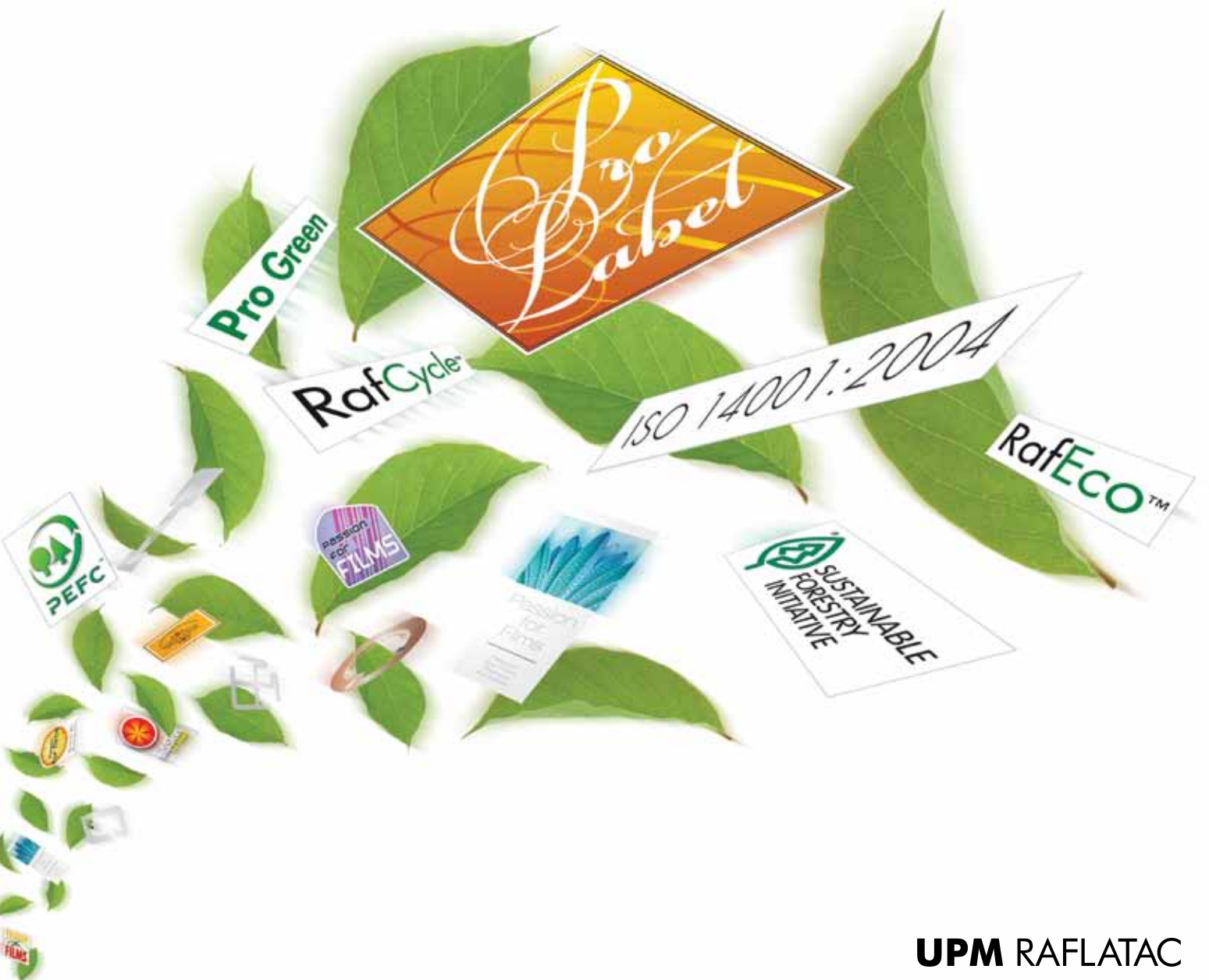


BEING PRO GREEN IS IN OUR NATURE



BORN TO BE GREEN

In recent years, more companies than ever have been developing their strategies with the environment in mind. This way of thinking is nothing new to us at UPM Raflatac. Nearly 40 years ago when we launched our business, we set a green benchmark using solvent-free adhesives. And ever since, we have continuously worked to improve the environmental performance of our operations. When you're born green, acting green comes naturally.

Getting to the source of the matter

As part of UPM – The Biofore Company, it's hardly surprising that environmental concerns have always been important to us. UPM is leading the integration of the bio and forest industries into a new, sustainable and innovation-driven future, and is committed to sourcing wood fiber from responsibly managed forests. This means our customers can be assured that the paper-based labelstock purchased from us originates from a well-managed, legally logged forest.

Three certificates – one guarantee

To demonstrate our commitment to the environment, we've pursued not one but three different forestry chain of custody certifications – FSC®, PEFC and SFI®. These non-profit organizations are dedicated to responsible forest management and offer widely recognized eco-logos that appeal to environmentally conscious shoppers when displayed on consumer products. Using an independent, third-party auditor, we've demonstrated that we can track certified paper through our manufacturing process and guarantee that our labelstock products are made from fiber originating

from certified forests or certified recycled sources. Making chain of custody certified products available to our customers and brand owners is one example of how we're doing our part to encourage responsible forest management.

Certificates speak louder than words

Being environmentally responsible doesn't stop at sourcing. Our work to develop innovative products goes hand in hand with manufacturing processes designed from the start to be clean and energy efficient. That's why we've made sure both our North Carolina and Illinois labelstock manufacturing facilities have successfully developed an Environmental Management System that conforms to the ISO 14001:2004 standard.

Achieving ISO 14001:2004 Environmental Management System certification for the design, manufacture, slitting and sale of self-adhesive labelstock takes a lot of hard work. It requires a company to make firm commitments to pollution prevention and legal compliance and is proof that environmental performance is an essential part of our corporate culture.



ISO 14001:2004

Committing to continuous improvement

To be truly green, working sustainably in sourcing and production isn't enough. That's why we are continuously seeking improvement beyond the incremental in our processes and practices. In addition to ISO 14001:2004 Environmental Management System certification, we have also achieved certification in accordance with TlMI's Label Initiative for the Environment (L.I.F.E.) program. This streamlined environmental management program is customized to meet the needs of label printers and converters, but can also be adapted for use by supplier companies such as UPM Raflatac.

In 2010, we committed globally to using Lean Six Sigma methodology and tools to achieve world-class levels of manufacturing performance. Six Sigma emphasizes reducing process variation, while lean manufacturing focuses on improving process flow, minimizing turnaround time and waste. Deployed by skilled practitioners, they are the ideal tools for already high performing operations to realize additional waste reduction and productivity gains.

Lean Six Sigma is an excellent example of embedding sustainability in our organization. We have found that the modifications we make to achieve productivity gains and cost savings nearly always involve better raw material use and less waste generation.

The RafEco™ portfolio

To make the most of consumers' desires to act more sustainably, many companies have been rebranding their existing products as green. At UPM Raflatac, we've gone one step further and developed a portfolio of entirely new products. The RafEco™ portfolio includes products that are constructed with certified face papers, post-consumer waste face papers, recycling compatible adhesives and recyclable PET liners.

And did you know that over 95 percent of all the labelstock material we ship is splice-free? Running splice-free material, enables you to increase press speeds, reduce waste and operator error and drive profitability.

Keener to be greener?

Because we've been taking the environment seriously for decades, it's in our nature to help customers who are keener to be greener, too. If you want to cut through the hype and get a clear picture of your options, get in touch with us for a sustainability consultation. We'll do all we can to help ensure your business gets a green bill of health.

Pro Label. Pro Green.



UPM – The Biofore Company

UPM leads the integration of bio and forest industries into a new, sustainable and innovation-driven future.

RafEco™ Product Range

Sales Code	Product Description
LS165L	JETLASER F-CERT PCW100 EBO1 2.8 mil. WHITE KRAFT
LS155A	TAMPER EVIDENT LASER F-CERT PCW30 RP51 60# WHITE KRAFT (3.2 mil.)
LS199V	MID-GLOSS LASER F-CERT PCW30 RP54 3.2 mil. HI-WHITE KRAFT
TT72E	TRANSFER PREMIUM LITE F-CERT EBO2 40# NATURAL KRAFT (2.5 mil.)
TT70C	TRANSFER PREMIUM EXTRA PCW10 RP51 40# NATURAL KRAFT (2.5 mil.)
DT55S	DIRECT THERMAL TOP F-CERT EBO2 40# NATURAL KRAFT (2.5 mil.)
DT60Z	DIRECT THERMAL TOP F-CERT EBO3 40# NATURAL KRAFT (2.5 mil.)
PL256Y	60# RAFLACOAT PCW30 RP48AT 40# WHITE KRAFT (2.5 mil.)
PL236B	60# RAFLACOAT PCW10 EBO2 40# NATURAL KRAFT (2.5 mil.)
PL231X	60# RAFLACOAT F-CERT PCW10 EBO2 40# NATURAL KRAFT (2.5 mil.)
ED51K	50# DATA HS F-CERT M50 RP51 2.5 mil. WHITE KRAFT
ED50J	50# DATA HS F-CERT M50 RP51 3.2 mil. HI-WHITE KRAFT
ED53M	50# UNCOATED LITHO F-CERT PCW100 EBO1 2.8 mil. WHITE KRAFT
WL70C	ESTATE #10 PCW30 RW110F 44# PK (3.4 mil.)
WL69B	ENVI® WSA PCW100 RS30 1.2 mil. PET
WL72E	ENVI® WSA F-CERT PCW100 RS30 1.2 mil. PET

Additional product combinations are available upon request. For more information, contact your local UPM Raflatac representative.

