

DIGITAL ROOMS

Resource Efficiency / Industry 4.0

MILL OPERATIONS MADE EASY

Experience how we move pulp and paper producers' performance forward with new innovations, digitalisation, and technologies such as virtual, augmented and mixed reality. Discover how we serve our customers both on-site and remotely by utilising these technologies. Find out how Valmet's virtual mill and virtual reality (VR), augmented reality (AR) and mixed reality (MR) applications can be utilised to facilitate maintenance and other operations in energy, pulp, paper and board and tissue mills.

Provider - Valmet
Finland
Jari Almi - jari.almi@valmet.com



Valmet

VISIT YOUR FOREST

Metsä Group Virtual Forest is a digital tool to virtually visit real forests and the service can be provided to all forest owners in Finland. Virtual Forest combines several data sources to create fully immersive 3D environment of the forest owner's own property. The service utilises the latest technology to simplify the existing industry-standard processes for the benefit of forest owners.

Provider - Metsä Group
Finland
Kalle Ikonen - kalle.ikonen@metsagroup.com



Metsä

COCKTAIL & NETWORKING AREA

Circular Economy / Material Substitution

BEVERAGE CARTONS FOR JUICE & WATER

Beverage cartons are a widely used form of packaging to protect fresh drink and food products, enabling distribution either at ambient temperatures or under refrigerated conditions. As well as protecting the freshness, flavours and nutritional qualities of the product during transportation, whilst on sale and in the home, the carton is convenient to use and provides optimal shelf-life. Beverage cartons have a reduced carbon impact compared to alternative packaging solutions.

Provider - Elopak, Tetra Pak and SIG
Sweden, Norway, Switzerland
Marianne Groven - marianne.groven@elopak.com
Sabine von Wirén-Lehr - sabine.vonwirenlehr@tetrapak.com
Marcelle Peuckert - marcelle.peuckert@sig.biz



SIG

ELOPAK

CUPFORMA NATURA SOLO™ CUPS

Cupforma Natura Solo™, the innovative paper cups are made from a renewable paperboard designed for effective recycling. This material is suitable for hot and cold drinks, as well as for ice cream packaging. It is produced without a traditional plastic coating layer and designed for full fibre recovery in a recycling process.

Provider - Stora Enso
Finland
Daniel Badman - daniel.badman@storaenso.com

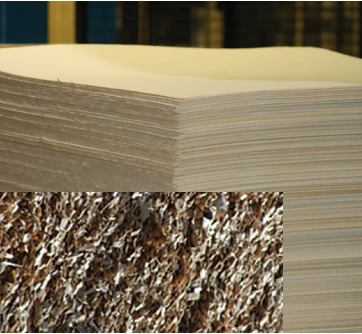


storaenso

DRIED PULP AND WOOD CHIPS

Pulp is a wood-based renewable raw material, which is used to make a vast array of widely used everyday products. These range from household products, printed materials and packaging to highly advanced products in specialty applications and textiles. For every tree felled, three to four new ones are planted. Spruce and pine are used to make softwood pulp while birch and eucalyptus are the most typical species for hardwood pulp. Products made of pulp are inherently recyclable materials.

Provider - UPM
Finland
Juan Pablo Quiroz - juanpablo.quiroz@upm.com



UPMBIOFORE
BEYOND FOSSILS

DURASENS™ CUTLERY

DuraSense™ is a wood-fibre biocomposite offering the mouldability of plastics and the strength and sustainability of wood, resulting in a reduced CO₂ footprint by up to 80%. Biocomposites have an important role in the continuous work to replace fossil-based materials with renewable ones and reduce fossil greenhouse gas emissions.

Provider - Stora Enso
Sweden / Finland
Daniel Badman - daniel.badman@storaenso.com

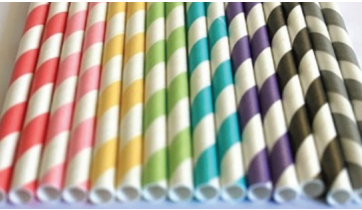


storaenso

WETCLAR PAPER STRAWS

WETCLAR paper straws is a product made of virgin fibres produced specifically for food contact and certified by FSC, PEFC and ECOLABEL. The paper is treated against humidity and guarantees hydrophobicity.

Provider - Clariana S.A.
Spain
Querubín Martínez - qmartinez@clariana.com



Clariana
Creando papeles desde 1892
Creative papermaking since 1892

NINTENDO LABO

Nintendo Labo is a new line of interactive make, play and discover experiences designed to inspire creative minds. Imagine being able to turn pieces of cardboard into almost anything: a motorbike, a fishing rod, a piano or whatever you can imagine! Then, add your Nintendo Switch system to bring it to life! Have fun seeing how it all works!

Provider - Nintendo
Japan / Netherlands
Bianca Stirnweis - contact@nintendo.be



Nintendo

WELCOME DESK

AMPLILIB SPEAKER

This ecological, designer, 100% portable speaker is a French invention inspired by the pavilion of the phonograph. It offers a directional diffusion and clearly improves the clarity of the sound of your phone. No cables, no batteries, no Bluetooth, you are free to listen to your music autonomously. Foldable simply by exerting lateral pressure, you just need to insert your smartphone in the slot provided for this purpose. Amplilib has an important marking surface ideal for advertisers to communicate on a planet-friendly support.

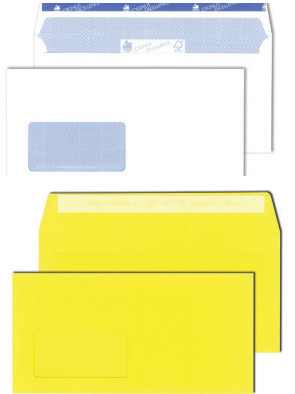
Provider - Amplilib
France
Christophe Grivalliers - christophe.grivalliers@amplilib.com



ENVELOPES

Coloured paper envelopes from Elep and premium Cygnus Excellence (Mayer-network) are made from FSC certified paper. It means that these envelopes are made from paper that is sourced from sustainably managed and carefully controlled forests. All paper envelopes are recyclable. Print and paper has been the preferred communications medium for 2000 years, and in a multimedia world, it remains a highly effective and sustainable means of communication. With a strong online presence in people's lives, communication sent in an envelope stands out positively. Citizens often prefer physical communication as they find it easier to handle and trust it more.

Provider - Mayer-Kuvert-network, Elep
Germany / Belgium
Burkhard Wessel - burkhard.wessel@mk-n.com
Yves Peiffer - Elep - info@elep.be



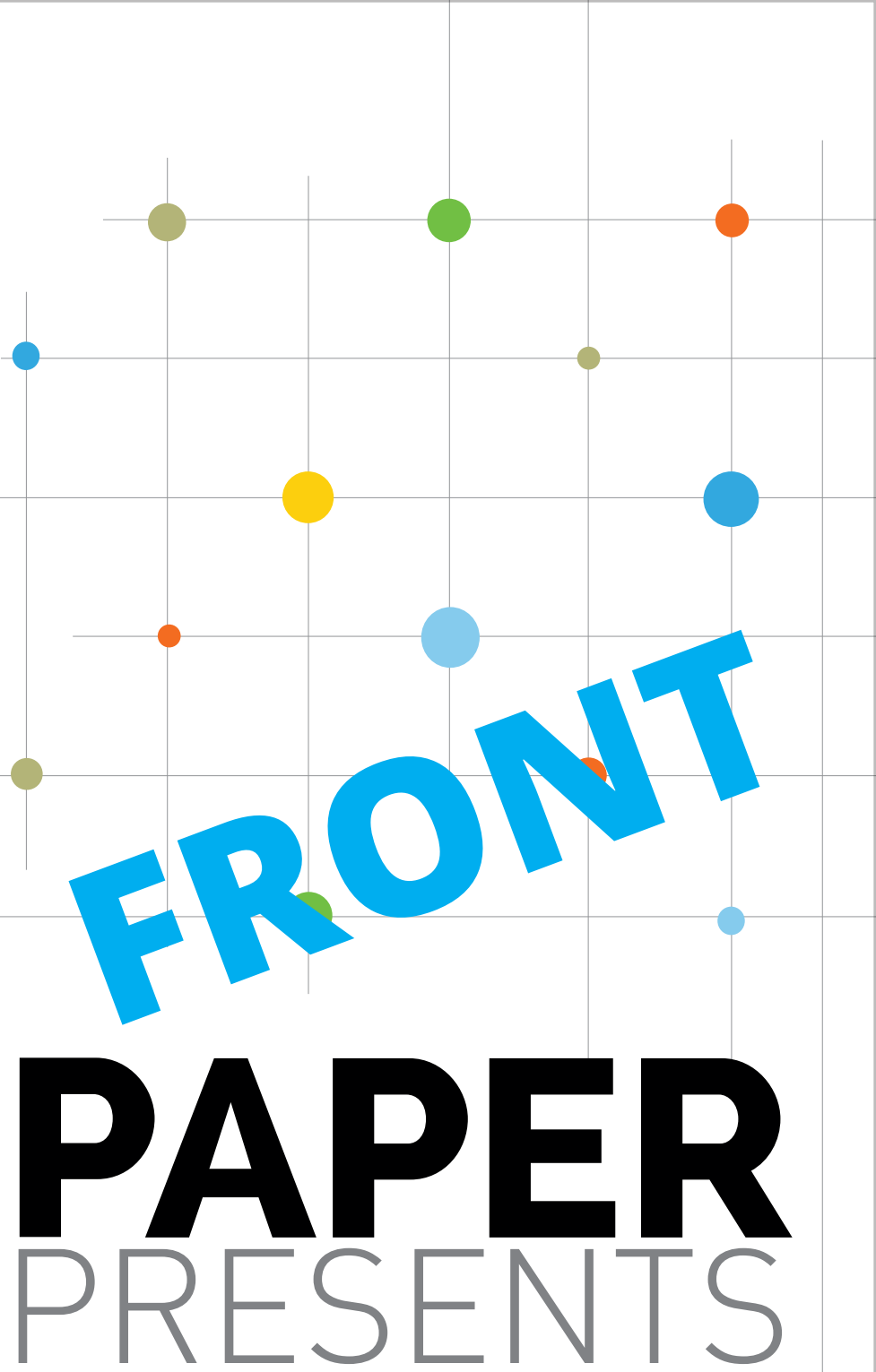
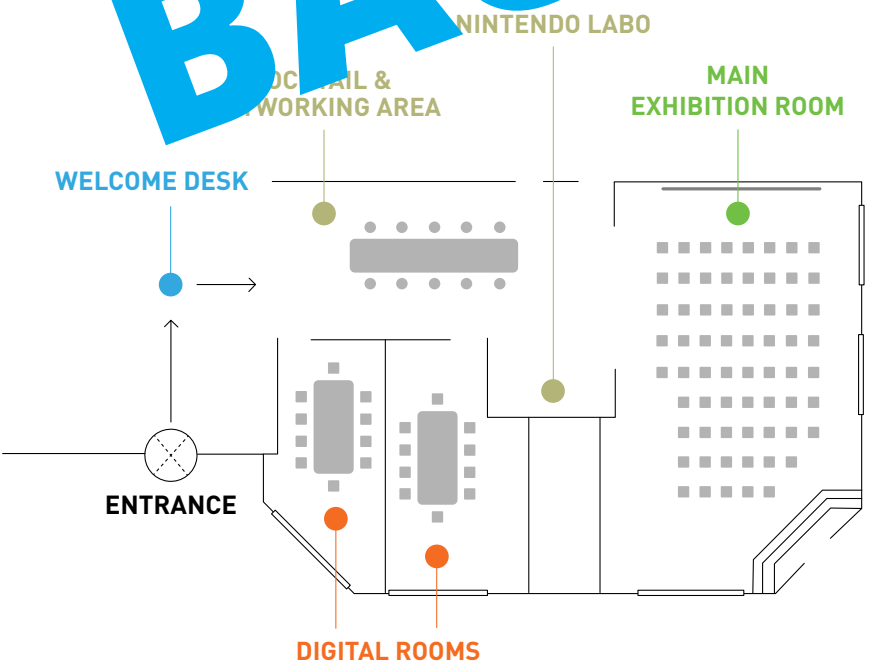
elep
enveloppen - enveloppes

MayerKuvert
network

A WORD FROM THE ORGANISERS

By this event, CEPI, FEFCO, FEPE and ACE together with the exhibitors, wish to demonstrate how the many innovative products from these sectors are creating Europe's circular and bio-based economy.

For further information, please contact CEPI Public Affairs & Communications Director Claire Couet - c.couet@cepi.org



A UNIQUE AND INTERACTIVE
PAPER AND FOREST-FIBRE
PRODUCTS EXHIBITION



MAIN EXHIBITION ROOM

Circular Economy / Recycling

1. ROTOLONI REGINA ECO

The new Rotoloni Regina Eco line joins the traditional tissue product range and represents another step towards sustainable development. Rotoloni Regina Eco, are now packaged in kraft paper – a plant-based material that is renewable, biodegradable and easy to recycle – instead of standard polyethylene film. They are also manufactured using electricity from 100% renewable sources, generated at the Sofidel production plants.

Provider – Sofidel
🌿 Italy
✉ Rolando Figaia - rolando.figaia@sofidel.com



2. TORK PAPER CIRCLE

This product provides a new and unique service for recycling paper towels. Used hand towels are collected from customers such as large offices, schools and airports and sent to local Essity mills to be transformed into new paper products. Tork PaperCircle® is provided in Germany, the Netherlands, Belgium and Sweden. The recycling service is an important contribution to a more circular and sustainable society.

Provider – Essity Aktiebolag (Publ)
🌿 Sweden
✉ Åsa Degerman - asa.degerman@essity.com

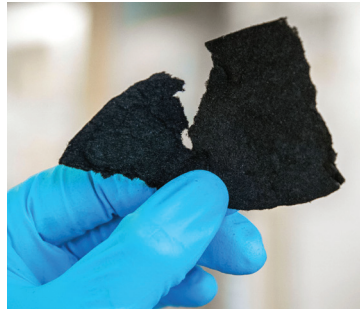


Energy

3. PAPER BATTERY

Energy storage in paper instead of traditional batteries enables the production of bio-based batteries that can be included in circular systems. With electrodes based on material from wood fibre, the ambition is that in the future, it will be possible to recycle batteries along with their boxes and make them into new boxes or paper batteries, which would provide huge sustainability benefits. By extension, this development opens up the possibility of eco-friendly batteries and large scale energy storage, with the long-term goal being large-scale production at a low price.

Provider – BillerudKorsnäs
🌿 Sweden
✉ Lars Sandberg - lars.sandberg@billerudkorsnas.com



Material Substitution / Food Safety / Waste Management

4. BIKE HELMET

Cellufoam is a novel light weight foam material that presents an opportunity to introduce wood pulp into a traditionally fossil-based market place. With the capability of protecting fragile and high value goods from shock and vibration Cellufoam is excellent for packaging, an area that is in dire need of alternative solutions. Global existing waste management systems for paper and board allow for a circular material flow where the waste has a value providing an end-of-life story for the product.

Provider – Stora Enso
🌿 Sweden / Finland
✉ Åsa Ek - asa.ek@storaenso.com



5. FOODMAILER®

Made of 100% recyclable corrugated cardboard, the foodmailer® protects and insulates chilled food without further insulation material.

Provider – Dinkhauser Kartonagen
🌿 Austria
✉ Rüdiger Keferböck - ruediger.keferboeck@packit.at



6. LANDBOX STRAW

The Landbox® Straw is an innovative and environmentally friendly alternative to styrofoam. The natural material has outstanding insulation and shock absorption, and is fully disposable in organic waste. This 100% natural product abides by high hygienic standards, and is suitable for all types of goods from fresh food to temperature sensitive pharmaceutical products. It keeps everything safe and at the right temperature during shipment. The use of straw, an agricultural byproduct, allows for efficient use of resources and helps to preserve the environment.

Provider – Landpack
🌿 Germany
✉ Patricia Eschenlohr - patricia.eschenlohr@landpack.de



7. MCFLURRY

As part of its commitment to source all packaging from renewable, recycled or certified sources by 2025, McDonald's is testing alternative packaging for its McFlurry ice cream range, which allows the removal of plastic lids from the McFlurry cup. When launched in the UK later this year, this decision will reduce plastic waste by 383 metric tonnes annually in the UK.

Provider – McDonald's
🌿 United Kingdom / United States
✉ Serge Thines - serge.thines@eu.mcd.com



8. ADVANTAGE MF ECOCOMP, ORGANIC WASTE BAG

Advantage MF EcoComp is a brown, water-repellent paper bag that is fit for collecting organic kitchen waste and also helps fuelling vehicles with biogas. The paper was developed to produce bags used for the simple and neat collection and composting of organic kitchen waste. The use of this bag in a ventilated compost system mitigates the problems of a messy and smelly environment because the paper has a unique ability to absorb and remove moisture and high strength properties. Given that the paper itself is certified as fully biodegradable and compostable, the whole bag and its contents can be composted. The bag's journey is not done once it has collected organic kitchen waste: when it enters the recycling plant, the bag, the paper and its contents can go straight to the biogas facility for conversion into a fuel.

Provider – Mondi
🌿 Austria
✉ Waltraud Seiner - waltraud.seiner@mondigroup.com



9. NESQUIK ALL NATURAL

It's an innovative and functional water-based coating which replaces laminated paper and is used for All Natural paper packaging. It is suitable for food contact and allows the paper packaging to provide the essential barrier properties while ensuring the ability of the packaging to be recycled together with other paper, such as cardboard or magazines.

Provider – Nestlé
🌿 Switzerland
✉ Johannes Weber - johannes.weber@be.nestle.com



10. YES! BAR

Yes! snack bars use water-based coating and are packaged using paper-based flow wrap packaging instead of plastic films or laminates. The paper comes from sustainable sources and is certified by the Forest Stewardship Council (FSC).

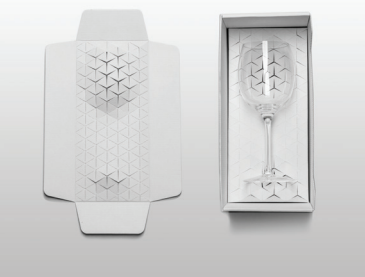
Provider – Nestlé
🌿 Switzerland
✉ Johannes Weber - johannes.weber@be.nestle.com



11. STRETCHING INNER PART

The Stretching Inner part replaces the use of non-renewable materials in packaging. It ensures that the product stays in place during transportation. This is ideal for e-commerce packages that are often filled with bubble wrap. The design can be printed with commonly used printing methods and it's easy to manufacture.

Provider – Metsä Group
🌿 Finland
✉ Marjo Halonen - marjo.halonen@metsagroup.com



12. TREE-SHIRT

TENCEL™ Lyocell fibers that are used for the production of textiles are derived from sustainable wood sources. They are produced in an environmentally responsible closed loop process, which transforms wood pulp into cellulosic fibers with high resource efficiency and low ecological impact. This solvent-spinning process recycles process water and reuses the solvent at a recovery rate of more than 99%. Clothes made of TENCEL™ fibers often have a beautiful shine and a fine fall. The fabric usually creases less than cotton and is easy to clean due to the properties of the fiber.

Provider – Lenzing
🌿 Austria
✉ Filip Michel Miermans - f.miermans@lenzing.com



13. VOILE DE LIN BEAUTY MASK

Voile de Lin is a natural cosmetic substrate for facial masks. Voile de Lin is compostable and free of plastic material, made of all-natural flax fibers and free of chemical treatment. Voile de Lin is made of a sustainable, fast-growing and renewable resource. It will provide a relaxing and rejuvenating facial care experience, while preserving nature.

Provider – LeafLAB (SWM International)
🌿 France
✉ Arthur Gouth - agouth@swmintl.com



14. WOOD FIBRE SCARF

This prototype scarf illustrates a new technology to produce textile fibres developed by Metsä Group. The scarf has been used by Vice-President Katainen and Commissioner Moedas to illustrate what the "circular bioeconomy" can offer in terms of future products. This new technology, which is still in the development phase, relies on sustainably managed forests for the raw material and novel green chemistry. In the upcoming years, the new technology and the textile fibre product itself will be tested in the context of a demonstration project. A greenfield demo plant is currently being constructed to be integrated to the bioproduct mill in Äänekoski, Finland.

Provider – Metsä Group
🌿 Finland
✉ Niklas von Weymarn - niklas.vonweymarn@metsagroup.com



Public Health / Consumer Protection

15. GENSAVER, BIOSAMPLE COLLECTION CARDS

GenSaver™ and GenSaver™ 2.0 specimen collection cards are developed for simple and cost-effective collection, transportation and storage of biosamples, such as blood and saliva. The cards are specifically designed for long-term preservation at ambient temperature. DNA preserved on these cards can be used even after 22 years of ambient storage. Dried Blood Spot (DBS) is considered by many the future of convenient home blood testing: less invasive for the patient, as a very small quantity of blood is needed, it does not require particular skills, allowing the patient to perform the procedure himself, and it does not involve the use of other plastic-based tools or medical devices.

Provider – Ahlstrom-Munksjö
🌿 Finland
✉ Bianca Siccardi - bianca.siccardi@ahlstrom-munksjo.com



16. HEXOR SPLINT

HEXOR®, a splint made from recyclable cellulosic material, is directly adaptable for comfort and immobilisation. Delivered flat, it is easy and quick to install and replaces plasters and resins. The monitoring and renewal of dressings is facilitated thanks to the concept of fast-closing straps. Without any metal parts, it is perfectly suited for MRI and X-rays. HEXOR® adapts to the anatomy of the leg thanks to its soft back part. Its stabiliser limits any rotation of the rested leg.

Provider – Hexabio Retail
🌿 France
✉ Cyril Cassagnade - contact@hexaio-retail.fr



Digitalisation / Intellectual Property

17. HI-PEN

The digital pen Hi-PEN is a simple and convenient way to enter and save data. Simply write in a handwritten form and the pen converts the writing into digital data, directly embedded in your information system. Users work with a ball pen while connected. No need to change your workflow, the pen remains a natural tool for data recovery. The process of integrating handwritten data into your information system is fully automatic.

Provider – Luquet Duranton
🌿 France
✉ Romain Futsch - romain.futsch@luquet-duranton.fr



18. ANTI-COUNTERFEITING LABELS

The reactive ink collects energy emitted by the smartphone during the verification process. The energy captured powers the electrochromic display which generates a colour change thus allowing the user to determine if the product is genuine or not. With proven efficiency, recyclability and ready-to-market timing, this innovative concept of anti-counterfeiting label uses electrochromic material on cellulose.

Provider – Luquet Duranton
🌿 France
✉ Romain Futsch - romain.futsch@luquet-duranton.fr

