

2 For the Future  
of Label

3 Thinner and  
stronger



4 New PEFC  
and FSC certified  
products

## Innovations renewing the self-adhesives business

To bring labels to life, businesses need to combine cost-efficiency with creativity. UPM Raflatac is harnessing the power of innovation to create extra value in every link of the label value chain and to help the customers stay in shape.

Very few industries are exempt from the effects of the global economic slump. The self-adhesives business has experienced a setback after strong growth sustained over a quarter of a century. Better times are already anticipated in the market, but a lot of work to improve cost-effectiveness and profitability needs to be implemented throughout the label supply chain.

"UPM Raflatac's focus is clear. We are taking determined steps in the development of our operations and channelling significant investment into product development and special products. We are moving our focus more from supplying the product to delivering the value," outlines **Tapio Kolunsarka**, Senior Vice President, UPM Raflatac Europe.

### A partner in product development

UPM Raflatac's new product development organization has been fine-tuned to generate faster response to customers' and end-users' needs. A wide range of development projects are now reaching completion, with a number of major product innovations due onto the market within the next year.

"We're significantly increasing our worth as a partner for customers looking for new applications or solutions that produce added value to the end-user. New innovations, additional resources and renewed drive are enabling both UPM Raflatac and our customers to do profitable business," identifies Kolunsarka.

"There's still plenty of room in the market for innovation, and we have an efficient special products organization at our customers' disposal for the collaborative development of new products."

### Economy and ecology hand in hand

Innovation is also called for to increase the cost-efficiency and sustainability of the every-day labelstock grades.

"We're working continually with material suppliers to reduce the environmental load of self-adhesives, with thin and durable materials marking the way forward." ►



THINK LABEL!





Tapio Kolunsarka,  
Senior Vice President at  
UPM Raflatac Europe

► Continued from page 1.

Thin products demonstrate lean innovation at work. UPM Raflatac's new range of thin paper and film products offers customers economical as well as environmental benefits. Thin materials mean more labels per roll for greater efficiency during print runs and on the dispensing line. Less material is used and less waste generated in all stages of the label lifecycle.

"The flagship of our thin product range is our newly launched PP30 backing which offers superior performance for cost-efficient and eco-friendly converting and dispensing. PP30 backing is also better suited for recycling than a standard paper backing, making it a truly interesting choice for a wide variety of applications," Tapio Kolunsarka explains.

### New production platform delivering on its promises

UPM Raflatac has carried out a major revamp of its production infrastructure during 2009.

"An integral part of the restructuring program has been setting up a new production and logistics centre in Poland. The factory start-up has been exemplary, and the product quality and service level have met our high expectations," says Kolunsarka.

"Our fine-tuned production network in Europe enables us to stay at the forefront in quality self-adhesive products while introducing new innovations like the PP30 backing or the improved convertibility properties of our hotmelt adhesive RH 9. We are excited about the versatility of the technology platform that our new factory features. It enables initiatives, which brings clear value to our customers."

UPM Raflatac's position in the East European market will be further strengthened by improving the distribution reach and sales efforts in the area. "We have opened own distribution terminal in St. Petersburg as the first labelstock supplier in Russia and are actively looking for further ways to improve our service reach in East Europe. We're committed to being the leading supplier and first choice for customers in this region and plan on growing our market share position gradually," Tapio Kolunsarka says.

"All in all, with the streamlined production platform and intensive focus on product development we will have a robust infrastructure and commitment in place to serve the European labelling market," concludes Tapio Kolunsarka.

## UPM Raflatac opens distribution terminal in St. Petersburg

UPM Raflatac has opened a new slitting and distribution terminal in St. Petersburg, Russia. The new terminal will supply the local labelling market with high-quality UPM Raflatac film and paper labelstock produced in Europe.

"We're very excited to be the first pressure sensitives manufacturer to open our own distribution facility in Russia. This investment signals our commitment to the Russian market, where it will significantly improve our service capabilities. Our customers can now enjoy shorter delivery times, smaller order sizes and a wider range of products – each being essential to success in today's challenging economic climate," says **Tapio Kolunsarka**, Senior Vice President of UPM Raflatac in Europe.

UPM Raflatac has recently completed a global development programme incorporating new production facilities in the USA and China, and a brand new production and logistics centre in Wroclaw, Poland.

## For the Future of Label

This June I attended the annual FINAT World Congress in Turkey. The event was a great reminder of one of the reasons for the success of self-adhesive labelling during past decades: the unity of the labelling industry. While competition between companies is sometimes intense, our industry has been able to jointly promote the benefits of the self-adhesive label as a marking and decoration method.

A good example of our industry's collaboration is the Label Awards. Competitions like this contribute to our industry's continued

development and enhance our relevancy to consumer goods companies and their customers. They provide a stage for the label's continually improving visual appeal while promoting better customer value.

The strength of the self-adhesive label lies in its versatility in building brands, which is why it remains a challenge to competing decoration methods. The future of the self-adhesive label looks bright for as long as we in the industry are able to innovate, be creative and continually rethink our products. This is what UPM Raflatac will

# Thinner and stronger

UPM Raflatac has launched a new range of thin products designed for high-speed applications in food, retail, beverage, logistics and home & personal care labelling.

The Thin Range includes 10 new combinations of thin paper and filmic face materials and liners. Thinner labelstock provides the opportunity to switch to longer roll lengths, resulting in fewer roll changes, and more labels per roll.

For food, retail and logistics, the Thin Range offers combinations with a thin PP liner and a selection of thinner Lite paper faces coupled with a thin Honey Glassine liner for better functionality and performance.

The Thin Range also includes films for beverage and home & personal care end-uses, now available with a thin PET liner.

## Thin liners – PP30 and PET25

For better performance in high-speed applications, UPM Raflatac's thin and strong PP and PET liners contribute to fewer roll changes and reduce web breakages. An excellent print register also reduces start-up waste.



At 30 microns, the new **PP30** is UPM Raflatac's thinnest polypropylene liner. It's now available with thin paper face materials specifically designed for bulk labelling in the food and retail industries.

**PET25** is a thin, 25-micron polyester liner. Currently available with UPM Raflatac's leading film materials, it's ideal for home & personal care and beverage applications.

With improved tensile strength, PP30 and PET25 are well suited to high-speed conversion. They are perfect for applications where moisture is present and reduce the risk of adhesive bleeding, web breakages or loose coils.

The even thickness profile of these liners promises more consistent die-cutting and better winding quality. A smoother adhesive profile on separation from a filmic liner contributes to better label clarity and adhesive surface printing.

Polypropylene and polyester are valuable materials that can be fully recycled. They can be re-used, for example, as raw material through UPM Raflatac's sustainable waste management programme, RafCycle™.



do, focusing in the coming years on renewing and developing our product range.

Having recently completed an extensive investment programme, we're satisfied with the market position we've achieved. But success in our industry is a mutual affair, and we're seeking new ways to help our customers stay competitive and relevant to their own customers' needs. Our best course of action is to develop new products offering enhanced performance and greater efficiency, and our theme

at Labelexpo Europe 2009 has shown us the way: Think label!

*Jussi Vanhanen*  
President, UPM Raflatac



# New labelstock factory opened in Poland

UPM Raflatac celebrated the opening of a new labelstock factory in May. The new manufacturing centre is located close to Wroclaw in south-west Poland. It supplies a wide range of paper and film label materials featuring water-based acrylic and hotmelt adhesives.

"With this excellent location and our cutting-edge production and information systems, we're able to provide fast and reliable service to established labelling markets in Europe and to the rapidly developing markets in Eastern Europe," says **Jon Lenck**, General Manager for UPM Raflatac in Poland.

In addition to a high level of service, special attention has been paid to ensuring that the factory sets the industry benchmark for highest product quality and performance.



## PET Brushed Bright Silver

UPM Raflatac's new PET Brushed Bright Silver TC 50 is a tough polyester face with the realistic appearance of brushed aluminium plate.

This top-coated, durable material offers better economy in a similar range of applications to aluminium. It's more environmentally friendly and less sensitive to scratches and dead-folds.

The areas of application include warning and instruction labels, serial numbering and identification on parts and engines, beverages, luxury goods and all kinds of branding.



## New PEFC and FSC certified products

UPM Raflatac has extended its range of certified products with new options conforming to sustainable forest management standards.

The range of PEFC-approved paper labelstock has so far consisted of Vellum, Raflacoat and Raflabrite grades for bulk end-uses such as food, retail and logistics labelling.

Now UPM Raflatac is offering a select range of PEFC and FSC certified products for the A4 market, together with a new A4 grade made from 100% recycled paper. These certified face materials are also available with PEFC-certified liners.

UPM Raflatac is also aiming to achieve a single ISO14001:2004 Environmental Management System certificate covering all factories globally. The global certificate already covers UPM Raflatac's factories in Europe, the Changshu factory in China and a labelstock facility in North Carolina, USA.



## We bring Labelexpo 2009 to you

Find out more about our message at this year's Labelexpo by checking [www.upmraflatac.com](http://www.upmraflatac.com) for online presentations and new brochures. You can also sign up for our free eRaflatac newsletter for the latest news – delivered straight to your inbox.



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