

# HIGHLIGHTS

## TIME AS A BUSINESS CONCEPT



### BETTER TASTE



### BETTER FEELING



### BETTER FUTURE



Playing for Change

**KORSNÄS** is one of Sweden's leading forestry companies, with three production facilities: Gävle, Frövi and Rockhammar. Production capacity amounts to 1.1 million tonnes of cartonboard and paper annually, with integrated pulp production. Korsnäs develops, manufactures and sells virgin fibre-based packaging materials intended for users with exacting requirements for efficient, creative, functional packaging solutions, primarily in the consumer goods segment. Korsnäs also produces bio fuel pellets at two plants in Latvia. The company exports approximately 90 percent of its products. Korsnäs employs 1,800 people, has annual sales of SEK 8,039 m (2009) and is a wholly-owned subsidiary of Investment AB Kinnevik.

—————→ *PACKAGING IMPACT*



**Agneta Rognli**  
Manager, Business Communication

## It's about time

“Time is not money. Time is time.” I read this on the back of the fold-away table in front of me on the plane to Stockholm. The text was about the significance of time and how we use it. It made me think about how we write and express ourselves regarding time and its importance. At home, a quick web search for phrases and quotes on time yielded 676,000,000 hits. In this issue of Korsnäs Highlights, you will find an article about a company that has turned time and the division of time into a business, creatively and imaginatively redefining the concept of calendars.

Speaking of time, I have been responsible for the marketing communications of our Paperboard business area for three years now. Three intense and highly inspiring years in a fast-changing company – and industry – where the concept of time can take on a new meaning from one day to the next. There is often “not enough time” or it’s “not the right time”, which sometimes means that it’s too soon. The concept of time can even be used in the eternal optimism that everything can happen faster than it really does.

“Time is time”. And we need to respect the fact that some things take

more time. Building a brand takes time. Building a good business relationship takes time, because time is the factor that determines consistency, mutual trust and the fulfilment of expectations. Turn the page and read about a fruitful 25-year cooperation between Korsnäs and Smurfit Kappa.

As a company, we are embarking on a long-term change of business strategy and our offering to the market. This represents a consistent, persistent and patient journey over time, supported by clear and efficient communications. The marketplace is changing at a rapid pace, and we must move to meet new demands from customers and the rest of the value chain. Through this development, our communications with customers remain one of our top priorities – and Korsnäs Highlights is a valuable tool in these efforts. If you have a colleague, friend or business partner who you think would benefit from getting acquainted with Korsnäs Highlights, please use the attached reply card.

That’s all for now. Enjoy your reading! ■

#### ADDRESS

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#### PUBLISHER

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# It's not only the unique product – it's the people, too

The Smurfit Kappa companies in Sweden comprise every single link in the packaging value chain. Smurfit Kappa in Nybro use Korsnäs Design for their most discerning customers. **TEXT: ROLF STRIDH**

Deep in the endless, beautiful forests of south-east Sweden is Nybro. Within a 20-kilometre radius, you can find 15 glassworks, many of them renowned internationally – this is the Kingdom of Crystal. It's also classic emigrant country. Almost everyone here has relatives in Minnesota.

Tying it all neatly together, it only makes sense that one of Sweden's most famous branded products is poured into glass bottles and shipped off to the US in corrugated board boxes made by Smurfit Kappa using Korsnäs' white top kraftliner.

## THE PREFERRED PRODUCT

The Nybro plant is an integrated operation resting on three pillars: a board production plant for corrugating and converting board, a preprint facility where liner is flexo-printed prior to converting,

and an offset printshop.

Korsnäs is involved in the flexo preprint part. The preferred product is Korsnäs Design, which is used in the transport/display units for overseas exports of Absolut Vodka. "The volumes are considerable", says Carl-Oscar Carlsson, Business Area Manager for Smurfit Kappa LithoPac. "Millions of square

## NO SINGLE PROPERTY IS DECISIVE – WHAT MATTERS IS THE SUM TOTAL OF ALL CHARACTERISTICS

metres of board are involved. The liner alone amounts to more than 4,000 tonnes a year." Besides the vodka, Smurfit Kappa handles Carlsberg beer and certain other Carlsberg-owned brands, Kraft food brands such as Marabou and Gevalia, and Babybjörn children's products, just to name a few.

## A GREAT FINISH

Korsnäs Design has often been

described as the Rolls-Royce of white top kraftliners, featuring a unique print surface that produces print results at a quality level you would only expect from offset-printed liners. Technically, this is due to a top layer of white chemical pulp and a double coating that make up the fine print surface, as well as the strength and stiffness that minimise the risk for washboarding.

"Yes, it's true that Korsnäs Design offers fine print results", says Carl-Oscar Carlsson. "But it's never just a matter of printing. No single property is decisive – what matters is the sum total of all characteristics. We don't sell print, we sell function. Here, the customer has chosen a packaging material that is tuned to the brand. If you are Absolut Vodka, for instance, you never want to be number two. You set out to be number one at all times. So you choose a packaging material that's in harmony with your number one position."



Carl-Oscar Carlsson, Business Area Manager  
Smurfit Kappa LithoPac.

#### **SPECIFICATIONS PART OF THE EXPERTISE**

No surprise there. Basic brand management truths apply. But does the customer decide what material to specify for the packaging you make?

“Only exceptionally. We always prefer to handle specifications”, Carlsson explains. “It’s part of the expertise that customers buy from us. We know exactly what parameters in a liner, for instance, that offer the right level of printability, the right runnability in our converting processes and the right function in the finished product.”

#### **STRENGTH IS A PRIME FACTOR**

So what properties are important for good runnability in your process? “The short answer: the properties that Korsnäs Design offers”, says Carlsson. “But there is a longer answer too. The brown reverse side of the liner is one of the important factors. The liner is glued onto a simple fluting and then it is imperative that the liner’s gluing side has a surface with the right absorption properties to produce plane, flat

board. This is just as important as the smoothness and the coating on the print side. Another factor is strength. Korsnäs Design doesn’t crack when punching or scoring. This is because the material is made of long virgin fibres. Any material made of recycled fibres has shorter fibres and the surface cracks when you work it.”

#### **FRIENDLY AND COMMITTED PEOPLE**

When talking about their work, people at Smurfit Kappa refer to performance and passion. A package is not just a package, it’s a “communication channel, an ergonomic tool, a packed unit, a brand builder, an environmentalist, a piece of craftsmanship, and thus a fun challenge for cooperation.”

This means that service levels, relationships and human interaction come into the process in a big way, beyond the strict parameters of product specification?

“We get outstanding service from Korsnäs. I don’t get paid to say this. Where praise is due it comes for free. We never have any reason to complain about the service. Their plants are not too far away, which of course simplifies logistics.

Shipments come by truck. This is because our location, Nybro, is off the major transport flows and can’t be supplied efficiently by rail. We receive regular deliveries every two weeks or so from a consignment warehouse. But what really sets Korsnäs apart in terms of service is the people. Our contacts in Gävle are friendly, competent and committed. They care. Our cooperation goes back 25 years. Just like we have worked with Absolut Vodka since 1979. Good relationships grow deeper and wider for each passing year.”



#### **TWO PROCESSES, ONE RESULT**

“One last thing – talking about developing relationships. The latest news is our plan to expand our business with Korsnäs. This will benefit some of our customers immensely. For their volume products, we use Korsnäs Design, the flexo-printed liner. For their smaller volumes, the brand line extensions, we use Korsnäs Supreme, which we print in an offset process. And the result looks exactly the same! No difference in whiteness and no perceived difference in print quality. This is absolutely unique. This gives us a uniform finish for the entire product line and we don’t have to spend money unnecessarily on flexo clichés for the smaller volumes. It’s a schoolbook win-win situation.” ■

**The Smurfit Kappa Group** The company has Irish roots and was founded by Mr Jefferson Smurfit in 1934. Although it is listed on the New York Stock Exchange, the headquarters are still located in Dublin, Ireland. The Smurfit Kappa Group employs more than 40,000 people. Annual sales exceed EUR 7 billion. The world-leader in paper-based packaging, the Group operates in 22 countries in Europe and 9 in Latin America.

# Terminic – day after day of excellence

A helpful office aid and an attractive advertising space – that’s how Terminic promotes its wall calendars. The first calendar, a clever design featuring a corporate advert and a three-month calendar, was developed way back in 1937 for Unterweser Reederei in Bremen, Germany. Aside from a WWII wartime pause, the company has been producing calendars and growing ever since.

**TEXT:** ANNICA ALEXANDERSON

Currently they print 5.5 million calendars in more than 25 languages, offering custom solutions highlighting the right holidays for each customer. Unterweser Reederei is still the customer, but the paperboard used for all the calendars is a newer choice: Korsnäs White.

All of us complain about having too little time, but what we’re talking about is perceived time. In reality, we all receive the same measure, 24 hours a day. There are a variety of calendar systems, but the Gregorian calendar, starting with the birth of Christ, is now used in most countries. It was adopted by Pope Gregory XIII in 1582 as a minor reform of the Julian calendar.

## **BIGGEST IN GERMANY**

Today Terminic is the biggest manufacturer of this type of wall calendar not only in Germany but throughout Europe. Initially, the calendar customers were all shipping and logistics companies, but

now Terminic serves a full range of businesses. The three-month calendar is the standard product but more and more four-month calendars are now in demand, especially in Germany. For the past 40 years, calendars are all they have produced, and they now employ 60 people. To assure quick deliveries, Terminic buys its paperboard from the wholesaler Papyrus Deutschland.

**“THERE IS SO MUCH INTERACTION BETWEEN PEOPLE OF DIFFERENT FAITHS AND CULTURES – DIFFERENT CIVILIZATIONS, IF YOU LIKE – THAT SOME SHARED WAY OF RECKONING TIME IS A NECESSITY.”** KOFI ANNAN

## **JUST-IN-TIME DELIVERY AND EXCELLENT PRINTABILITY**

With call-off stock and an efficient distribution network, Papyrus Deutschland makes life easy for Terminic, and can deliver immediately based on a phone call. This simplifies the production flow, and

the flexibility Terminic can thus offer its customers is an important competitive advantage. Calendar orders vary from 200 to 150,000 pieces. “We demand a great deal of our suppliers when it comes to both service and the properties of the material,” says Terminic CEO Wolfgang Rolla du Rosey. “The technical properties of Korsnäs White – especially its printability and its flatness – combined with the service we receive ensure that we can sleep well at night.”

## **CALENDAR BUILDING**

When you pull up to Terminic, it doesn’t take much imagination to understand that this is a company that makes calendars. The exterior walls of the building are numbered like the pages of a planning calendar, and the facade facing the main road – Highway 1 – bears a highly appropriate number 1. After all, Terminic promotes itself as the number one company in the industry – and has the self-confidence that befits a leader. ■

**terminic**®

*Der Bremer Roland*

1100 entstand der steinerne Roland von dem Bremer Ratshaus. Er war von Anfang an eine Symbolfigur für die „Freiheiten“ und Rechte der Stadt.



1979 wurde von uns der erste Terminplaner mit 3 Monatsübersicht entwickelt und produziert. Seitdem stehen terminic-planer für erfolgreiche Werbung - weltweit.



**Papyrus** is one of Europe's leading wholesalers of paper and packaging material. Papyrus supplies 1.8 million tonnes of paper and board annually and is represented in 22 European countries. Service and efficient logistics are the cornerstones of the business.

PAPYRUS  



**Dezember** - December - Décembre **2009**

Wochen-Nummer	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Sonntag	Feiertag
49		1	2	3	4	5	6
50	7	8	9	10	11	12	13
51	14	15	16	17	18	19	20
52	21	22	23	24	25	26	27
53	28	29	30	31			

**Januar** - January - Janvier **2010**

Wochen-Nummer	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Sonntag	Feiertag
53					1	2	3
1	4	5	6	7	8	9	10
2	11	12	13	14	15	16	17
3	18	19	20	21	22	23	24
4	25	26	27	28	29	30	31

**Februar** - February - Février **2010**

Wochen-Nummer	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Sonntag	Feiertag
5	1	2	3	4	5	6	7
6	8	9	10	11	12	13	14
7	15	16	17	18	19	20	21
8	22	23	24	25	26	27	28

[www.schneidersoehne.com](http://www.schneidersoehne.com)



**Manufacturer/printer:** Terminic GmbH, Germany  
**Wholesaler:** Papyrus Deutschland GmbH & Co. KG, Germany  
**Board supplier:** Korsnäs AB  
**Grammage:** Korsnäs White 380 g/m<sup>2</sup>

# Tastier milk with Korsnäs Liquid

“By improving the quality of the light barrier, we were able to minimise the risk of off-flavours and spoilage”, says TINE Dairy Cooperative engineer Ragnar Solgaard. “For consumers, flavour means everything.” **TEXT: ANNICA ALEXANDERSON**

TINE, Norway’s largest dairy group, was experiencing problems with shelf life and off-flavours in its milk, and asked its packaging partner Elopak to develop a milk packaging solution with a better, more environmentally sound light barrier. Elopak studied the entire concept, evaluating various cartonboard materials for their Pure-Pak® carton with a screw-cap.

The material they chose was Korsnäs Liquid, which has a brown reverse side that acts as a natural light barrier. To meet Elopak’s requirements, Korsnäs developed two custom grammages. “Our primary goal in switching materials was to eliminate the off-flavours; we also wanted to improve environmental

performance”, says Brian Raastad, Norwegian Market Unit Manager at Elopak. “Korsnäs board with a brown reverse side generates 8 grams less carbon dioxide (CO<sub>2</sub>) per pack than the board we were using previously. There is a growing awareness of environmental issues in Norway, and we are always looking for solutions that cut CO<sub>2</sub> emissions. When we introduced the new packaging solution, we printed information about the improvement right on the pack.”

Korsnäs cartonboard is coated to ensure a good printing surface. “After a long period of testing and analysing various board alternatives, we ended up with a simple solution offering many advantages”, says Raastad. “They include a more efficient light barrier that eliminates off-flavours, a whiter board surface with better printing properties thanks to the coating, and less environmental impact.”

“Having developed Korsnäs Liquid for Elopak’s Gable Top packs, Korsnäs can now offer a serious board alternative in the fresh foods segment”, says Mikael Alexandersson,

LPB paperboard business manager at Korsnäs. “The fact that Korsnäs succeeded in designing an alternative that provides both quality- and environmental benefits gives us a golden opportunity to make something very positive out of this business.” ■

**TINE** is owned by over 16,000 dairy farmers, who supply 1.4 billion litres of cow’s milk and 19 million litres of goat’s milk annually to its five domestic dairies. This dairy cooperative is also Norway’s largest foodstuffs producer, with 5,540 employees and annual sales of NOK 15.9 billion (2007). The nationwide cooperative was established in 1881.

**Elopak** was founded in 1957 and is one of the world’s leading liquid packaging companies, with 2,500 employees at over 40 sales offices and 16 production facilities. It currently operates in over 100 countries around the globe. Elopak constantly develops its packaging to meet the world’s requirements for packaged foodstuffs. Environmental issues are a central part of the company’s strategy and a natural focus of its business culture.



**THERE IS A GROWING AWARENESS OF ENVIRONMENTAL ISSUES IN NORWAY, AND WE ARE ALWAYS LOOKING FOR SOLUTIONS THAT CUT CO<sub>2</sub> EMISSIONS.**

**Brand:** Tine, Norway  
**Converter:** Elocoat, Holland och Elopak, Denmark  
**Board supplier:** Korsnäs AB  
**Product:** Korsnäs Liquid LC 360 mN



# Korsnäs' role in effective cinema advertising

Snacks have become a natural part of seeing a film and cinemas are attractive advertising locations for brands to be seen in. Besides easy handling, the PortaSnack™ packaging solution offers a branding opportunity – in this case for Empire Cinemas and Robinsons Fruit Shoot drinks. “The design and printing breathe quality and enhance the cinema experience,” says Gordon MacDonald, Retail Manager at Empire Cinemas. **TEXT:** ANNICA ALEXANDERSON

The chain owns a total of 16 cinemas in the UK, its flagship venue being the legendary Empire at Leicester Square in London. In 1896, this former variety theatre was the first place in the UK to show films to paying audiences. In 1928, the building was remodelled as a cinema and the site has been modernised at regular intervals to suit the cinema culture of the day. Today, the facility has eight auditoriums, one of which seats 1,300 people and hosts all major premieres. The technical equipment is state-of-the-art, making this the

Rolls-Royce of cinemas. So this is the place to look out for royalty or celebrities.

## **GOOD QUALITY AND EASY HANDLING**

In the impressive foyer, snack sales have become an important feature and easy handling is essential. “We are extremely pleased with this solution”, says Gordon MacDonald. “It’s quite simply more elegant and better suits our image than the simpler solutions we’ve used previously. The feeling we want to evoke on entering the cinema should be the same as

entering a five-star hotel.”

With the PortaSnack™ concept, supplier PortaBrands, already the UK’s leading innovator in packaging solutions for drinks, is now branching into snacks. The list of awards received by the company is impressive. “We are constantly developing new packaging products that allow people to eat and drink on the move – products adapted for today’s lifestyle”, explains Ian Bates, CEO and innovator at PortaBrands.

“We aren’t consultants on packaging design. We are innovators who

Brand, product: Empire Cinemas, UK  
Brand, packaging solution: PortaSnack™  
Designer: PortaBrands, UK  
Cartonboard supplier: Korsnäs AB  
Grammage: Korsnäs Light 250 g/m²



identify needs in the market and seek to meet these with patented products.”

#### KORNÄS LIGHT WAS JUST WHAT WE NEEDED

“We tried both recycled fibre and folding boxboard for this product but neither gave the desired performance. The locking flap at the front broke easily, the scoring was indistinct and the perforations didn’t always work”, says Ian Bates.

“Korsnäs Light allowed us to reduce grammage by 50 g and the

lighter material folds better at the flap. In addition, the perforation on the back (which allows the package to be easily transformed into a small tray) worked particularly well with the Korsnäs material. The brown reverse side is actually a further advantage as it signals our regard for the environment.” ■

**PortaBrands Ltd**, with offices in Essex, is a leading UK supplier of ethical and sustainable paper-based packaging products.

**Empire Cinemas** operate the Empire in Leicester Square and 16 other cinemas in the UK, in total 144 screens.

# Selling a feeling

It started with a passion for natural lifestyles and a drive to communicate it to others. In the space of three years, in the midst of a financial crisis in hard-hit Latvia, MÁDARA has built a strong cosmetics brand. Today, they have 30 employees, operate three shops in Riga and export products to 20 countries. The message is emotional and the products are based on the natural flora of the Baltic region. The cartonboard pack is an important communicator, emphasising the products' natural image by printing on the reverse side of the board, which has a silky smooth surface. **TEXT:** ANNICA ALEXANDERSON



"We're not just MÁDARA's advertising faces – we run the company." Lotte, Zane, Paula and Liene.

Once upon a time, a woman named Lotte was passionately interested in cosmetics made from natural ingredients. She started experiment-

ing with soap-making at home in her kitchen. After a bit of experimenting, her soap came out really well, and she started selling it to

likeminded people. While better established competitors have massive sales and marketing budgets, MÁDARA stood out through guerrilla marketing on the Internet: Twitter, Facebook, blogs, YouTube, etc.

That's where the story begins, and that's where Lotte met Zane, who worked in marketing. They became friends and together with two more enthusiasts established a company which now has six owners with varied expertise. Parents who lent start-up money can breathe a sigh of relief. In its first three years, the company has grown 350% annually. The parents are celebrating their daughters' success and enjoying a lifetime supply of free products. All profits are reinvested in the company.

## DEEPER THAN SKIN

Despite its tender years, MÁDARA has already been named Latvia's Greenest Business and won prizes for leadership and design. "We want to help make a better world to leave



Brand: MÁDARA, Latvia  
 Converter: Kvadra Pak JSC, Latvia  
 Board supplier: Korsnäs AB  
 Grammage: Korsnäs White 320 g/m<sup>2</sup>

to the next generation”, says Lotte Tisenkopfa, now the Board Director. “MÁDARA is our story about loving our origins, the place we come from, and about good design, high-quality organic products and honest business dealings.”

The products are certified according to ECOCERT, an international standard for organic products. They are produced for a target market of women aged 25 to 45 who live in the city but love nature and want to stay healthy, fit and beautiful without doing harm. The lack of start-up money was not so much an obstacle as a reason to follow a different path. “We have no experience of ‘normal’ conditions, since we have always worked in an economic crisis”, says Lotte.

**KORSNÄS WHITE PRINTED ON THE REVERSE SIDE**

The company understands the importance of packaging. Both its bottles and its paperboard boxes are

matte. The board is printed on the reverse side, which Lotte and her partners like for its raw, silky smooth feel.

“The printing has to be attractive, but the tactile feel when you pick up the product is just as important”, says Lotte. For MÁDARA, which has a thoughtful environmental policy and critically reviews the environmental performance of both suppliers and ingredients, Korsnäs White was a natural choice.

**DELIVERY SERVICE OUTSTANDING**

Kvadra Pak JSC, MÁDARA’s converter, has worked with Korsnäs for many years. “In this case, Korsnäs White was an obvious choice due to its structure and strength, which enable us to drop down in grammage”, says Larisa Bogatirjova, a salesperson at Kvadra Pak JSC. “That provides us both environmental and economic benefits. But what we appreciate most about Korsnäs is its service, especially the delivery service. The

Baltic States are really feeling the economic crunch, so we’re trying to keep less stock and run shorter production series. Korsnäs has really proven its flexibility.” ■

**Kvadra Pak JSC** was founded in 1993 in Riga and has become one of the leading converters in the Baltic States, with customers in Scandinavia, Finland, the Baltic States, Poland, the Ukraine, Russia, Kazakhstan and Iceland. At the start of 2009, Kvadra Pak launched a new trademark, Qcarton.com, to emphasise its core values of quality, creativity, reliability and flexibility. Kvadra Pak JSC specialises in premium products, especially chocolate. In 2008, they recorded sales of €10 million. Today they have 130 employees.

# Eight winners build a better world for children



Playing for Change

Nearly 2,000 projects registered for Playing for Change. Eight social entrepreneurs were chosen as winners, ready to launch projects such as play development, math workshops, gender equality in skateboarding, support for parents of autistic children, and ecological toys, to mention a few.

The Playing for Change initiative is sponsored by several Stenbeck Group companies – Kinnevik, Korsnäs, Metro, MTG, Tele 2, Transcom and the Hugo Stenbeck Foundation. The winners get a salary, advisory support and free mobile phone services. ■

## Korsnäs invests SEK 456 m in more environmentally-friendly energy

Investments in a bio-energy plant and already existing energy-related facilities will reduce environmental impact and enable Korsnäs to deliver surplus heat to the municipality.

With the investments, Korsnäs Gävle will increase the amount of electricity it produces in-house from 38 percent to 45 percent, while reducing its oil consumption by 21,000 m<sup>3</sup> per year. Adding together the effects of this investment with those of the evaporation

plant currently being built, Korsnäs Gävle will cut its impact on the environment by 115,000 tonnes of carbon dioxide annually. This means a reduction from 125,000 tonnes of carbon dioxide to 10,000 tonnes, equivalent to the emissions from 10,000 single-family homes with oil-fired heating.

The new bio-energy furnace will be operational in 2012. ■

## Korsnäs in China

Korsnäs has recently established a subsidiary in China, with sales and warehousing in Shanghai. This is Korsnäs' first operation outside Europe. In the Swedish pavilion at the World Expo in Shanghai, Korsnäs is one of the contributors and a sponsor of the VIP tickets. The packaging of the VIP gift, an object designed by Thomas Sandell, is sponsored and made by Korsnäs. On 8 June, Korsnäs will also arrange a customer event in the

Swedish pavilion. This will be the first opportunity for Korsnäs to introduce the company to Asian guests and customers.

Read more about Korsnäs' Chinese venture in the next issue of Korsnäs Highlights! ■



### CALENDAR 2010

#### 26 MAY PIDA FRANCE

For the fourth consecutive year Korsnäs arranges Packaging Impact Design Award together with the IUT Reims and Esepac, Le Puy.

**20-21 JUNE STUDENT DESIGN COMPETITION** in cooperation with Escola Massana, Barcelona.

#### 23 SEPTEMBER PIDA SWEDEN

Packaging Impact Design Award is a very popular event where Korsnäs invites design students to compete in packaging design.

**7-8 OCTOBER PACKAGING EVENT LONDON**, Business Design Centre, Stand F7.

#### 20-21 OCTOBER EASYFAIRS PACK & EMBALLAGE, STOCKHOLMSMÄSSAN

The fair where all of Sweden's packaging buyers gather under one roof, arranged for the fourth time. Visit Korsnäs at stand C02:23.

#### 20-22 OCTOBER LUXE PACK 2010, GRIMALDI FORUM MONACO

This is the most important international trade fair for packaging of premium products, and Korsnäs will attend. You will find us at our usual stand, DC12. Everybody is welcome!

## KORSNÄS PRODUCT PORTFOLIO

**KORSNÄS  
LIQUID**

**KORSNÄS LIQUID PACKAGING BOARD** Board material developed for some of the world's largest and most demanding liquid packaging manufacturers.

**KORSNÄS  
CLASSIC**

**KORSNÄS  
DECOR**

**KORSNÄS  
DESIGN**

**KORSNÄS  
SUPREME**

**KORSNÄS WHITE TOP KRAFTLINER** Four liners covering every need for high-quality top liners for corrugated board packaging.

**KORSNÄS  
LIGHT**

**KORSNÄS  
CARRY**

**KORSNÄS  
WHITE**

**KORSNÄS CARTONBOARD** Three strong board materials, each carefully developed for specific areas of application.

**KORSNÄS  
SACK  
PAPER**

**KORSNÄS  
KRAFT  
PAPER**

**KORSNÄS SACK & KORSNÄS KRAFT** Sack and kraft paper for sacks, bags and other products requiring maximum strength and durability.

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