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New coating line produces label materials for special requirements

UPM Raflatac's new speciality products coating line at the Tampere factory in Finland had its start-up earlier this year. Everything is now in place to produce a widening range of self-adhesive label materials for special, even unique requirements.

"With the new coating line we're now in a position to step up our efforts in developing new high-quality label material solutions in response to the diverse needs of our customers," says **Jan-Erik Forsström**, Senior Vice President, Europe.

The design of the new line is based on UPM Raflatac's proprietary technology. Special emphasis has been given to flexible production technologies and cleanliness in production.

UPM Raflatac has also reinforced its special products development organization and team of technical experts.

"We have an efficient organization in place for innovation and product development," com-



Featuring cutting-edge technology, UPM Raflatac's new special products coating line opens up new possibilities for creating innovative and tailored labelling solutions.

ments **Arto Tuomi**, General Manager, Special Business, Europe.

"Our experts know the special requirements of the different end-uses and are continuously

working towards developing new and better label solutions."

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Cutting-edge coating technology...

- * more choices and even better product quality
- * versatile capabilities: pattern gumming and siliconizing, multilayer laminates, solid laminates, etc.
- * custom-designed for the production of thin materials
- * provides a superior adhesive profile and clarity

Technical expertise for winning solutions

UPM Raflatac's team of technical experts are the first people to approach whenever innovative solutions are sought for demanding or entirely new applications.



The recently strengthened Technical Sales team brings together the considerable expertise of the entire organization worldwide – the right resources, highly structured processes and corporate commitment to developing winning solutions.

"Our experts are easily reached to help select the most suitable labelstock for a specific end-use, customize an existing material or develop a totally unique labelstock as the situation requires," explains **Ilkka Ylipoti**, Vice President, Sales Europe.

"Whichever path we take, we deliver a high-quality labelling solution that matches the specific requirements of the application in question."

Developing demanding label materials requires know-how, resources and an innovative attitude. UPM Raflatac's technical experts are working to find the best solutions for demanding or entirely new applications.

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Partnerships for better results

Special self-adhesive labelstocks are demanding and complex by nature. Numerous special features can be chosen for a customized label that makes a product unique or enhances its performance or shelf presence. These include, among others, special laminate constructions, pattern gumming, special adhesive performance, special release levels and eye-catching, functional or sensorial face materials.

In ideal circumstances, customized labelstocks are designed together with the customer, material suppliers and end-user. This way customer relations simultaneously develop into closer, more fruitful partnerships.

"We work in close collaboration with our customers," says **Paavo Sillanpää**, Business Director for UPM Raflatac's European Special Business. "Together, we're better able to develop totally new labelling solutions for new or especially demanding applications."

Innovative labelling solutions

According to Jan-Erik Forsström, Senior Vice President, Europe, in a market as large and diverse as Europe there will always be a need for label solutions customized for special requirements and applications.

"Our customers are constantly looking for new, value-adding products and services, and the quality requirements are getting more and more demanding," Forsström says. "Our investment in new technology, quality development and competence demonstrates UPM Raflatac's commitment to playing a key role in the future development of special products."

Excellent resistance from Thermal Top IR



Thermal Top IR 200 is a direct thermal labelstock for applications requiring excellent resistance to oil, dirt or even blood. It's ideal for end-uses where possible contamination could leave the label unreadable.

There's also a built-in security feature. Original images on ordinary thermal papers can be photocopied so that the duplicates are fully scannable with visible red light. This brings the authenticity of the label into question. The thermal image on Thermal Top IR 200 can't be photocopied so that it scans under infrared, which means an original label remains exactly that.

Thermal Top IR 200 provides a high-quality printing surface for most conventional techniques in addition to direct thermal. It has been developed for use in industrial, retail and medical applications, especially shelf-edge marking and materials handling.

Cosmetics compete globally with solutions from UPM Raflatac

The cosmetics industry makes extensive use of self-adhesive materials and the numerous possibilities they offer for printing and creating special effects, without excessive expense. Self-adhesive labels are suitable for packages of all shapes and sizes and a range of substrates including plastics, metal and glass. They also allow products to be tailored at a later stage, which is a bonus from the logistics point of view. Multitac constructions, meaning two or more labels on top of each other, make it possible to print information in several languages in a relatively small space.

The international cosmetics manufacturer Lumene uses self-adhesive materials from UPM Raflatac for many of its cosmetics and make-up labels. The company has been more than satisfied with its cooperation with UPM Raflatac and the Auraprint printing house. Together, the companies have been able to find a suitable labelling solution for every product.

International expertise

"The label plays a key role in the way a product looks. The appearance gives the product a name and brand – an image," explains Design Manager **Maija Olkkonen-Seppo** from Lumene.



"With many of our products we aim to achieve the no-label look, and development has been remarkable in that respect. Clear and thin materials have been integrated to the package so that it's hard to distinguish the label from the bottle. We've been pleased with the way UPM Raflatac invests in product development and hope they'll continue providing us with the latest information on labelling solutions for cosmetics," Olkkonen-Seppo says.

Product Manager **Markku Soukka** from the Auraprint printing house is of the same opinion.

"Lumene's products represent the best in the world and compete in a global market. UPM Raflatac, itself a global company, is able to offer us knowledge on the global development of labelling materials. Current global trends include a shift towards thinner and more transparent materials, and UPM Raflatac has been able to answer this need with suitable face materials and adhesives," Soukka says.

"It's good that all parties understand how the entire production chain works, as it's in everyone's interest that the product performs flawlessly. Seeking new solutions is a task we've always worked on collaboratively," Soukka comments.



Something special for personal care?

Personal care products need labelling with something really special to bring out the best of the brand, connect with the consumer and win repeated sales. UPM Raflatac has created a wide range of innovative labels with properties that make them ideal for cosmetics. Here are some of our personal care specials:

Special functionality

- * Raflatube, one of our tube labelling faces, takes a twist and a squeeze with so much more beauty, flexibility and efficiency than direct print.
- * The RC 12 UV Hotmelt adhesive for resealable packs like wet-wipes is also kinder to the environment – our alternative to solvent-based methods.

Sensorial materials

- * Stylish and gentle Matt finish
- * Soft Touch PP
- * Eye-catching iridescent films
- * Metallic look faces

Why sustainability is good business

Companies around the globe are grappling with the impact of global climate change and designing sustainability strategies to minimize their impact on the environment. UPM Raflatac is taking a strong stance on sustainability, believing that environmentally sound business is good business.

"We've built sustainability into our business model," says **Heikki Pikkarainen**, President of UPM Raflatac. "We have implemented a comprehensive strategy that features responsible raw material sourcing and usage, increased production and energy efficiency, waste recycling and reuse, and innovative new products that use waste as a raw material."

Pikkarainen cites UPM Raflatac's support for forest certification and product chain of custody; water-based emulsion adhesive production processes; and new product offering UPM ProFi as examples of the company's commitment to environmentally sound manufacturing processes.

European factories now ISO 14001 certified

UPM Raflatac is also working to obtain ISO 14001 certification for Environmental Management systems for its global network of factories. The company has now gained ISO 14001 certification for all of its European factories. The



ISO 14001 system promotes sustainability, helps identify and reduce environmental load and also reduces costs.

"Being ISO 14001 certified is an assurance for our customers and partners that environmental performance is an important part of our corporate culture, demonstrating that we take environmental issues very seriously. This shows in our choice of raw materials, such as water-based adhesives and sustainably sourced papers, and the innovative waste solution created in the UPM ProFi project," says UPM Raflatac's Environment and Quality Systems Manager **Lesley Crookes**.

A new innovative wood-plastic composite material, UPM ProFi, uses self-adhesive production waste as its principle raw material. UPM ProFi is a tough, weather-proof material that can be used for construction purposes such as decking, playgrounds and boardwalks.

New factory in Poland operational at the end of the year

Construction work on UPM Raflatac's new self-adhesive label materials factory in Wroclaw, Poland, is well underway. Production at the approximately 90 million euro facility is scheduled for start-up in the final quarter of 2008.



"This secures a solid growth platform both for ourselves and our label printing customers in Europe for many years to come," comments President of UPM Raflatac **Heikki Pikkarainen**.

Once operational, the new production and logistics centre will supply a wide range of high-quality film and paper labelstock products featuring water-based acrylic and hotmelt adhesives.

Good news for your business!

Be among the first to know what's going on at UPM Raflatac! Sign up for our free eRaflatac newsletter at www.upmraflatac.com for the latest news, product launches, useful tips and more – delivered straight to your inbox.

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