WHAT IF paper packaging is the solution?
We challenge conventional packaging for a sustainable future
Strategy for a sustainable future

WE CHALLENGE CONVENTIONAL PACKAGING FOR A SUSTAINABLE FUTURE

PROFITABLE GROWTH

POSITION
Expand in the value chains

INNOVATION
Turn good ideas into new solutions and materials

SUSTAINABILITY
Integrate and improve in everything we do

EFFECTIVENESS
Drive a customer focused approach

PEOPLE DRIVE CHANGE
Think new – Feel responsibility – Cooperate – Create value
We focus on 4 strategic areas

To achieve sustainable and profitable growth

**POSITION**
Expand in the value chains

We see opportunities to further strengthen our position by expanding the market geographically and forward along the value chain.

**INNOVATION**
Turn good ideas into new solutions and materials

In collaboration with customers and other partners, we are developing packaging materials and solutions for a more sustainable world.

**SUSTAINABILITY**
Integrate and improve in everything we do

Sustainability is the business opportunity of the future and has long been an integral part of our core business and long-term goal.

**EFFECTIVENESS**
Drive a customer focused approach

High effectiveness is crucial for profitable growth and thus also for our opportunities to continue investing for the future.
We drive change by targeting major global challenges

Littering  Climate  Food waste
TODAY, PLASTIC PACKAGING MATERIAL FLOWS ARE LARGELY LINEAR

6% CASCADING RECYCLING

4% PROCESS LOSSES

14% COLLECTED FOR RECYCLING

2% CLOSED-LOOP RECYCLING

78 MILLION TONNES (ANNUAL PRODUCTION)

88% VIRGIN FEEDSTOCK

14% INCINERATION AND/OR ENERGY RECOVERY

40% LANDFILLED

32% LEAKAGE

WORLD ECONOMIC FORUM, ELLEN MACARTHUR FOUNDATION, MCKINSEY & COMPANY.
A NEW PLASTICS ECONOMY: RETHINKING THE FUTURE OF PLASTICS (2016)
WWW.WEFORUM.ORG/REPORTS

1 Closed-loop recycling: Recycling of plastics into the same or similar-quality application
2 CASCADING recycling: Recycling of plastics into other, lower-value applications

Source: Project Marenheim analysis — for details please refer to the extended version of the report available on the website of the Ellen MacArthur Foundation: www.ellenmacarthurfoundation.org

Source:
WORLD ECONOMIC FORUM
We focus on 4 strategic areas

To achieve sustainable and profitable growth

- **POSITION**
  Expand in the value chains

- **INNOVATION**
  Turn good ideas into new solutions and materials

- **SUSTAINABILITY**
  Integrate and improve in everything we do

- **EFFECTIVENESS**
  Drive a customer focused approach

We see opportunities to further strengthen our position by expanding the market geographically and forward along the value chain.

In collaboration with customers and other partners, we are developing packaging materials and solutions for a more sustainable world.

Sustainability is the business opportunity of the future and has long been an integral part of our core business and long-term goal.

High effectiveness is crucial for profitable growth and thus also for our opportunities to continue investing for the future.
To challenge convention is second nature to us
Shape…
New areas of use
A PAPER BOTTLE
Services, MANAGED PACKAGING

HIGHLIGHTS EXAMPLE

$300,000 in reduced air freight costs on each 1 million boxes shipped

200 tonnes less paper used per 1 million boxes with a positive impact on the environment

20% reduction in packaging material weight with packaging designed by BillerudKorsnäs
Reference

Powder
Bio char 20% Ash 2%

Pellets
Bio char 20% Ash 2%

Preleminary results 12 October 2018
The paper battery, a power source using nanotechnology to store electricity in a cellulose fibre material.
Maria Strömme
Professor in nanotechnology
at Ångström Laboratory, Uppsala University.
Combining the best of two worlds

Deep research expertise with innovation and production know-how
To remember: the future of sustainable products grows in the forest.