

UPM RAFLATAC

Labeling a smarter future beyond fossils

FACTS & FIGURES

Our promise

We are labeling a smarter future beyond fossils by innovating future-proof labeling solutions that bring value to our customers and brand owners complemented by our world class service and superior end-use insight.

Global operations with local touch



3,000
employees



10
factories



26
terminals



8,000
customers



41
countries

Solid growth for over 40 years



€1.6 billion
sales

Leading in sustainable labeling

We are leading in sustainable labeling through our innovative self-adhesive label materials and services. We offer high-quality paper and film label stock for branding and promotion, informational labels, and labels with functionality.

SmartChoice™

Our product offering with a wide selection of reduced, recycled and renewable labeling materials.

Label Life service

Our comprehensive life cycle assessment for label evaluation and more sustainable packaging designs.

SmartCircle™

Our solutions that enable recyclability and reuse of packages.

RafCycle™

The original label release liner recycling service built for pure circularity.

Wide end-use portfolio



- Food
- Wine, spirits & beverage
- Pharmaceuticals
- Home care
- Personal care
- Durables
- Transport & logistics
- Industrial Chemical
- Retail
- Security & brand protection
- Tire

We are part of UPM – the Biofore Company which delivers renewable and responsible solutions and innovates for a future beyond fossils. As the industry leader in responsibility, UPM is committed to the UN Business Ambition for 1.5 °C and the science-based targets to mitigate climate change. The company employs 17,000 people worldwide, and its annual sales are approximately €9.8 billion.