



# Paulig Journey Towards 100 % Renewable Laminates 2025

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# Paulig in brief

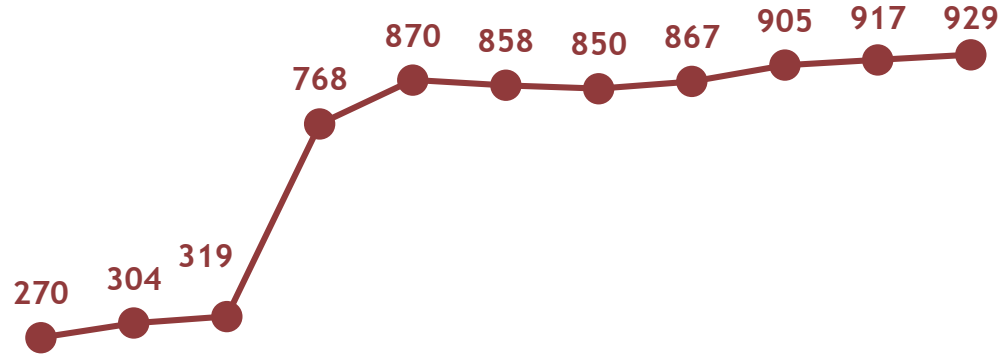
## Net sales

**929**  
MILLION EUROS

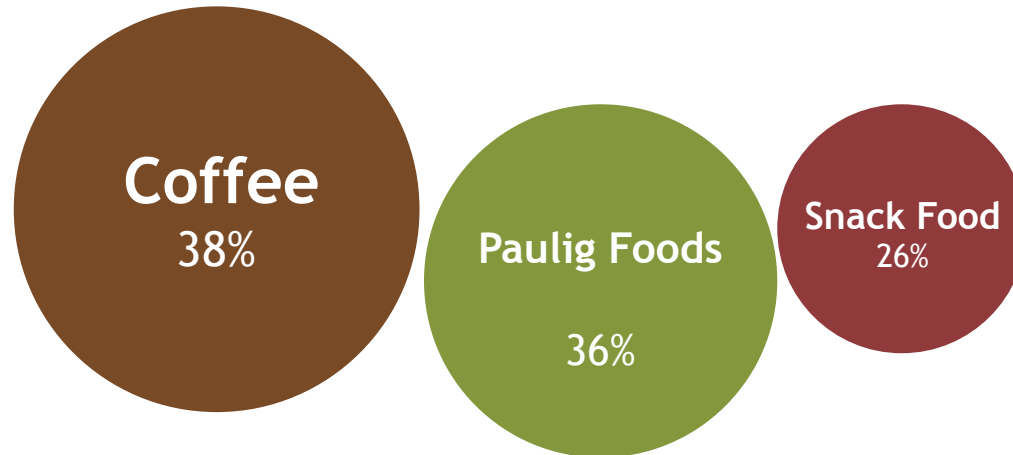
## Operating profit

**6.7%**

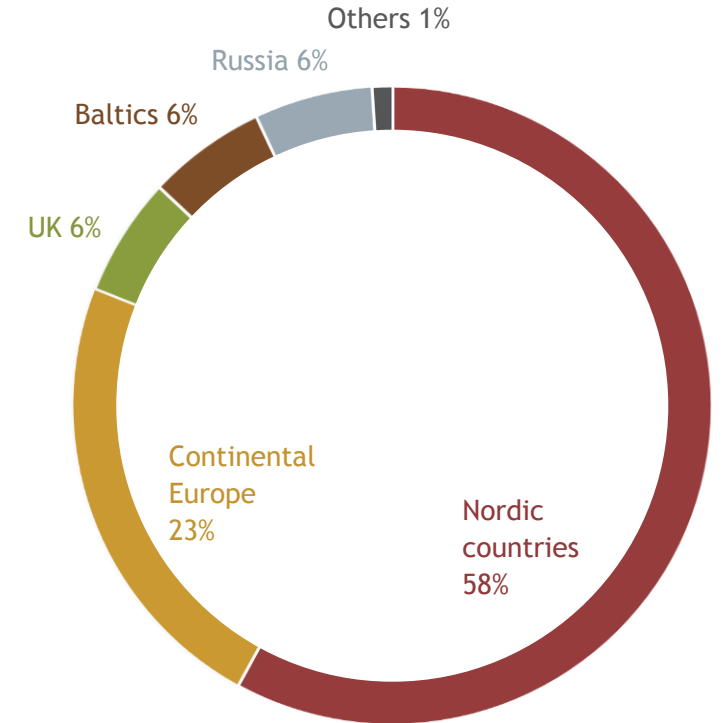
## Revenue from 2007 to 2017



## Net sales per division



## Net sales per market





# Sustainability

*Fostering  
social  
responsibility*

*Supporting  
consumers'  
health and  
wellbeing*

*Caring  
for the  
environment*

We reduce our environmental impact – in the whole value chain when possible

**Renewable energy** used in Finland and Sweden

- Paulig roasts its coffees in the Vuosaari roastery by biogas and uses wind-generated power
- Paulig Foods division uses renewable electricity in Sweden

We offer **sustainable alternatives to the consumers**

- The share of **organic** products increasing
- More inspiring **vegetable** food recipes
- We work for **reducing food waste** both in our own production and in at the consumers' tables



# **Sustainable packaging development**

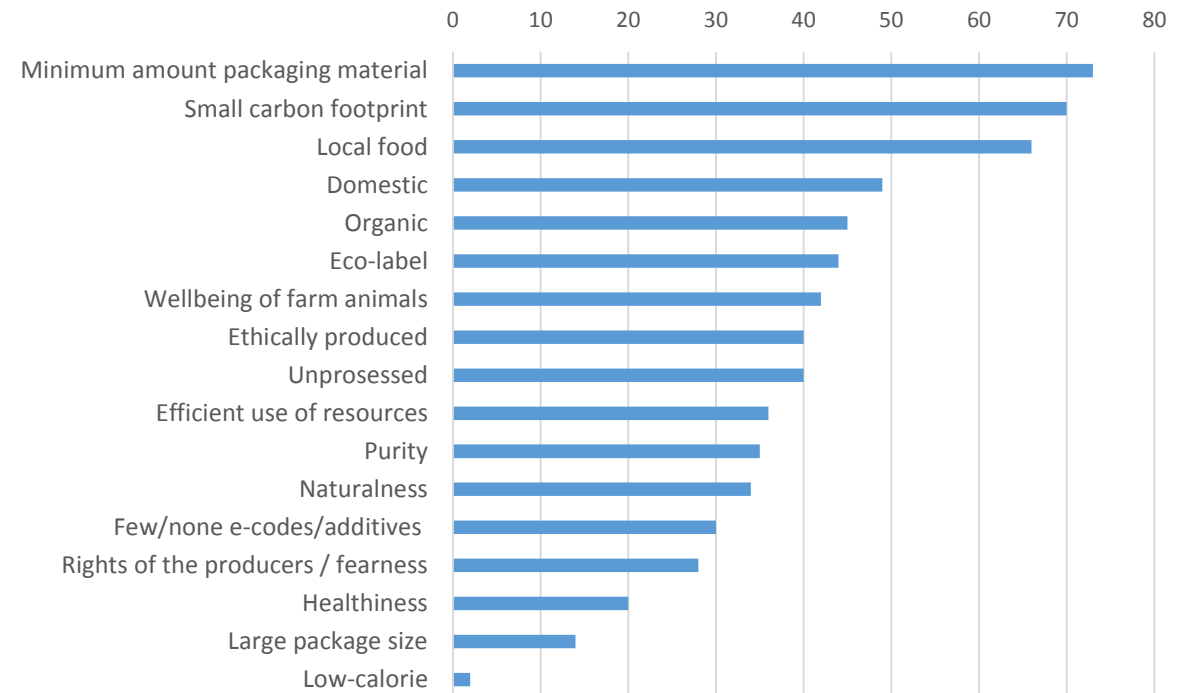


# Sustainable package / Consumer point of view

For consumers "environmental friendly pack" \*  
= paper/cardboard  
= recyclable/biodegradable/burned



For consumers "environmental friendly food" \*\*  
= has minimal amount of packaging material\*\*



\* Lohaspack IdeaBlog ORC 2012, n = 137 (Web survey from Norstat panel)

\*\* Hartikainen et al. 2013, n = 1010 (Web survey by LUKE & Taloustutkimus)

# What is sustainable package?



# What is sustainable package?

A grey circle containing the text "Sustainable sourcing and manufacturing" in white, sans-serif font.

Sustainable  
sourcing and  
manufacturing

A green oval containing the text "Sustainable package" in white, sans-serif font.

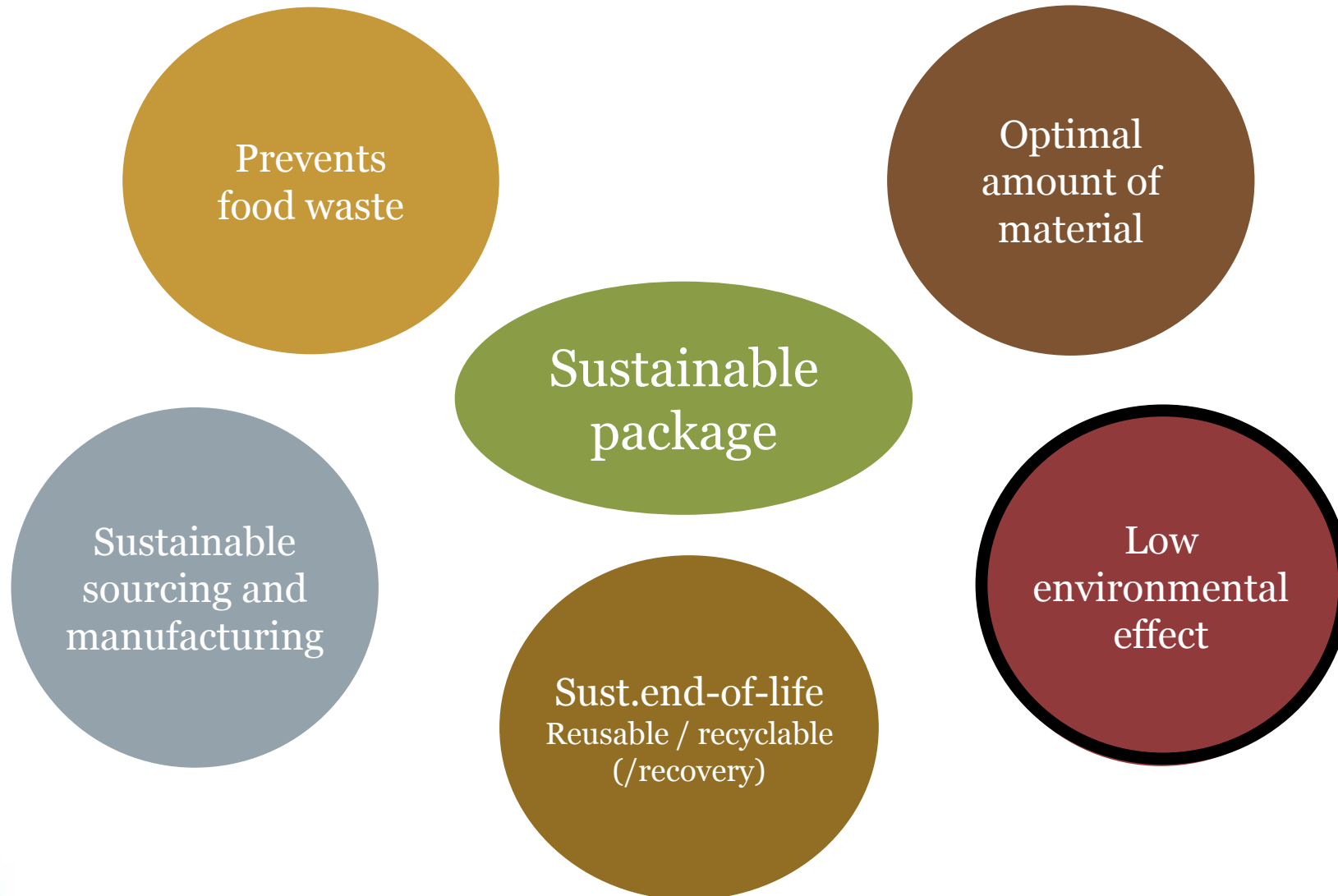
Sustainable  
package

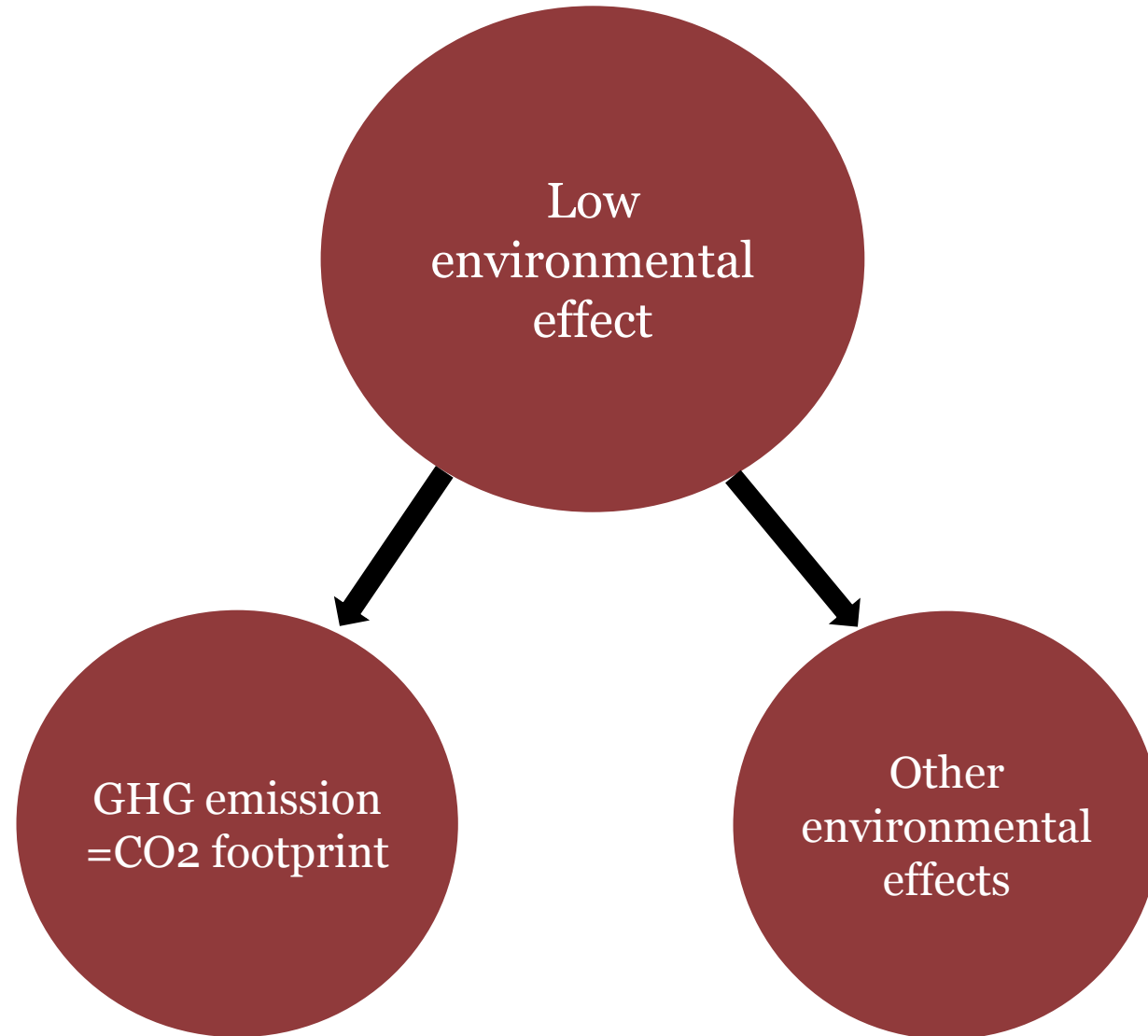
A brown circle containing the text "Low environmental effect of product+pack" in white, sans-serif font.

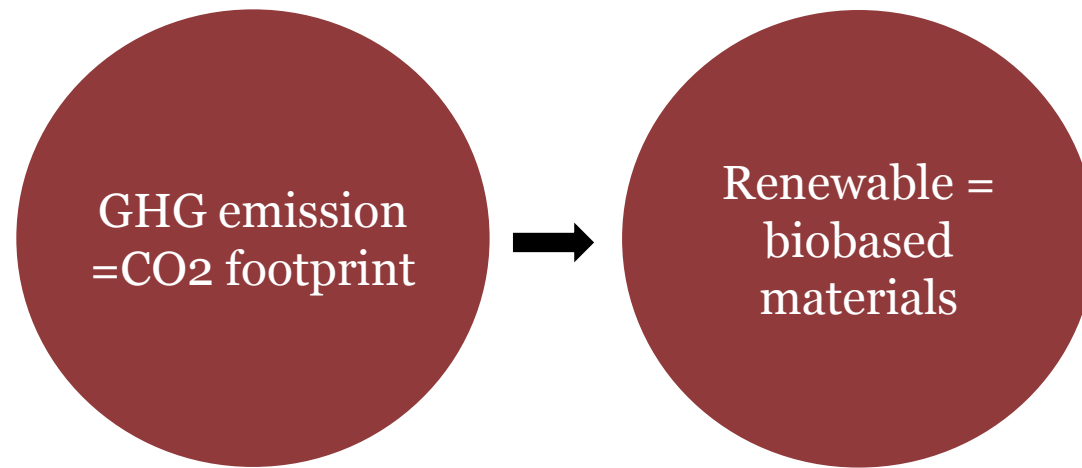
Low  
environmental  
effect of  
product+pack



# What is sustainable package?



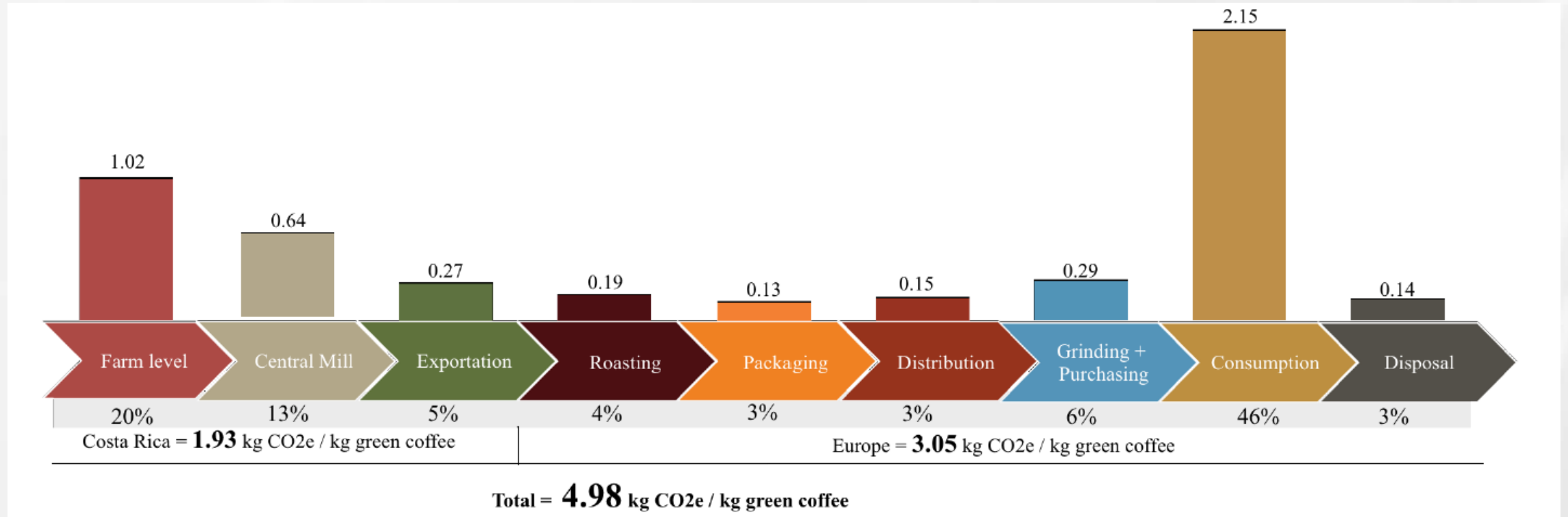






# **Carbon footprint of Paulig coffee chain**

# Carbon footprint of Costa Rican coffee supply chain






# **Timetable of renewable packaging material development**

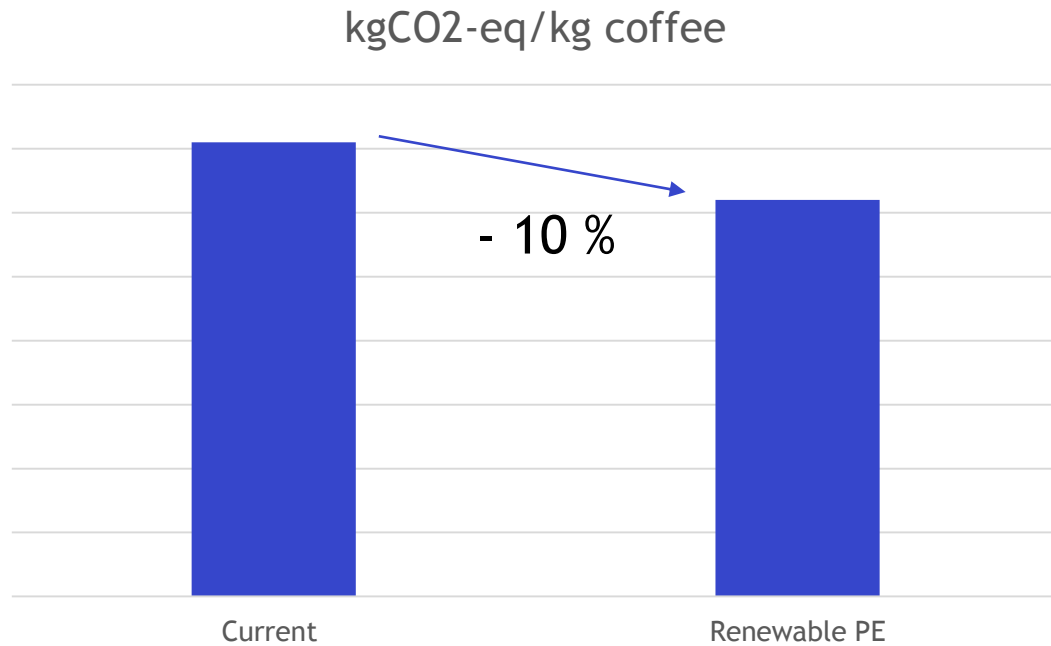
The Paulig logo is a white hexagon with a black border, containing the word "Paulig" in a black, cursive script font. It is positioned in the top right corner of the image, partially overlapping a bunch of fresh green basil leaves.

Paulig

The background of the slide is a top-down view of coffee-making ingredients and a finished latte. In the top left, there is a small white bowl filled with dark brown coffee grounds, with several whole almonds scattered nearby. In the top center, three vertical lines of coffee powder are visible. In the top right, there is a bunch of fresh green basil leaves. In the middle right, a silver spoon with a small heart-shaped logo is shown. In the bottom right, a white coffee cup with a latte art design sits on a green square tray. In the bottom left, a glass of water sits on a white grid-patterned coaster, and a small glass vial filled with coffee beans is visible.

*Our objective is that by year  
2025 all our packages will  
be made out of renewable  
raw materials.*

# Mundo in vacuum pack made of 45 % renewable laminate with renewable energy







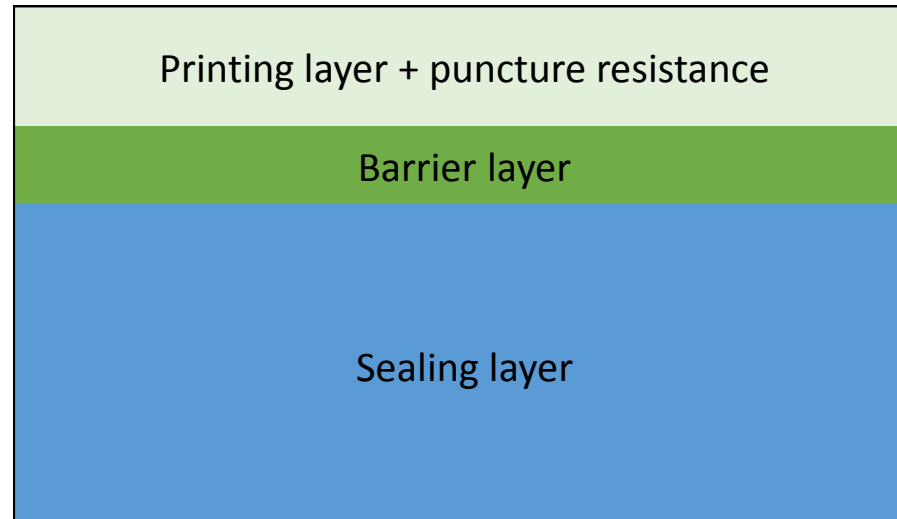
# **Quality of renewable coffee laminates**

# Quality – consumer perception

- Functionality
  - Opening
  - Re-closing
- Food safety
- Recycling



# Coffee laminate structure



# Quality – retail & consumer perception

- Shelf-life
- Durability



# Quality in Paulig production

- Machine runnability
- Durability



**For the bright future of coffee.**



