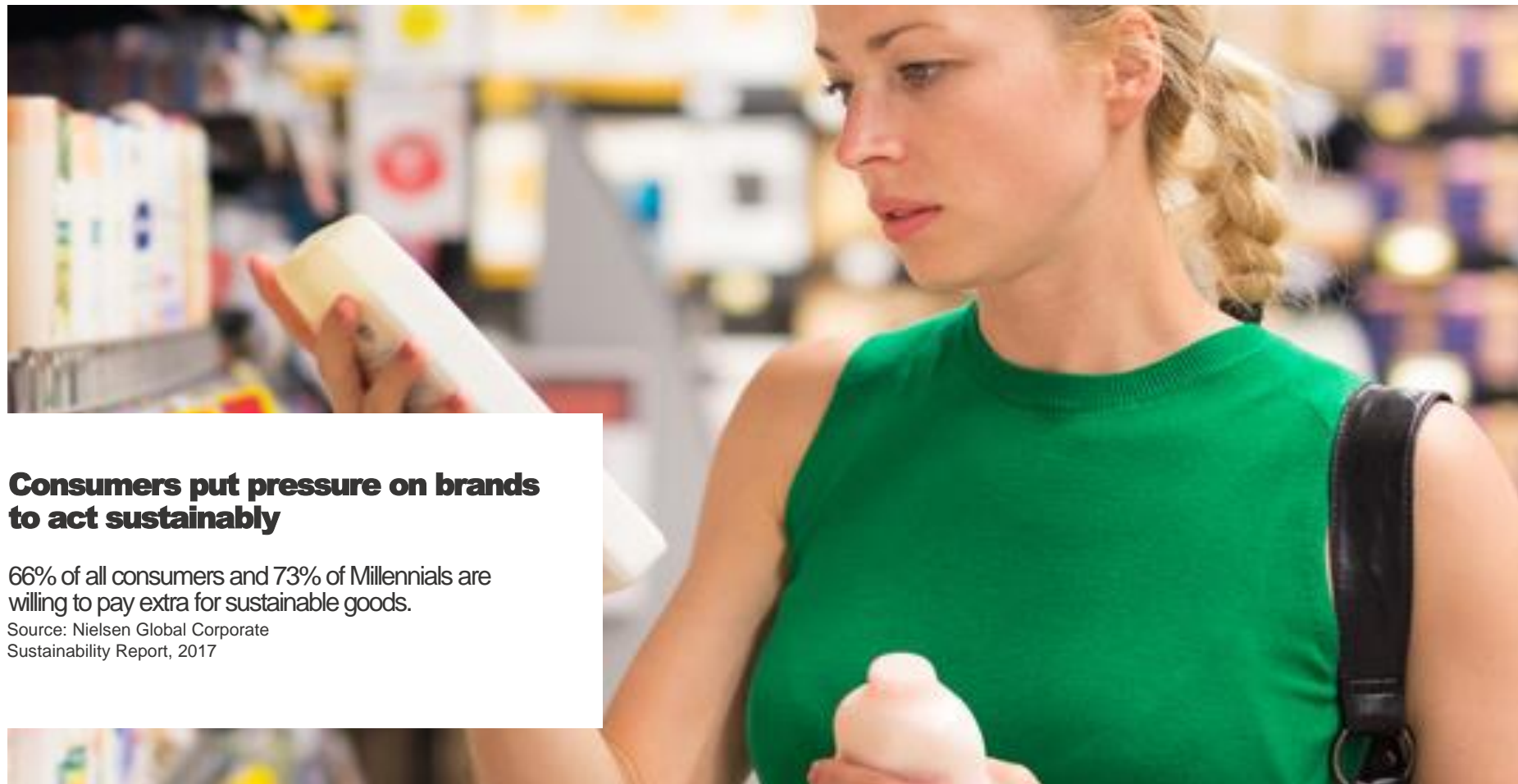


Source: World Bank World Development Indicators & UN



**Waste awareness
is increasing**





Consumers put pressure on brands to act sustainably

66% of all consumers and 73% of Millennials are willing to pay extra for sustainable goods.

Source: Nielsen Global Corporate Sustainability Report, 2017



Metsä Board's approach



Metsä Board – a **leading European producer** of premium fresh fibre paperboards

- Strong market position
 - #1 in folding boxboard and white kraftliners in Europe
 - #1 in coated white kraftliners globally
- Our customers are brand owners, retailers, converters, corrugated box manufacturers and merchants
- We deliver to over 100 countries
- Sales of EUR 1.8 billion
- 2,350 employees

Pioneering innovation in lightweight paperboards

Our paperboards are up to **more than 30% lighter** than competing grades – lighter weight packaging reduces CO₂ emissions across the value chain.



Bioproduct mill in Äänekoski, Finland

- Leads the way globally in energy, material & environmental efficiency, and represents the best available technology
- 100% run with bioenergy
- Reduces carbon footprint of Metsä Board's paperboards

High energy efficiency; 240% electricity self-sufficiency

The mill concept maximises sold bioenergy; no fossil fuels will be used





Sustainable Innovations
by Metsä Board

NEW TREND

Top Trend: Understated Elegance

In today's cluttered, hectic world, consumers crave simplicity and understated elegance. Translated to rigid boxes, this means muted, natural designs that demonstrate sophistication and quality.

Growing Markets: E-Commerce

As luxury brands increase their digital presence, more and more rigid boxes are traveling directly to consumers' doors. Rigid boxes can create such an impression through a long, memorable unboxing experience.

Key Point: Experience

Customers want the entire product to be an enjoyable experience. From researching to shopping to buying and even the packaging itself, all should be part of the experience.



Long Target: Sustainable

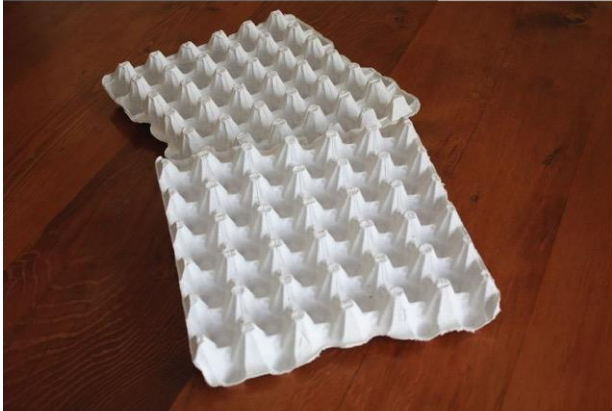
There is increasing pressure on luxury brand owners to reduce the environmental impact of packaging. The brand encourages recycling by printing information on the packaging.

Source : the Dieline/Green Packing Group/Beauty Packaging

- old with plastic window
- new without plastic window









Pulp molded material from **Metsä Fibre**



Outer material: **MetsäBoard Prime FBB** 280 g/m²

Inner material: **MetsäBoard Natural WKL** 90/70/70 g/m²



Outer material: **MetsäBoard Pro FBB Bright** 280 g/m²

Inner material: **MetsäBoard Natural WKL 90/70/70** g/m²



Outer material: **MetsäBoard Prime FBB** 280 g/m²

Inner material: **MetsäBoard Natural WKL** 90/70/70 g/m²



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Top liner: **MetsäBoard Prime WKL** 185 g/m²
Fluting: **MetsäBoard Natural WKL** 100 g/m²
Inner liner: **MetsäBoard Natural WKL** 130 g/m²
Insert: **MetsäBoard Pro FBB Bright** 320 g/m²























lid loc

THE PAPER CUP
WITH INTEGRATED LID

by Metsä Board

- . ONE PIECE CONSTRUCTION
- . EASY TO FOLD
- . FAST TO ASSEMBLE
- . SECURE LID LOCKING
- . SPILL-PROOF STRUCTURE
- . PRINTABLE LID COVER
- . INTEGRATED SIP DESIGN (HOT BEVERAGES)
- . SUITABLE FOR COLD BEVERAGES
- . BRAND POWER / LOGO ALWAYS FACING



Questions?