



AUTUMN

2020

# Board

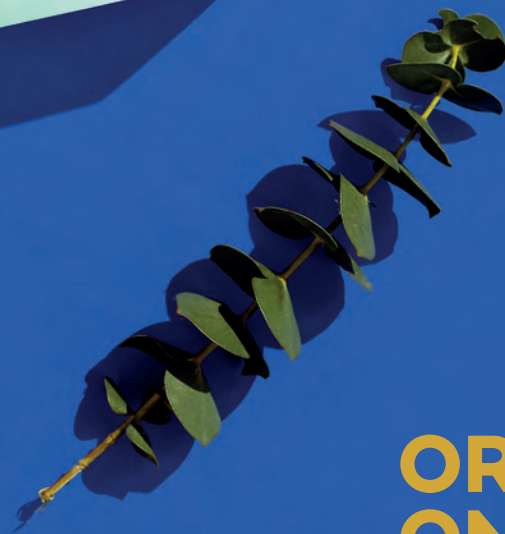
METSÄ BOARD PROFESSIONAL MAGAZINE

Inspired by  
renewable  
materials

Biggest trends  
in e-commerce  
packaging

A roadmap to  
fossil free mills

**ORDERS  
ONLINE  
2020**



## E-commerce trends

Mobile remained the preferred shopping channel in the year 2019 for online commerce, with 69% of sales made on phones or tablets, while just 31% occurred on desktop computers.

Source: Shopify



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## SHORTS

Nakuna Helsinki perfume brand. Developing a wood-based product. The ExpandFibre programme. A Moomin golf ball set. Ecological paperboard flute cup. Compostability certificates. The Express Board service. Better with Less – Design Challenge winners 2020. **page 4**

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## Theme:

### FROM VOLUMES TO INDIVIDUALITY

Every fifth purchase  
globally is made  
online.

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# E-COMMERCE

## Good packaging respects nature

The COVID-19 pandemic has brought extraordinary changes across the globe. It has influenced our lives, behaviour, and working practices.

We are waking up to a new world, and we have the choice to learn from COVID-19. The pandemic has shown us that collective actions are necessary for a global impact. Could it help us to live and consume better? To be mindful of our health, but also of the natural resources and energy sources we use? Combating climate change, ensuring consumer safety and using natural resources sparingly will continue to be global challenges, and sustainable packaging will play an important role.

Agility, innovation, and collaboration are the keys to better solutions. For Metsä Board, our mission is packaging solutions that respect nature. We have a strong commitment to our mission, and we keep investing to meet our targets. A good example is the renewal of our Husum pulp mill. It will be a significant

step to bring us closer to 2030 fossil free mills target.

Investing in innovation is key to drive improvement. To accelerate innovation and collaboration, we have recently started operations in our new Excellence Centre in Äänekoski, Finland. With a focus on paper-board and packaging solutions, the Excellence Centre makes it possible to address the whole product life cycle, from material development to production and design for recyclability. I am excited about the possibilities it will bring for today and the future.

The role of safe, pure, and sustainable packaging has never been more significant. Through collaboration, we can continue to create excellent experiences for consumers. You bring us your needs and challenges. We help you create and test the solutions.

Together we make the perfect package.

Mika Joukio

## Editorial





Texts: Jenny Belitz-Henriksson,  
Elina Hovinen & Markku  
Rimpiläinen  
Photos: Metsä Group

# SHORTS

## Alluring Nordic scents

Nakuna Helsinki, a Finnish luxury perfume brand, is aiming for international markets and relies on the allure of Finnish nature. In cooperation with Givaudan, the world's leading flavour and fragrances company, Nakuna Helsinki has launched five scents inspired by Finnish nature.

For a luxury brand, each detail of a product must be thought out. The ingredients for the scents are carefully selected, and the same finesse is evident in the packaging. Demanding printing solutions and special effects, for example, luxurious gold foil, boost the luxurious effect.

The packaging material is an environmentally friendly, lightweight paperboard. An uncoated board provides a sophisticated look and feel to the package that is glueless, plastic-free, and fully recyclable.

Design: Nakuna Helsinki & Metsä Board

Material: MetsäBoard Natural FBB 270 g/m<sup>2</sup> uncoated folding boxboard in the packaging and in the sleeve. The inner structure is made of microflute, which is MetsäBoard Natural WKL Bright white kraftliner.

Manufacturer: Cadpack





## 1 — DEVELOPING A NEW WOOD-BASED PRODUCT

Metsä Spring aims to develop a new wood-based product and an entirely new kind of production method in cooperation with a Finnish company Valmet, which is a global developer and supplier of process technologies, automation and services for the pulp, paper and energy industries.

“Our goal is to develop a product which replaces plastic with fibre-based solutions. It involves 3D products, such as food packages that reduce food waste and are safe, recyclable, and biodegradable,” says Metsä Spring’s Project Lead **Jarkko Tuominen**.

The cooperation with Valmet started at the beginning of 2020.

“Valmet is a reliable partner, and we believe that we can create a competitive solution together.”



## 2 — FORTUM AND METSÄ GROUP LAUNCHED A JOINT EUR 50 MILLION R&D PROGRAMME IN CIRCULAR BIOECONOMY

As part of Metsä Group, Metsä Board participates to ExpandFibre, a unique collaboration programme to co-create new technologies and concepts as part of the larger innovation ecosystem.

The four-year joint EUR 50 million R&D programme, called ExpandFibre, aims to develop ground-breaking technologies and smart business concepts required to convert straw and wood pulp fibre into novel bioproducts. The R&D programme has been granted EUR 20 million from Business Finland. It focuses on seven research themes:

- Textiles
- Biocomposites
- Packaging materials
- Other new fibre products
- Hemicellulose
- Ligning
- Sourcing and fractionation of straw

“For Metsä Board, this is part of our long term R&D to enable continuous flow of product innovations. We will boost both the material research for barrier technologies especially in food packaging as well as our work at the Excellence Centre,” says **Markku Leskelä**, VP Research and Product Development at Metsä Board.



## 3 — MAXIMISED LUXURY IN COMPACT SIZE

The Moomin characters, created by a Finnish author **Tove Jansson**, are iconic not only in their native Finland, but loved around the world as well. Metsä Board’s design team helped to create an appealing and sustainable package for a golf ball gift set featuring the universally loved Moomin characters. The package had to be attractive, luxurious, and sustainable. Cadpack reduced the package size and maximised the luxury elements of the lightweight and recyclable packaging. Gold foil is used on the lid, giving an exclusive tactile feel to the package. The Moomin characters were offset printed on the sleeve to complete the stunning impression.

Designer: Metsä Board & Cadpack

The material of the sleeve:

MetsäBoard Natural FBB 270 g/m<sup>2</sup>

The material of the box: N-flute corrugated board, all layers MetsäBoard Natural WKL Bright 120 g/m<sup>2</sup>

Manufacturer: Golf Coat

# SHORTS

## Ecological paperboard flute cup for celebration drinks

A Finnish start-up company Esbottle, which designs innovative, responsible, and high-quality solutions for the food and beverage industry, has developed an appealing paperboard flute cup concept with Metsä Board, which meets the need to use less plastic. The newly designed paperboard cup is lightweight and easy to transport and recycle. It can be personalised using traditional printing methods and special effects.

“Together with Esbottle, we are now testing the concept and researching material options while exploring the market interest and other potential uses. This innovative paperboard cup is an excellent example of combining paperboard potential, design, and new technology ecologically,” says **Ilkka Harju**, Packaging Services Director EMEA & APAC, at Metsä Board.



## 1 — COMPOSTABILITY CERTIFICATES FOR ECO-BARRIER PAPERBOARD

“Recycling is not always possible – the paperboard may be contaminated due to its contents and cannot be recycled. In this instance, compostability is the next best alternative. We are happy to now be able to provide certification across our product lines,” says **Helena Moring-Vepsäläinen**, Product Safety Manager at Metsä Board.

All of Metsä Board’s paperboards have now achieved DIN CERTCO certificates in industrial compostability complying with DIN EN 13432 and ASTM D6400 standards. In addition, Metsä Board’s eco-barrier paperboard MetsäBoard Prime FBB EB also holds a home compostability certificate complying with NF T 51-800.

1 —



2 —



## 2 — EXPRESS BOARD’S OFFERING EXPANDS

“The Express Board service helps our customers respond to last-minute orders and short-term promotions which are more common in the unpredictable world we live in today,” says **Neil Fox**, VP Sales FBB EMEA, at Metsä Board.

The recent expansion to include MetsäBoard Prime FBB EB, MetsäBoard Natural FBB, and MetsäBoard Pro FBB OBAfree means that all FBB grades are now available via the Express Board service.

The Express Board service is designed for sheet orders with short lead times and smaller order quantities. The service is operated via locations in the Netherlands, Poland and Spain.

## 3 — BETTER WITH LESS – DESIGN CHALLENGE WINNERS 2020

We are proud to present this year’s Better with Less – Design Challenge winners with their innovative and sustainable designs.

The first price: **Christine Gamboa** and **Gaudy Danao III**. Please read about their Expandable Eco Street Food Ware on page 34.

**A —** The second price: **Eric Smith** / “Bruk”, a sustainable beverage carton which can easily be recycled with reduced plastic content.

**B —** The third price: **Magdalena Schmitz, Sarah Redlich, Mikayla Just** and **Alejandro Don Flores** / “Razor”, a fibre-based alternative to plastic packaging.

**C —** The honorary mention: **Jasper Chou** / “Project FF”, a glueless container for French fries and ketchup.

**D —** The student price: **Hamzeh Za’balawi, Franziska Prior, Marcel Diederich** and **Oliver Ricker** / “Reload”, a design for storage and sorting of batteries.





# Decathlon shifts to certified packaging materials

Sporting goods manufacturer and retailer Decathlon started utilising eco-packaging in 2003. Today, over 85% of Decathlon's packages are made without plastic. MARKKU RIMPILÄINEN [Photo: Decathlon](#)



NICOLAS  
BOUCHÉ

**N**icolas Bouché became the Packaging Director at Decathlon nine years ago. In the first days, he noticed that some watch packages were made of transparent plastic, weighing around 90 grams.

He started to sketch a paperboard box with a plastic window. Then he wondered if the plastic window was essential: it was not.

"We managed to reduce the weight of the package to nine grams," Bouché recalls.

Bouché is responsible for Decathlon's sustainable development of all material equipment but has maintained his interest in packaging and sustainable materials.

The most demanding products for packaging are bikes, fitness equipments and table tennis tables. The challenges rise from metal parts, their weight, and the sustainability of materials used in the products.

"In some designs, we can replace metal with wood. We can also make these products more sustainable by deploying our Green Factory concept in the metal industry. We can switch to renewable energy, traceable and certified raw materials and get rid of water, air or soil pollution. We already deploy this concept in the choice of paper and board mills we use."

## The last replacements of plastic are demanding

Decathlon is the IKEA of sporting goods. The company sells 10,000 different items in 57 countries and in over 1,600 shops.

The chain from over 40 partner suppliers to the stores is long. Decathlon strives to use as little packaging as possible.

"By implementing this, we have less weight in transportation, and less waste."

More than 85% of the packages are already made of paper, paperboard or corrugated board.

"We can go even further. 95% of packaging can be made without plastic, but the last replacements are the most challenging in terms of price, availability, technical characteristics, and operational efficiency."

## 100% certified boards by 2025

Decathlon chooses the optimal material for each package carefully. The selected boards must fulfil strict sustainability and quality criteria.

"Is the wood fibre coming from sustainably managed and certified forests? Do they plant seedlings? Are the mills fossil free? How do they use water? All these criteria are important."

By 2025, Decathlon will use only sustainable and certified boards. Today, the percentage is 20.

The sheer quality of the board is important. Availability also matters.

"Partners with the right combination of sustainability, availability, and technical features can practically be found only among the Nordic countries."





To find the right partners, Decathlon digs deep into the characteristics of the products, but also the capability of innovation and research.

“Metsä Group invests in all targets we are focusing on and have achieved a good combination of lightweighting and performance.”

Bouché urges forest companies to be even more innovative and open-minded.

“We have to destroy the silos in traditional businesses, for example, developing flexible packaging solutions. The rigid box is not the final solution, especially in e-commerce.”

To support the progress in sustainability, Decathlon utilises the Science Based Target initiative.

The core of the initiative is the requirement to reduce the use of fossil fuels. It also concerns the partners manufacturing Decathlon’s products.

“We monitor our partner factories and push them to switch to renewable energy. The first reaction is always the same: Oh, it is expensive, complex, and we do not have the solution. Our task is to support them in building a road map towards renewable energy. We have to be patient.” •

# Looks matter – liners are booming in the US

In the highly competitive US retail market, the packaging must match the brand owners' vision. This requires excellent printability from packaging materials. The number one choice of top printers and designers is often a high-quality liner.

ANNA GUSTAFSSON [Photos: Metsä Board, Dusobox, Atlantic Packaging and Chief Container](#)

**F**rom traditional stores to e-commerce, looks matter. To attract brand owners and consumers, packaging needs to communicate a marketing message. For that, it needs an excellent printing surface, and this increases the demand for high-quality liners. For decades, Metsä Board has been the market leader for coated white kraftliners in the US and knows the high customer demands.

“Our liner range fits well with the market needs, both in flexo pre- and post-print, and digital printing. Additionally, our folding boxboard grades are used as the top sheet in litho lamination,” says Metsä Board’s Sales Director **Robert Vaenerberg**, who oversees North and South American markets.

## Performance and high efficiency

The USA’s consumer market consists of over 300 million people, all belonging to a relatively homogeneous culture and language group. This allows brand owners to produce a large amount of packaging with identical designs.

“Europe is more fragmented, with different languages, which in turn requires more designs and makes print runs shorter,” Vaenerberg says.

In long production runs, providing excellent productivity from start to finish is key.

“Metsä Board works with major corrugated producers, who need grades that meet the most demanding requirements for quality consistency and production efficiency both in corrugating and in printing. This cannot be compromised.”

In the US, the so-called club stores, where products are sold in bulk and displayed in their transport packaging, are a prominent retail feature. This requires durable and good-looking retail-ready packaging. There cannot be any damage, or the packaging does not sell.

“High-quality graphics on the box become a marketing and sales tool in the store,” Vaenerberg says.

## Need to stand out

The corrugated box design and manufacturing company Dusobox helps brands elevate consumer experience with creative packaging.

“We have to employ a variety of print methods to produce a full product offering,” says **John Kelley**, the President of Dusobox. Customers’ needs can be complicated, whether they are about weight or customised structures.

“The major brands we deal with are focused on getting creative with their retail space. The packaging is typically the first interaction a consumer has with the product, so it is essential that the packaging matches the brand owners’ vision,” Kelley says.





JOHN  
KELLEY



ABBY  
BYLAND



MICHELE  
GALWAY



#### THE GOLD & BEST OF SHOW AT THE 2020 EXCELLENCE IN FLEXOGRAPHY AWARDS

Atlantic Packaging won The Gold & Best of Show at the 2020 Excellence in Flexography Awards, Preprinted Linerboard category with a box for Erie Meats chicken breasts using MetsäBoard Prime WKL 185 g/m<sup>2</sup>, 38 lbs/1000ft<sup>2</sup>. The judges' comments were: "Use of spot colour to enhance and create the appearance of screens was a high point", "Great combination of process colours and line colours" and "Cleanest, tightest example of flexographic printing emulating lithography".

### The experience inside the box

In e-commerce, a more discreet style of packaging is needed to avoid unwanted attention.

“E-commerce continues to use anonymous boxes, but there will be growth in two-sided printing. We did a package for a holiday destination, containing hotel keys and other information. It was simple outside, but colourful inside, enhancing the consumer experience,” says **Abby Byland**, the Marketing Director at Duso-box.

**Michele Galway**, the Operations Manager at Atlantic Packaging, agrees. Atlantic Packaging offers expertise in packaging equipment, integration as well as high-performance materials, protective packaging, and general industrial supplies.

“Pre-print is being utilised as an inside print on e-commerce packaging. They are typically simple, clean designs that carry a straight-forward message.”

Sustainability is on the rise, although not a market-dominant factor in the US yet.

“But we do get more requests for environmental certifications such as FSC and SFI than in previous years,” Galway adds. SFI is part of the PEFC alliance.

Excellent reproduction qualities are important. Atlantic Packaging won the Gold & Best of Show at the 2020 Excellence in Flexography Awards, Preprinted Linerboard category, with a box using MetsäBoard Prime WKL, thanks to its top-quality design and reproduction.



### MATERIAL MEETS VISION

The corrugated box design and manufacturing company Duso-box uses Metsä Board's material in packaging. Digital printing is gaining market share, but is still small, compared to flexographic pre-print or post-print.



“The availability of ecological, renewable and recyclable packaging materials is crucial to our customers.”





Chief Container's Aaron Hayes on the left and Todd Crabtree on the right.

### Digital printing grows

Digital printing is gaining market share, but is still small, compared to flexographic pre-print or post-print. But the percentage will grow.

"The price of digital printing is getting lower, and personalisation continues," Kelley says.

Chief Container's **Todd Crabtree** agrees. They use Metsä Board's liner in flexo and digital printing. Their target market consists of high-end corrugated packaging and display material.

"The higher quality white kraftliner supplies brighter white points and consistent ink handling, which are needed to reproduce beautiful graphics. Our customers expect the same precision and repeatability from us that we expect from our suppliers. High-quality liners help to achieve the print quality required," Crabtree says. •

### KEMI'S LINERS HAVE SET A MARKET BENCHMARK



**ROBERT VAENERBERG**

In 30 years, Metsä Board's white kraftliners grew in the US to a market benchmark. Kemi and Kemiart became synonymous with high-quality coated white-top liners, sometimes even used for grades not

produced by Metsä Board.

Much of the success of Metsä Board's liner range is thanks to the dedication of the team at Kemiart (US), Inc. The O'Brien family-owned company has acted as the sales channel for Metsä Group's fresh fibre paperboard products since 1991 and this will continue until the end of the year.

"Metsä Board's high-performance white kraftliners have proved to be a perfect fit to the needs of the US market," says

**Robert Vaenerberg.**

"Consumers buy in bulk and make buying decisions based on the package's look. One dominant language makes it possible to produce huge quantities of the same package design with high efficiency."

Currently, Metsä Board is preparing for the transition of the sales responsibility of Metsä Board's white kraftliners from Kemiart (US) Inc. to Metsä Board Americas Corporation.

"We are committed to the US market and want to grow with our customers. Assuming the great legacy of the Kemiart (US) Inc team we have been building a dedicated sales and customer service division for the white kraftliner business. Close cooperation with Kemiart (US) Inc's team has been highly valuable to ensure a continued superior service for our customers."

The most important factor for continuous success is that Metsä Board is a well-established market leader.

"We reliably deliver the product that our customers need. We will maintain this trust our customers have placed in us," Vaenerberg says.

Three years ago, Metsä Board renamed its family of white kraftliners under the Metsä Board brand name, but the name Kemi lives on.

# Working towards fossil free mills by 2030

Metsä Board is committed to meeting environmental goals, including having completely fossil free mills by 2030. The company has defined a concrete roadmap with projects, investments, and timelines for replacing fossil fuels with renewable energy. MARKKU RIMPILÄINEN



**GIULIA STELLARI**  
Sustainable Sourcing  
Development Director  
at Unilever

**M**itigating climate change and working towards 100% fossil free mills are at the core of Metsä Board's sustainability targets.

"We want to be among the most responsible actors in the business in mitigating climate change. Our customers share a similar goal," emphasises **Anne Uusitalo**, Product Safety and Sustainability Director at Metsä Board.

## A clear roadmap

Fossil free mills are already well underway; 83% of the energy used in Metsä Board's mills is fossil free, with a major share coming from bio-based energy sources.

"We have a clear roadmap with a timetable for how we will reach fossil free production at each production site."

Husum's pulp mill investment will have a significant impact. Our other mills will also reduce their use of fossil fuels.

"The power plants will be modernised in Simpele and Kyro, and biofuels will replace fossil fuels. The overall plan is to reduce the use of peat as an energy source, eventually phasing it out completely and to reduce the use of other

fossil-based process fuels by bio-based ones and electrification," Uusitalo says.

From 2030 onwards, major parts of Metsä Board's energy consumption will be based on renewable energy produced mainly from production side streams by utilising black liquor, bark, and forest residuals. In 2019, the share of fossil free raw materials in Metsä Board's paperboards was 99%. In addition, Metsä Board is reviewing alternatives to fossil-oil based materials.

## SBTi goals guide all operations

Metsä Board's targets for reducing its greenhouse gas emissions are endorsed by the Science Based Targets initiative and are in line with reductions required to limit global warming to 1.5°C.

The SBTi targets are split into three scopes. Scope 1 covers fossil CO<sub>2</sub> emissions from the company's operations, Scope 2 covers fossil CO<sub>2</sub> emissions of used purchased energy, and Scope 3 covers emissions from the company's value chain. A target for Scope 3 emissions is required if these represent more than 40% of the total emissions of a company.

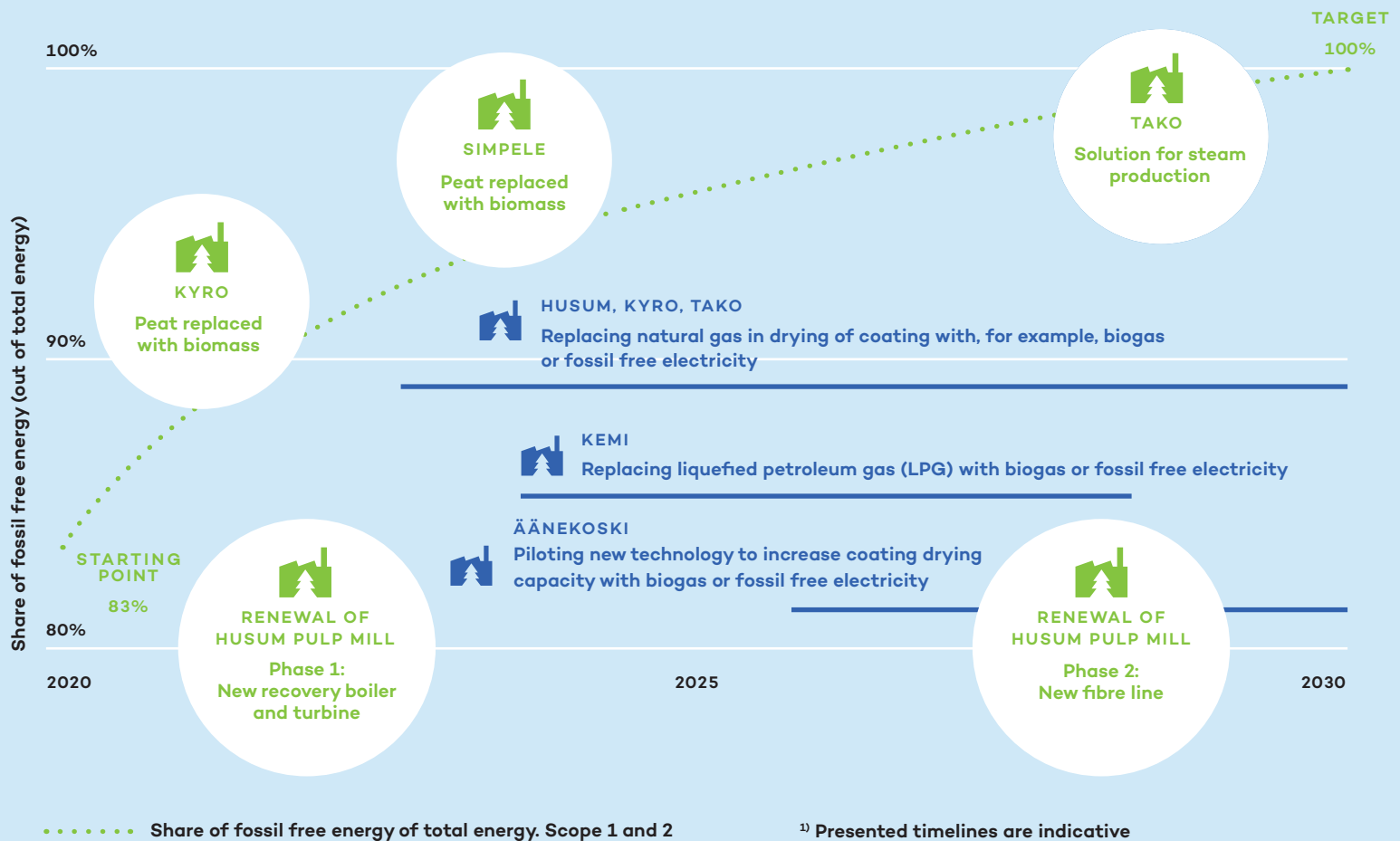
"The set target – no fossil CO<sub>2</sub> emissions from own production or from purchased energy,

"At Unilever we believe the scale and urgency of the climate crisis demand a collective effort, and no business alone can drive the transition at the speed that is required. We welcome Metsä Board's latest ambition to have fossil free mills by 2030. This objective is in line with Unilever's latest commitment to net-zero emissions from all our products by 2039 – from the sourcing of the materials we use, up to the point of sale of our products in the store. To achieve this goal 11 years ahead of the 2050 Paris Agreement deadline, it's crucial we work jointly with our partners across our value chain, to collectively drive lower levels of greenhouse gas emissions."



# A roadmap to fossil free mills 2020–2030 <sup>1)</sup>

Planned key investments subject to the final investment decisions



ANNE  
UUSITALO

guides all our operations. Goals are taken to mill level at all sites. Management follows the actions taken and the results achieved.”

## Working towards fossil free supply chains

Metsä Board’s ambitious emission reduction targets are part of a bigger picture. Many of Metsä Board’s customers are big global brand owners, that work hard in their operations to mitigate global warming, for example, by using sustainable packaging materials.

“We want to continuously improve our responsibility throughout the whole chain. Our

target for Scope 3 is to encourage our suppliers to commit themselves to set their own emission reduction targets.”

The importance of sustainability continues to grow.

“In addition to big brand owners, packaging manufacturers and printing houses are asking more questions about the ecological footprint of our paperboards which they use. The whole value chain has started to work together to achieve common climate targets.” •

# From volumes

Every fifth purchase globally is made online, and the packaging has to "wow" the consumer. From sustainability to personalisation, we introduce the biggest current trends in e-commerce packaging.

ANNA GUSTAFSSON Photos: Jussi Hellsten, Metsä Board

# to individuality

Imagine a streamlined – even simple – package with no visible logos. The real treat is what's hidden inside – colourful, sharp digital printing that continues the brand image and story and wows the consumer who opens the box.

"Online shopping has gone mainstream, so for the consumer, just getting a package delivered without a blemish is not impressive anymore. Digital printing allows for more personalisation and also makes the unboxing experience special," explains **Anna Keinänen**, Market Intelligence Manager at Metsä Board.

Global lockdown due to the coronavirus from early 2020 meant that the majority of shoppers around the world stayed home – a real struggle for many bricks and mortar shops, but a soaring opportunity for e-commerce operators. For example, over half of adults in the US shopped more online than ever in May 2020, according to Statista. It will remain to be seen whether newly adopted shopping habits will stick even after the pandemic is over.

## Branded packaging proceeds

Branded packaging is on the rise thanks to social media – and that's why packaging should tell a story! Sharing photos and

videos of unboxing items like electronics, beauty products, and even food is popular.

"Most brand owners are fully aware of the brand recognition provided by their in-store retail packs, but in e-commerce, this brand recognition often relates to the transit packaging, the opening of which is becoming a part of the brand experience," describes **Stephen Harrod**, Consultant at Smithers.

The potential to 'premiumise' the consumer experience with e-commerce packaging is seen as a real opportunity in the market. Harrod believes this will increase in importance as the e-commerce pack becomes the primary value-added pack.

Online, packaging plays a bigger role due to the lack of real experience inside a store. Besides, many consumers don't visit traditional stores anymore, so opening the shipment might be their first physical encounter with the brand. As such, the packaging is worth focusing on.

## China leading the way

The trend of personalised packaging started, like many packaging trends, from the e-commerce superpower, China. China has been innovative in e-commerce platforms and payment methods,





ANNA  
KEINÄNEN



STEPHEN  
HARROD



CINDY  
ZHANG



CARMELO  
PEREZ

#### 1 — A RECOGNISABLE PACKAGE

The Billebeino package is instantly recognisable. The company name is written in capital letters on the side of the box, the colouring is black-red, and the brick logo is there. The packaging's appearance can also be changed according to the seasons or ongoing collaborations with other brands.



As social media's role in online shopping increases, it also has a direct impact on e-commerce packaging.

Theme

The challenge is to create packaging that is as light as possible but also durable.

The packaging material for Nakuna Helsinki is made of eco-friendly, lightweight paperboard. An uncoated board provides a sophisticated look and feel to the package that is glueless, plastic-free, and fully recyclable.



#### E-CONSUMERS LOVE ONLINE SHOPPING BECAUSE OF THE FOLLOWING:

- Convenience and speed
- Shopping anywhere and anytime
- Choice and global reach
- Ease of price comparison
- Special offers and online discounts
- Speed
- Easy returns
- Product reviews
- Personalisation

Resource: Smithers overview 2019



visual elements; as social media's role in online shopping increases, it has a direct impact on e-commerce packaging. Packaging needs to include more visual attractions, as it is a key way that the seller communicates with customers.

"The main goal for the marketing and communications of a brand owner is always to follow the target audience. In China, there is much feedback between the seller and the consumer," Zhang says.

#### Dinner orders online

COVID-19 pandemic meant a rapid rise in food deliveries in Europe and the US. Ready-made meals delivered to one's home, portable packaging and on-the-go consumption of food has meant an increase in the need for convenient yet safe food packaging, often with easy-to-open and reseal options. In China, meal deliveries, online grocery sales, and online sales from bigger e-commerce companies to smaller shops have long been a steady practice.

"More and more fresh food, ready-made meals, and foodservice choices have resulted in faster purchase frequency. Consumer needs for food packaging have developed from basic protection of the goods during transportation to enhanced food safety in low-carbon, lightweight, and plastic-free packaging," says Carmelo Perez, Vice President of Sales at Metsä Board Shanghai.

#### Embracing sustainability

China might be ahead in many aspects of e-commerce, but it is only starting to arise for package sustainability.

"The amount of single-use plastic packaging used in online food sales in China, both takeaway and home deliveries, is significant and does not support the circular economy. However, there is a positive trend towards more sustainable packaging," says Perez.

**96% of Chinese mobile phone users use smart phones to shop goods online, compared to 59% global users.**

Source: Deloitte

As consumer environmental awareness grows, non-recyclable plastic packaging is under pressure. More and more companies are, therefore, changing their packaging to an ecological alternative. This also applies to e-commerce packaging. There is a growing demand for recyclable and sustainable packaging materials, such as paperboard. Packaging made of mono-materials for easy disposal is on the rise. It is important to remember that corrugated board has a very high recycling rate, up to 85% in Europe.

Another sustainability trend is the right-sized box. The days of huge boxes filled with air are gone. Now the main keywords are right-sized packaging, low CO<sub>2</sub> emissions during the life cycle, and recycling. The challenge is to create packaging that is as light as possible but also durable.

"Consumers favour packaging that is easy to reuse and recycle," Perez says.

#### Home is the new fitting room

E-commerce packaging has unique requirements for its material. The packaging needs to be light and recyclable, but it also has to be durable enough to withstand transportation.

"Home has become the new fitting room. In traditional shopping, returns account for eight per cent of sales, but in e-commerce, the average is 30 per cent," Keinänen says.

Packaging needs to be durable enough to protect the product on the way to the consumer, but it also needs to withstand the trip back. In e-commerce, the supply chain is long, and the number of touchpoints higher.

It is necessary to strike a balance between ecological sustainability and product protection, explains Stephen Harrod. According to Harrod, e-commerce has unique challenges, as product protection is of critical importance to brand owners.

“The most important issue in e-commerce packaging, and the least sustainable option, is product damage, and package design has to address this from the start. To avoid consumers returning damaged products, requiring a refund or exchange, redesign and rigorous testing of e-commerce packs is a necessity,” Harrod says.

Anna Keinänen describes how each e-commerce package is delivered individually. During the logistics process, each package is handled over twenty times. In a traditional store, a box is touched only five to seven times. All this results in wear and tear, but consumers are unforgiving when it comes to possible blemish and damage.

According to Smithers, more than half of consumers will stop ordering, or at least order less frequently, following receipt of damaged goods via e-commerce. Furthermore, an estimated 20

per cent of consumers will return the product, requiring a refund or exchange, adding to the producer’s costs and straining the supply chain.

“E-commerce packaging has become about so much more than just brown shipment boxes. Corrugated boxes made of white kraftliners are growing in popularity as they help brands increase visibility and assist promotion while offering maximum protection. Technological advancement and finer flute grades enable new end uses for corrugated as microflute consumer packaging,” Anna Keinänen says. •

#### 4 — RIGHT MATERIAL CHOICES

An attractive gift item requires an equally impressive package. Metsä Board’s design team helped to create an appealing package for a golf ball gift set featuring the universally loved Moomin characters. The package is composed of the same white kraftliner in all layers. Reducing the package size reduces the need for material, and eliminating transporting air also cuts emissions from logistics.







## An eco-friendly alternative for bubble wrap

E-commerce purchases often arrive wrapped elaborately in bubble wrap or swimming in a sea of styrofoam. Consumers are increasingly putting their foot down and declining the excessive use of plastic along with their purchases. But how does one replace plastic inside e-commerce packaging?

One solution has been offered by Pa-Hu, a family-owned company with over 80 years of experience in packaging design, consultancy, and logistics. The solution is called elastic cardboard, and it is made with Metsä Board's material. It is a flexible replacement for plastic wrapping, says **Sara Raikamo**, CEO at Pa-Hu.

"Consumers have liked the material, as it can be recycled along with the package. For brand owners, they have applauded the stylish and classy feel which this material adds to the opening experience."

Elastic cardboard, the first of its kind in the world, has similar moldability to bubble wrap. It protects the products during logistics.

"The elastic cardboard can be around products with all kinds of proportions. The product floats inside the package, not touching the sides. It works best with products with dimensions, like cosmetics, accessories, or small electronics."

The material can be printed with a brand logo so it can further support the brand image.

Raikamo has long years of experience in the packaging sector. She describes how brand owners started to increasingly require paperboard made with fibres from certified forests about five years ago. Similarly, she sees a recent increase in the demand for solutions to replace plastic as well as to decrease the carbon footprint in logistics. She welcomes the trend not only from a business point of view but from the environmental perspective as well.

"I do online shopping myself, and if opening the package causes a shower of styrofoam pieces to fly about in my home, I think there has to be a better way to do this."

### BEHIND THE IDEA

The original idea was born through the Better with Less – Design Challenge. Packaging designer Iiro Numminen won the competition with his vision of sustainable "bubble wrap," while working for Pa-Hu. Nowadays, Numminen works at Metsä Board as a Structural Packaging Designer.

# Responsible choices

Clothing manufacturer Billebeino runs its business primarily online. The company cares deeply about the sustainability of the packaging it sends to its customers. ELINA HOVINEN Photo: Aleksi Poutanen

**A** Billebeino package is instantly recognisable. The company name is written in capital letters on the side of the box, the colouring is black-red, and the brick logo is there.

“Packaging is the first impression that customers get when they pick up their parcel. The packaging must be stylish and attract attention in the street scene,” says **Juhani Putkonen**, Brand Manager at Billebeino.

## It all started with a signature

In 2013, NHL hockey player **Ville Leino** was working on paintings at his home in the US. He was undergoing physical rehabilitation after several injuries, and art had become a meaningful way to spend his time.

“I signed my paintings with a particular image. Juhani came to visit me, and asked about it,” says Leino, Creative Director at Billebeino.

Putkonen turned Leino’s signature into a digital logo, and the friends began to build a company around it. Billebeino, which makes unisex clothing, was established a year later.

Billebeino’s operations focus on online sales, and the packaging must remain intact and undamaged, even during long journeys. The parcels must also be easy to pick up.

“We chose a size that can fit into the boxes of self-service postal outlets.”

Respect for the environment and responsible operating methods are important.

“We use plastic only as a last resort,” Leino says.

## A smaller, lightweight package

The company’s cooperation with packaging manufacturer Adara began with the help of Putkonen’s childhood friend who worked there. In the beginning, Billebeino was shipping its products in paperboard packaging without a logo.

Now, everything is different; the digital printing market is growing worldwide and offers efficient design solutions for all

kinds of packaging. Nowadays, it can be seen in almost every package, and the trend is showing no signs of stopping.

Packaging manufacturer Adara agrees that digital printing is significant. Adara’s operations were revolutionised in 2016 when they invested in a new-generation HP Scitex 15500 digital press for corrugated packaging and display products.

“This large format digital press has brought us completely new possibilities for printing on corrugated board. With digital printing we can provide exciting customised and personalised display and package solutions for our customers. Also, speed to market is faster, and start-up costs are lower compared to traditional printing processes. The digital press enables the production of small batches and various group display solutions,” says **Tomi Havia**, Display and Brand Manager at Adara.

Colour management of a digital printing press is easy because the machine defines the colours itself and reproduces them completely correctly.

“Next to the printing machine is a large format corrugated board cutter with which we can cut all kind of unique shapes for package and display purposes,” Havia adds.

Havia says that there are instances of brand owners taking advantage of this new printing technology, adding more twist and message for their display campaigns. Because of the growth of e-commerce, much more attention is being paid to the appearance of packaging.

“Corrugated board is sustainable, sensible, and stylish. Our key considerations in packaging are lightness, attractiveness, and environmental friendliness,” Putkonen says.

Thanks to digital printing and flexible cooperation with Adara, the packaging’s appearance can also be changed according to the seasons or ongoing collaborations with other brands.

“Noticeable packaging is always a part of marketing”. •



**TOMI  
HAVIA**



## ABOUT THE PACKAGE

The surface of Billebeino's current E-flute corrugated board packaging, with Adara's digital printing, is made from MetsäBoard Classic WKL 135 g/m<sup>2</sup> while the back consists of uncoated MetsäBoard Natural WKL Bright 120 g/m<sup>2</sup> white kraftliner.





# Fresh or recycled? It is not an either/or

Do you choose packaging based on how environmentally friendly you think it is? If you want to make the best choices for the planet, there are a few important things to know. CHARLIE BASS [Photo: Markus Spiske/Unsplash](#)



**F**resh and recycled fibre both have their uses, but it is a fact that recycled packaging could not exist without fresh fibre.

“Wood fibre breaks down with every use – much like a sweater will not be shop-fresh after several washes,” explains **Anne Uusitalo**, Product Safety and Sustainability Director at Metsä Board.

“When using recycled fibres you usually need to add some fresh fibre into the mixture to get the required strength and stiffness needed for the packaging – making fresh fibre both the start and the enabler of the circular economy.”

## Keeping food safe with high-quality fresh fibre

It might not be the first thing on your mind when picking up a package from the store shelf. Still, recycled packaging can contain residues from printing ink, adhesives and other chemicals that should not come into direct contact with food – in fact, it is forbidden in some countries to use recycled fibre packaging for these purposes. On the other hand, fresh wood fibres are pure and safe – packaging made with fresh fibre paperboard will not affect the taste of food packed or served in it. We know the origin of fresh fibres is from sustainably managed forests – with recycled fibres we often do not know where they have come from.

## Minimising your carbon footprint

What is also good to know is that the carbon footprint of packaging made from fresh wood fibres could be lower than that of





**Fibre-based packaging is a strong contributor to the European circular bio-based economy, with 85% of paper and board packaging already recycled.**

recycled fibres. For example, both the paperboard weight and the amount of material needed to produce a piece of packaging play an important role in the carbon footprint.

“When using recycled paperboard for packaging, you often need more material to meet the same strength and stiffness requirements as you would get with fresh fibre,” Uusitalo points out.

“The high strength and bulk of fresh fibre paperboards allow lighter basis weights to be used for the same packaging quality. It has sustainability benefits which span throughout the packaging lifecycle: less raw material needed, less weight to transport and less waste to dispose of at the end of the chain.”

In addition, the type of energy used in board production also plays a key role – when using low-emission, renewable energy

resources, the environmental impact of fresh fibre paperboard enables a lower footprint.

**The sustainable choice**

So, what is the key takeaway from this? Fundamentally, fresh and recycled fibre are partners in the circular economy. To choose the option with the lighter environmental impact, you need to know more. Does it make sense to discuss which is better, when generally speaking, both are good?

“Choosing paperboard packaging is good when you know it is of renewable, sustainable origin, rather than fossil-based plastics. The way we can make the biggest contribution to the environment and mitigate climate change to reduce the use of fossil-based energy and fossil-based materials,” Uusitalo concludes. •

# 100% safe pharma packaging

The global healthcare market is driven by strong growth and was worth over 100 billion USD in the year 2019. The pharma package should always ensure that the contents remain safe on their journey to the consumer. That is where the tamper-evident features are needed. ANNA GUSTAFSSON [Photo: Vesa Tyni](#)

**E**son Pac is a Swedish pharma packaging specialist. **Niklas Bengtsson**, Sales and Marketing Director at Eson Pac, knows the current pharma packaging trends well.

“New legislation is being introduced all the time, and markets want their say in what is printed on pharma packaging. There are many new elements being used in prescription drugs as we can now tailor-make pharmaceuticals to meet individual needs,” Bengtsson says.

“Increasing amounts of biological raw material is being used to make more effective drugs, causing higher complexity with different versions of packaging – in the future, we will even see individually printed packaging. The pharma companies are also looking to cut their use of plastic,” Bengtsson says.

The volume of pharma packaging increases with an estimated growth of 5 to 10 per cent, with the number of stock-keeping units growing as well.

High readability is essential. It has to be understood what is printed on the package. Usability has to be simple – the box should be opened without instructions or just with a simple guide. But most of all, what is on the inside has to be safe.

“Tamper evidence makes sure we know that the product has not been compromised along the supply chain,” Bengtsson adds.

**Iiro Numminen**, the Structural Packaging Designer at Metsä Board, agrees.

“Tamper-evident packaging has a structural element which breaks if the package is opened. You cannot replace the content without leaving a mark.”

Metsä Board has been developing tamper-evident solutions with their customers already, as a major player in the European health care market.

“Sometimes, you can feel that the quality of the package is not good; the packaging does not have fresh fibre strength, or the printing is not sharp. This may raise the suspicion that the packaging is a copy,” Numminen says.

## Smart labels give valuable information

Tamper-evident features in packaging also include seals, taping, pre-gluing, foiling, plastic wrap, or holograms.

A Finnish company Starcke specialises in brand protection and holograms. Starcke’s Chairman of the Board, **Ari-Veli Starcke**, became interested in holograms by chance but has since fought organised crime globally.

“A hologram is impossible to forge; it is an effective tamper-evident element. You cannot repeat a hologram made by a human. All hologram models are stored in an international archive, and in our company, we keep our codes in a vault,” Starcke says.

Starcke’s newest product is an application which connects products with smart labels to an online portal and has traceability with a QR code or a Near-Field Communication chip (NFC) that operates as a part of a wireless link. Brand owners can see where their products are opened, and consumers can ensure their authenticity.

## Different motifs behind frauds

Frauds can be an attempt to sabotage a brand by a competitor or a question of passing a cheap copy as a brand product.

“I am worried about the basic medicine in developing countries, where forgeries are common,” Starcke says, urging pharmaceutical companies to use more tamper-evident packaging, even when it costs more. ●





NIKLAS  
BENGSSON



ARI-VELI  
STARCKE

Design: Metsä Board  
Material: MetsäBoard  
Pro FBB Bright 230  
g/m<sup>2</sup> (15.2 pt)  
Label/Safety  
solutions: Starcke  
Printing: Markprint

A hot foil stamped  
and embossed  
Metsä logo.

A genuine security  
hologram.

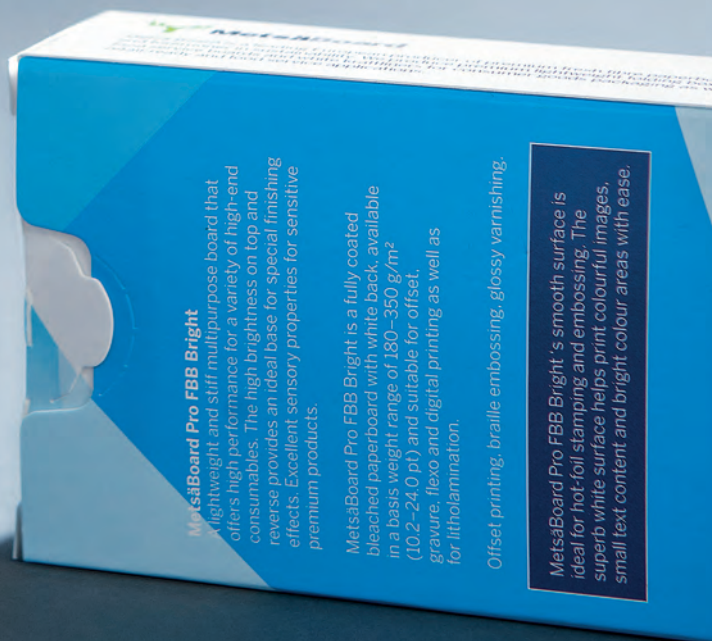
The label has been made of  
EXTRASSURE® security paper  
label material (integrated  
special pigments that  
react with UV-light), that  
makes counterfeiting of the  
label impossible.

Smooth surface of the paperboard  
enables incorporation of coding,  
Braille and anti-counterfeiting  
features.

A security cut to make  
sure the label will tear  
apart if someone tries to  
open it.



A unique QR code takes  
to authentication web page.



The packaging has a tamper-evident characteristic that uses  
a combination of various techniques: The first solution is structural  
– opening the package breaks the locking mechanism, and it is easy  
to see if the box is intact. The other solution uses a security label,  
that has many features.





# The Art of Excellence

The newly opened Metsä Board Excellence Centre in Äänekoski is a unique concept. The Centre opens a door to customers for innovations and co-creation and accelerates the development of new packaging solutions. ANNA GUSTAFSSON [Photos: Hanne Manelius](#)

**T**he Excellence Centre is not only a showroom, but a platform for collaboration and new solutions. It's a place where massive bio-product ecosystem, paperboard production machinery, and busy factory floors are coupled with an R&D lab, a design studio and packaging virtual reality. It solves customers' current challenges and helps them meet their goals through cooperation.

This state-of-the-art centre is based in Äänekoski, some 300 kilometres from Helsinki to the north. Äänekoski is also where the Metsä Board paperboard mill is located, and today the city is a busy hub of bioeconomy.

"The idea that top packaging designers work alongside R&D laboratory and even paperboard production brings a lot of added value to our work. We can pull through projects considerably faster when we have all the necessary tools, a strong partner network, and professionals working in the same place," says **Ilkka Harju**, Packaging Services Director, EMEA and APAC, at Metsä Board.

## From forest to production

The Excellence Centre brings together designers working on both structural and graphical packaging design as well as customer feedback operations, research and development. There is direct access to the mill.

"The customer can observe the whole journey, from the forest to the mill, and from our design tables to production and end products. Small decisions like the weight of a package, can have a big impact on the end result," says **Sai Li**, an R & D Engineer at Metsä Board.

Excellence Centre offers many new tools for the designers to work with.

"The simulation tool, for example, is a computer-aided engineering (CAE) tool to allow sophisticated analysis tasks. Metsä Board has been utilising this tool to further analyse paperboard materials and packaging designs," Li says.

"With the tool we can efficiently conduct advanced analyses to understand and quantify different physical phenomena. We can characterise our customers' current material and its physical behaviour. We also can screen the most optimal designs and materials for the intended packaging applications by performing simulations," Li says.

Li is looking forward to more partnerships, workshops, and shared learning experiences. When people combine their strengths, in-depth know-how of the packaging industry is made stronger. There have already been collaborations between the Excellence Centre and research institutes and universities around the world.

## Reaching goals

Structural Packaging Designer **Iiro Numminen** has been working closely on the concept right from the beginning. Numminen is passionate about packaging design and has been folding paper into shapes for as long as he can remember.

"Excellence Centre concept enables packaging design through the whole value chain, not just looking at separate parts. With the material knowhow, competence and tools now available, we are able to optimise the packaging performance in every part of its lifecycle," Numminen explains.

## Services

1—

1 – The centre also holds Metsä Board's research lab and has a staff of researchers and research technicians.

2 – The R&D team investigates possible future material solutions on many fronts.

3 – In the Excellence Centre, we can research even wild ideas and make different prototypes that are not yet ready for everyday consumption.

4 – Sai Li, Iiro Numminen and Ilkka Harju.



2—



—3

—4



Solutions can also be developed and worked on in online meetings as long as the right people are at both ends, and the workshop is well-prepared. The centre is in Äänekoski, but Metsä Board shares expertise and provides services worldwide.





The Excellence Centre offers a framework also for R&D, which is one of the core parts of centre's operations. The capabilities in the research lab cover barrier solutions different aspects of packaging functionality and converting efficiency, testing paperboard, and for example, analysis of product safety.

#### **What the future holds?**

Numminen and Li light up when asked to imagine what the future of the Excellence Centre might hold.

"In our wildest coffee table talks, we have imagined a bare design studio, where we circulate a hologram model of a package in front of us," laughs Li.

Numminen is looking forward to adding more Artificial Intelligence elements to packaging.

"In the future, the packaging could tell the consumers, for example, information on food products approaching their last consumption days. The fridge would organise itself in a way that the goods needing to be consumed first would be in the front row," Numminen says.

With the help of the Excellence Centre, the future of packaging is already here. •



# Inspired by renewable materials

Internationally recognised designer, Eero Aarnio, has created a playhouse for children from corrugated board. The idea of the environmentally-friendly playhouse is also to make it user-friendly: it does not require a lot of space.

ELINA HOVINEN [Photos: Miikka Tikka, Eero Aarnio](#)

**E**ero Aarnio loves to explain the product design processes and the selection of materials in great detail.

“The idea for a Bubble Chair concept came to me when I was sitting in a Ball Chair and realised that light was needed. I designed a window for the Ball Chair, with curtains and a geranium on the windowsill,” Aarnio says.

Then the window became a skylight and, eventually all this transformed itself into the idea of a transparent Bubble Chair hanging from the ceiling.

Aarnio’s latest project is the design for a playhouse made from corrugated board. The design was created in cooperation with Metsä Board.

The playhouse package is just four centimetres high, with the dimensions of the house being 113 cm × 80 cm × 100 cm. The lightweight house is easy to assemble on a playroom floor, for instance, or could be used as a temporary playroom in the yard. It can be set up inside or out and put in a box when it is not in use. It is available for sale at the Finnish Design Shop’s online store.

## Renewable materials

In recent years, Aarnio has used renewable materials as much as possible.

“I try to find information about new materials, and I think about how I could use them. The industry finds the information first, and I then use this existing information as a designer.”

Aarnio is currently interested in cane and wood as materials. Plastic has been easy and multifaceted, but he seeks to avoid its use nowadays or chooses recycled plastic instead.

Shapes heavily inspire Aarnio’s work.

“New materials create new shapes, and new technologies create new opportunities.”

## Working amidst lake scenery

Aarnio’s studio is located in his home in Veikkola, Finland, in a house he designed and built by Lake Lamminjärvi. The studio has a lake view – the lake being just ten metres from the window.

“This is our seventeenth home. Our first home was a studio apartment on Bulevardi in the heart of Helsinki, 12 square metres, with a double bed, my desk, and my wife’s weaving loom which she used to make little mats with.”

Although it seems that Aarnio never runs out of ideas, design work does not always run smoothly.

“The brain needs to rest occasionally before new ideas begin to emerge. Little creative blocks are nothing to worry about.”

Round shapes and plasticity particularly inspire Aarnio.

“When I begin to design something new, I often choose the material first, and then I start drawing. I always keep my design to the actual size, also bearing in mind that it should be something that I could make myself.” •

## EERO AARNIO

- Finnish designer
- Born in 1932
- Lives in a house he has designed and built himself in Veikkola, Finland
- One of the greatest innovators of modern furniture design
- His iconic creations are the Ball Chair, Double Bubble Lamp, Puppy, the Pastil Chair and the Bubble Chair



“My favourite material is something as dynamic as the imagination.”

1 —



2 —

1 – Eero Aarnio started his company in 1962. His first product was the Ball Chair, which was an international breakthrough. Eero Aarnio's name is his brand, and many people associate the brand with the Ball Chair in particular.

2 – Material of the playhouse' print surface: MetsäBoard Pro WKL 160 g/m<sup>2</sup> (6.5 pt).

Material of the inner surface: MetsäBoard Natural WKL Bright 160 g/m<sup>2</sup> (7.9 pt).

Manufacturer of the playhouse: Futupack.

# Better for design and the environment

Fast food and take out dishes are too often served using non-sustainable, plastic packaging. The world needs better alternatives. ANNA GUSTAFSSON [Photo: Metsä Board](#)



Christine Gamboa and Gaudy Danao III, won the Better with Less – Design Challenge.

The winner of this year's Better with Less – Design Challenge is called *Expandable 'Eco Street Food Ware'*.

The design is a creation by two marketing and advertising professionals from the Philippines, senior Art Director **Christine Gamboa** and **Gaudy Danao III**, Associate Creative Director.

The Better with Less – Design Challenge aims to inspire design professionals and students to create environmentally friendly, but also functional consumer packaging solutions for everyday goods. The winning work fits the bill perfectly.

Expandable Eco Street Food Ware is an ecological takeout food container that addresses the growing demand for more sustainable street food packaging. Takeout and fast-food restaurants typically serve their food in disposable, single-use plastic or styrofoam containers.

The winning design can be made with a lightweight plastic-free ecobarrier board making it easily recyclable and compostable. The container can be used for both wet and dry food. The container is 25 cm in diameter, and it works as a plate when open, but can be folded to suit many types of food cultures. The philosophy behind the design is to keep things simple.

“The less material involved in the production, the better for design and better for the environment,” Gamboa says.

“Sustainable design should not just be eco-friendly but also user-friendly,” Danao III adds.

Sustainability is not yet a priority for brands in the Philippines.

“We aspire to start a movement where sustainable design is a major factor in implementing advertising concepts. Based on our experience, the challenge that sustainable design or sustainable products are facing is not in creating it, but in implementing it.” •







# METSÄ BOARD FACTS AND FIGURES

## OUR PRODUCT PORTFOLIO

	NATURAL	CLASSIC	PRO	PRIME
<b>FOLDING BOXBOARDS</b> FBB	MetsäBoard Natural FBB	MetsäBoard Classic FBB  MetsäBoard Classic FBB CX	MetsäBoard Pro FBB OBAfree  MetsäBoard Pro FBB Bright  MetsäBoard Pro FBB CX	MetsäBoard Prime FBB Bright  MetsäBoard Prime FBB EB  MetsäBoard Prime FBB CX  MetsäBoard Prime FBB CXB
<b>FOOD SERVICE BOARDS</b> FSB	MetsäBoard Natural FSB Cup		MetsäBoard Pro FSB Cup	
<b>WHITE KRAFTLINERS</b> WKL	MetsäBoard Natural WKL  MetsäBoard Natural WKL Bright	MetsäBoard Classic WKL	MetsäBoard Pro WKL	MetsäBoard Prime WKL

## METSÄ BOARD IN NUMBERS

# No 1

in folding boxboard and white kraftliners in Europe

in coated white kraftliners globally



Our customers are brand owners, retailers, converters, corrugated box manufacturers and merchants

# 2,400

personnel

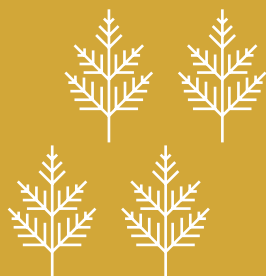


# 1,9

Billion EUR sales

# >100

We deliver to over 100 countries



For every tree harvested, four seedlings are planted

## OUR VALUE CHAIN IS SPECIAL



High access to Nordic fibre

# 100,000

Finnish forest owners as our owner base



Sustainable and renewable raw materials

# 100%

traceability and self-sufficiency in high-quality Nordic fibres and tailor made pulps



Resource efficient operations

# A level

position on the CDP's Climate List

Metsä Board also has EcoVadis Platinum rating and is ranked in the top 1% of suppliers.



Metsä Board  
professional  
magazine

metsaboard.com



#### E-COMMERCE TODAY

Online shopping has gone mainstream, but branded packaging is on the rise thanks to social media. That is why packaging should tell a story!

There is a growing demand for recyclable and sustainable packaging materials, such as paperboard. Packaging made of mono-materials for easy disposal is on the rise. Corrugated board has a very high recycling rate, up to 85% in Europe.

Another sustainability trend is the right-sized box. Also low CO<sub>2</sub> emissions during the life cycle, and recycling, are important. The challenge is to create packaging that is as light as possible but also durable.

The cover of this magazine is made with MetsäBoard Prime FBB Bright 210 g/m<sup>2</sup> (12.0 pt).