



UPM RAFLATAC

QUALITY POLICY

UPM Raflatac is one of the world's leading producers of self-adhesive label materials. We supply high-quality paper and film label stock for consumer products, logistics and industrial labeling through a global network of factories, distribution terminals and sales offices.

We want to be **partner of choice** for customers, brand owners and other stakeholders in the **labeling** value chain and to be known for our world-class service. We build **a smarter future** by developing and offering sustainable, innovative and high quality labeling solutions that help our customers and brand owners increase their brand impact, sales and operational efficiency.

Our business is dependent on people. This is reflected in the UPM values of *Trust and be trusted*, *Achieve together* and *Renew with courage*. The continuous development of our people is an important aspect in supporting and achieving the business objectives. Our Quality Principles for every employee in UPM Raflatac are:

- **Quality starts with me**
- **My customer depends on me**
- **We commit to excellence in quality**

The key quality targets are set annually by the UPM Raflatac management as part of the company wide strategy implementation. We use Continuous Improvement approach supported by the Lean Six Sigma methodology to achieve quality targets, to improve the quality management system, to enhance products, services, and supply performance and to excel in customer satisfaction.

UPM Raflatac is determined to meet the identified key requirements of our customers and other interested groups. To effectively fulfil the requirements, we adhere to our established quality management system and standards globally and strive to create sustainable long-term relationships with our partners throughout the value chain.



Antti Jääskeläinen
Executive Vice President, UPM Raflatac
Helsinki, November 6th 2017