

RAFLATAK EXPRESS

WE LEAD.
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RafEco™

Green products help labelstock converters build brand

Is green the new black? With consumer consciousness about environmental issues at an all-time high, many companies are vowing to go green, rebranding existing products or tweaking formulations to increase their eco friendliness and drive revenue.

Sustainability – the way to do business

UPM Raflatac knows that sustainability is more than label-deep. The company launched the business with solvent-free adhesives nearly 40 years ago. And in recent years, UPM Raflatac has fine-tuned its operations to reduce production waste and achieve ISO 14001 environmental certification. To that end, the company is pleased to announce the launch of a brand-new product portfolio, RafEco™.

This labelstock product range includes entirely new products that are constructed with certified face papers, post-consumer waste face papers, biodegradable films, recycling compatible adhesives, repulpable liners and recyclable liners.

UPM Raflatac is launching 23 products as part of the RafEco™ offering and is using customer feedback to guide the future product development process. If you have a requirement for a specific product construction, please contact your UPM Raflatac sales representative.



www.upmraflatac.com

ISO 14001 environmental certification takes production to the next level

Having recently received ISO 9001 quality certification for the company's Fletcher labelstock manufacturing facility and both ISO 9001 and 14001 certifications for the Fletcher RFID facility, UPM Raflatac is embarking on a more ambitious goal: obtaining ISO 14001 environmental certification for its Fletcher labelstock factory by the end of 2008. The company is also targeting to obtain ISO 14001 certification for its Dixon labelstock factory during 2009.

"ISO 14001 certification is an important accomplishment for UPM Raflatac," says **Laura Cummings**, Sustainability & Environmental Manager, UPM Raflatac, Inc. "It is a very public way of demonstrating the company's commitment to both the environment and our customers."

All UPM Raflatac factories in Europe are ISO 14001 certified, and the work to extend the certification worldwide is ongoing.

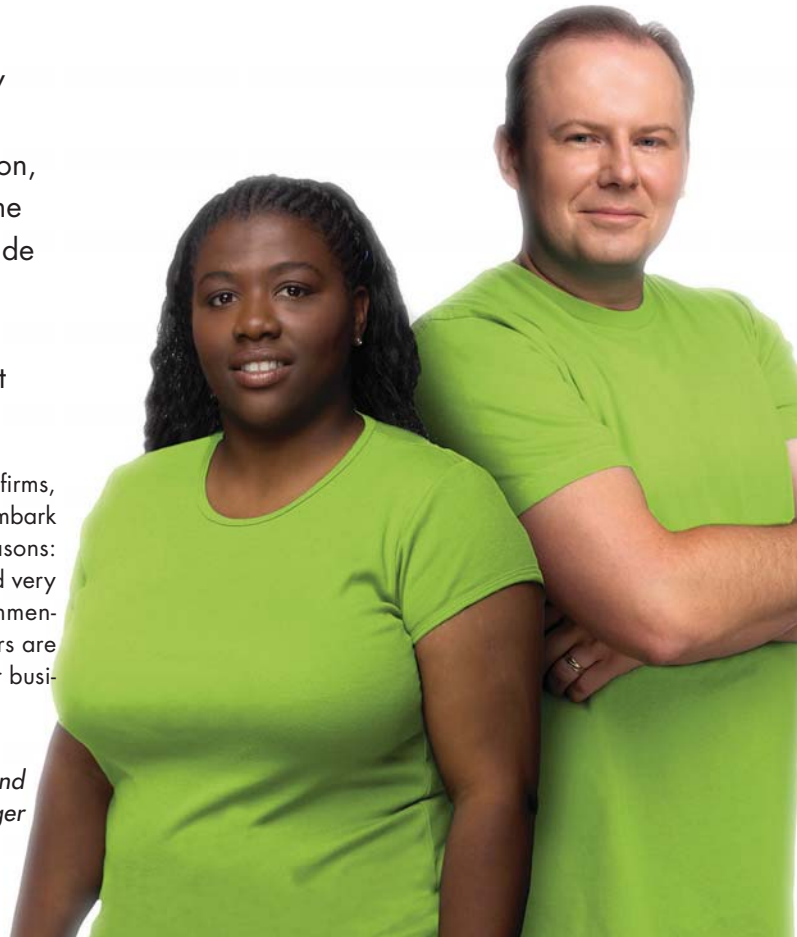


UPM Raflatac's tri-certification achievement to environment and customer choice

While chain of custody certification from any one of the world's leading forest certification programs is an important industry qualification, the process of becoming certified is not for the faint-hearted. Corporate aspirants must provide full tracking and traceability for all their materials, from the wood pulp delivered to their loading docks to the finished goods that are loaded onto trucks for customer delivery.

So why do companies, ranging from land management firms, to labelstock manufacturers, to specialty print houses, embark on such a rigorous, costly process? For two simple reasons: Chain of custody certifications provide an important and very public symbol of a company's commitment to environmental and ethical excellence, while also ensuring customers are able to purchase superior, sustainable products for their businesses.

*Kilani Pulley, Lab Technician and
Mark Molnar, Territory Sales Manager*



RafCycle™ and UPM ProFi™ take waste recycling to a new level

With the launch of the RafCycle™ service and UPM ProFi™ in Europe, the way labelstock companies view their waste is changing. Instead of trucking waste to the local landfill, labelstock converters and printers can choose to have their matrix and liner waste collected by UPM Raflatac.

UPM is using labelstock waste to produce the wood-plastic composite, UPM ProFi™, a tough, humidity-resistant material ideal for extrusion- and injection-molded products such as decking, reusable containers, pallets and flooring, among others.

UPM is opening its second wood-plastic composite factory in Europe in 2009 to meet the growing demand for its innovative new product. After gaining experience with the RafCycle™ service, UPM Raflatac plans to introduce UPM ProFi™ and RafCycle™ to the North American market as well.



signals commitment

Certifying North American operations

UPM Raflatac is pleased to announce that it has obtained certification from all three of the world's prominent forest certification organizations – the Forest Stewardship Council (FSC), the Programme for the Endorsement of Forest Certification (PEFC) and the Sustainable Forestry Initiative® (SFI Inc.).

The certifications cover UPM Raflatac's North American labelstock manufacturing facilities located in Fletcher, North Carolina, and Dixon, Illinois, as well as its slitting and distribution terminal located in Ontario, California.

The process, which took several months and required an enhanced tracking system, staff training and internal and external audits, culminated with the award of the three chain of custody certifications in August 2008.

"Acquiring chain of custody certification from all three internationally recognized forest certification programs demonstrates our commitment to environmental leadership," says **Linnea Keen**, Marketing Director, UPM Raflatac, Inc. "Our certifications are an important part of our sustainability program which strives to optimize production processes, reduce waste and create innovative products and services."

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.

Wireless RFID productivity solution solves concrete manufacturers' challenges



With its large-scale, cost-intensive manufacturing and distribution processes, the concrete industry is a logical candidate for RFID. However, efforts to implement the technology have been thwarted by the material itself. Recognizing that this underserved market created a new opportunity, International Coding Technologies (ICT) decided to commit R&D to designing a form that would readily attach to concrete structures and ensure that RFID tags would read accurately through up to 12 inches of concrete.

The result? A wireless product identification and tracking system, TrackCon®, that offers compelling advantages to concrete manufacturers, allowing them to identify and solve quality issues, ensure that the right materials are shipped to customers, automatically record

the GPS coordinates of delivered materials and prepare accurate invoices.

A break-through approach

TrackCon® uses a mobile computer with RFID read capabilities and a Cast-A-Code® tag to provide cradle-to-grave traceability of manufactured concrete structures, including precast, prestress and architectural products. The Cast-A-Code® tag features a UPM Raflatac DogBone UHF tag with a unique serial number and other vital information, as well as a water-tight, castable RFID inlay that affixes securely to concrete structures.

Polyjetlaser Matte Transparent: Lay-flat filmstock fulfills myriad print purposes



Labelstock converters seeking a versatile all-in-one filmstock need look no further than Polyjetlaser Matte Transparent. This exceptional product combines the best qualities of laser and ink-jet papers by showcasing high-resolution imagery and providing lay-flat performance before and after being inserted into a laser printer.

UPM Raflatac's newest hybrid product is a special matte coated transparent PET film that's paired with RP37, UPM Raflatac's water-based emulsion adhesive for films, and a 56-pound white kraft liner to deliver exceptional quality and performance for labelstock converters' variable information printing needs. Converters can use this versatile filmstock for multipurpose laser and ink-jet printing applications, freeing up valuable shelf space for the other products retailers stock.

Raflatac Express September 2008

The UPM Raflatac Customer Newsletter

Published by UPM Raflatac, Inc.

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For more information on our products,
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