CLOSE COOPERATION IS THE KEY

Board with a biodegradable polymer coating
Proper insulation material saves energy
Profile: Péter Bacsá

STRONGER THAN EVER IN REAM WRAPPERS • A BRAND NEW OPPORTUNITY: LONG-TERM AGREEMENT
PROTECTION FOR FISH FINGERS
Highly sensitive products, such as deep-frozen fish fingers, put tough demands on packaging. A well functioning cooperation chain ensures that the products reach home kitchens safely.

THE BEST OF TWO WORLDS
Walki’s acquisition of Ekopak, a Polish ream wrap supplier, means increasingly flexible and fast service to customers.

MORE TIME TO FOCUS
The long-term reel and ream supply contract signed by UPM and Walki enables both parties to focus on improvements instead of price negotiations.

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Eyes set on the future

A company with great ambitions has no time for standstills – whatever the economic cycle. Walki will continue to push ahead in line with its policies. This magazine – the first edition published under the new name, Cover Stories – features two of them. We will be dealing with growth and with the aim to preserve our shared, finite resources, to save raw materials and energy.

Working to promote environmental awareness and energy efficiency is a part of Walki’s philosophy. The recent investment in a production line for insulation facing materials in Valkeakoski, Finland, is a great example of Walki putting words into action. The line as such reduces wastage. More importantly, effective insulation is crucial to the push to save energy in a world that spends 40 per cent of its oil on heating and cooling. Walki®Pack Bio X, our new oxo-biodegradable barrier material is another excellent example in this respect.

Profitable growth is vital to Walki. The efforts made to enhance our efficiency and flexibility also prepared us for the current downturn. We continue to carry out our growth strategy. The acquisition of Ekopak, a Polish manufacturer of ream wrappers, was a step in the right direction, as the growing markets in Eastern Europe are an important element in our strategic plans. Ekopak also functions as a bridgehead into Russia through its offices in Svetogorsk.

Walki’s investments in the future will continue, despite the huge challenges presented by the global economic turmoil. We will, obviously, save on expenses wherever possible. In the past 12 months, we have managed to considerably reduce our cost base, thanks to an ongoing optimisation of our production structure in Europe. It is, however, essential to keep our long-term goals in mind in everyday work – even in difficult times. This is why we continue to invest in our plants in Germany, Poland, Finland and Asia. When the economy picks up again, Walki will stand well prepared for it.

Leif Frilund
President and CEO
CLOSE COOPERATION IS THE KEY

Sensitive fish fingers travel safely to supermarket.
The world’s biggest frozen fish factory, **Birds Eye Iglo** in Bremerhaven, Germany, produces about 7 million fish fingers each day. Laid end-to-end the annual production would circle the globe three and a half times. Getting such a number of fish fingers safely to home kitchens is a great challenge to everyone involved. Cooperation is the keyword.

The four cooperation partners – M-Real, the paperboard manufacturer, Walki, the specialist extrusion coater, A&R Carton, the packaging manufacturer, and Birds Eye Iglo, the food producer – are all of the same opinion: cooperation is at its best when all parties are open to earnest, joint discussion. The companies’ flexible and fruitful cooperation in fish finger packaging has lasted for years.

“It’s vital to work in close contact with the whole chain to ensure that we understand one another and can avoid problems, not to mention find solutions to any tricky issues,” says Ralf Gaile, head of Packaging Technology at Frozen Fish International, a part of the Birds Eye Iglo food conglomerate.

“The best way to fully benefit from cooperation is to get the whole chain involved. The best solutions come about when we join our individual strengths and expertise,” says Elimar Schulze, Sales Manager at A&R Carton, which makes the actual fish finger packaging.

Dorthe Bangsgaard, Sales Director for Carton Board at M-Real, believes that trust is built on human relations.

“What’s important is meeting face-to-face and giving time to one another. It all boils down to trust between people.”

Matthias Zimmermann, Business Manager for Barrier Board at Walki, points out that cooperation is even more beneficial when contacts are expanded.

For 50 years now Birds Eye Iglo has produced fish fingers, a much loved staple especially in families with children.
“For example, Walki’s work with customers’ sales organisations gives us new ideas for product development,” he says.

MEETING TOUGH DEMANDS
To understand the magnitude of products and processes affected by the cooperation of these four companies, let’s take a closer look at the life of fish fingers. The core of the fish finger usually consists of the Alaska Pollock, the world’s largest fish stock. Annual hauls amount to some three million tons and mainly come from the northern Pacific Ocean. The fish is filleted and frozen either on board the fishing vessel or back on land. It is then transported frozen to the factory, where it is cut, breaded, deep fried, refrozen and finally packaged. Hygienic conditions all the way from the sea to frozen food cabinets in shops, as well as a consistent temperature of –18°C to –23°C, are uncompromising requirements.

Meanwhile, the packaging is under production elsewhere. M-Real delivers the paperboard material, Simcote, a hardsized paperboard specifically designed for frozen food. Walki coats the board with a PE barrier that must be both moisture and greaseresistant, to enable it to protect the fish from any unwanted external impact.

The packaging also helps to protect the frozen fish from so called freezer burn. In turn, A&R Carton converts the PE coated board to produce the printed folding cartons for Birds Eye Iglo, where the fish fingers and packaging finally meet. Around 130 million packages are shipped annually from the factory in Bremerhaven, targeting consumers in Western and Eastern Europe, as well as in the new markets of Russia and Turkey.

“The packages must meet tough demands. Both the paperboard and PE barrier have to be of consistent, high quality and the package as a whole must have excellent sealing properties. In addition, the clay coated board surface must ensure an excellent printed result,” says Ralf Gaile of Birds Eye Iglo.

The factory’s packaging lines produce more than 200 packages of 10 fish fingers each a minute. There is no room for material that performs less than flawlessly in the process.

“Because of the high speeds of our lines, it is essential that the packaging material is of high and uniform quality. There aren’t many suppliers who can guarantee that,” says Christian Humberg, Senior Buyer, Packaging, of Birds Eye Iglo.

When the factory increased its production volume, it came across a problem in the packaging process, more
exactly in heat sealing. It was a good opportunity for the cooperation chain to show what it was made of.

“We all sat down to talk things through and to analyse package production step by step. The coating of the paperboard raw material proved to work less than perfectly during heat sealing, which involves melting the PE and ‘gluing’ the package together,” explains Ralf Gaile.

This is a perfect example of how open discussion helped the partners to identify the problem and take quick measures to fix it.

“Communication isn’t always as good and confidential as the one seen in our cooperation chain,” says Matthias Zimmermann of Walki.

SAVING TIME AND MONEY

However, cooperation is not primarily about solving problems. Its greatest benefit lies in the wider range of input given to product development, thanks to so many stages of the chain being involved.

“We all have the chance to share our competence and show new opportunities to our partners,” explains Matthias Zimmermann.

“We benefit from understanding the whole process and the handling of end products. For example, seeing how packages are stacked during transportation and storage tells us how much weight the paperboard must tolerate,” explains Dorthe Bangsgaard of M-Real.

The chain’s cooperation focuses on a consumer product, which consumers in a supermarket either approve or reject in a matter of seconds. This, too, sets demands that must be clear to the whole chain.

“Birds Eye Iglo is a well known brand, and the look and design of the package is of great importance to sales. This means that the quality of packaging must be consistent and reliable in terms of print, cutting and laminating,” says Elimar Schulze of A&R Carton.

Direct discussions and the parties’ goal to counteract and prevent problems also save time and money. Says Christian Humberg of Birds Eye Iglo:

“We all know which the cost drivers are and can jointly come up with clever solutions to cost issues. The traditional approach of putting cost pressure on suppliers is far away.”

But cost awareness is of course a big issue, and according to Humberg, cooperation also involves benchmarking one another and keeping partners up to date on the general price level of the market.

“We challenge each other to achieve better results together – which is exactly what people in any human relationship do,” he adds.
WALKI EKOPAK

Stronger than ever in ream wrappers
Golden opportunities exist for great synergies — both for customers and the new, larger Walki. That much can be said after **Walki Group** acquired **Ekopak-Jatne SA**, a Polish specialist in cut-size ream wrappers.

Ekopak-Jatne became a part of Walki under a deal signed in autumn 2008. Both the buyers and sellers are convinced that the transaction will lead to a big success.

“Ekopak-Jatne had an excellent service concept and very good customer relations. Thanks to them, we now have a good platform, which we can develop especially in Eastern Europe,” says Gunilla Laakso, Vice President and General Manager of Walki Paper Packaging.

Stefan Maciejewski, the founder and, together with Andrzej Kostrzewa, the seller, will continue as Plant Manager in Jatne and as Business Manager for cut-size wrappers at Walki.

“Combining Walki’s high quality and advanced technology with the flexibility and creative, customer-oriented approach of Walki Ekopak will result in a winning concept,” says Maciejewski.

Walki and Ekopak were made for each other also in terms of products. Whereas Walki can deliver big orders, Ekopak can handle the ones that are smaller and need faster delivery. What this means for customers is that Walki can optimise its production allocation according to size and geographical needs better than ever.

**THE BEST OF TWO WORLDS**

With a headcount of about 260, Walki Ekopak is today a well established supplier of cut-size ream wrappers. Its production facilities are located in Jatne, just south of Warsaw. The company’s history goes back to 1988, when Stefan Maciejewski and his wife started the production of PE-coated board used, among other things, in perfume packages. A few years later, Ekopak expanded into the production of ream wrappers and boxes and, after one of its Polish customers was acquired by International Paper (IP), Ekopak gradually entered the export market in 2001. Things have moved quickly since. According to Stefan Maciejewski, the company’s success mainly stems from its attitude to customers.

“We have a special kind of service concept, based on the staff’s involvement and attitude. We are there for our customers – not as servants, but as partners. The key difference between these two is that a partner is not afraid to point out things that don’t work. It doesn’t mean criticising people but calling attention to problems and cooperating to find solutions,” he says.

It is always challenging to integrate two companies that differ from one another in many ways. Lars Norén, Managing Director of Walki Converflex in Sweden, led the basic integration project.

“Combining Walki’s high quality and advanced technology with the flexibility and creative, customer-oriented approach of Walki Ekopak will result in a winning concept,” says Maciejewski.

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**CONTINUED GROWTH**

Stefan Maciejewski naturally felt emotional about divesting his life’s work, but he is happy and proud to be a part of Walki, which he considers to be an extremely good and competent team to work with.

“I can only see advantages, especially to our customers. Together we can offer service to all customers, at all times,” he declares.

The acquisition of Ekopak was a natural step in Walki’s strategy to grow and establish itself as a market leader in ream wrappers. Growth in Europe can also involve consolidation, except for the East, where the market is also growing organically.

“We aim at profitable growth at all times, meaning that we can’t just sit back and twiddle our thumbs,” says Gunilla Laakso.
Rising energy expenses and tougher environmental demands create additional challenges for the insulation and construction industries. Walki’s new production line meets these challenges, offering customers increasingly better solutions.

With climate change now a reality, Walki wants to take part in conserving nature. The new production line in Valkeakoski, Finland, which focuses on laminates for the insulation and construction industries, ensures strict compliance with environmentally sound principles.

“The new technology enables us to produce a product of higher quality, which generates less waste thanks to the improved runnability of the line. Higher quality also means better functionality on customer lines, while saving energy is obviously an important added value,” says Teijo Nurminen, Vice President and General Manager for Technical Products at Walki.

In his view, higher energy expenses, the Kyoto Protocol and stricter environmental requirements all play a part in raising the importance of insulation.

“Walki is putting a great deal of emphasis on energy-friendly products. We contribute to reducing carbon dioxide emissions by investing in increasingly better solutions that help to save energy and nature. Our new, recently launched machine line is a good example of this.”

Building requirements are growing stricter, the energy ratings of homes are becoming more common and insulation is expected to offer better properties. Walki makes functional multilayer laminates for insulation manufacturers and wants to be closely involved in the field’s development.

“What is required is a diffusion-resistant laminate that improves the insulation property, while also reducing the need for thermal energy. A low-emission surface improves the insulating properties of the whole product and structure. These days, customers expect to get the same insulating properties as before but in thinner insulators. Thinner insulation boards obviously mean cost savings to our customers and their customers,” says Nurminen, explaining the requirements.

Walki emphasises solid competence and customer orientation in its operations. The new production line is a good example of these strengths, and Nurminen has high expectations for it.

According to him, Walki places great faith in the insulation industry.

“We do not expect global energy expenses to fall and believe that energy conservation will be very important in the future. Although the whole world is experiencing a downturn at the moment, we consider the insulation industry to be a sector in which we want to be involved in the long term.”

Teijo Nurminen believes in the insulation industry, which Walki wants to help to develop in a way that minimises environmental impact.
There is an easy way for polyurethane manufacturers to save money. It involves minimising raw material waste by using the right type of protection in the manufacturing process.

The manufacture of polyurethane blocks includes a couple of critical phases, which affect both the costs and the end result. The first one is about preventing wastage when the raw material is injected on the line and, most importantly, avoiding any contact between the raw material and the production line. The second phase involves the long tempering process. At this stage it is important to ensure that the polyurethane does not harden too fast. A sufficiently slow tempering process guarantees an even density throughout the material.

“We believe that both matters can be easily solved by using the right protective material,” says Minna Uusitalo, Business Manager for Technical Papers at Walki.

Walki spent many years developing its well-established protection material, Walki®Peel Foam. The material is used to cover all of the inner walls of the line on which the polyurethane is injected and where it expands. The word “peel” in the product name refers to the peelable nature of the product. The material is made of paper and PE, and the paper layer is peeled off when the foam block comes off the line for curing. The PE layer stays in place around the block protecting it.

“Experience shows that some of the chemicals penetrate the kraft paper if it alone is used to protect the line,” explains Uusitalo.

Simple math shows that proper protection can save money: in the case of polyurethane, chemicals expenses account for as much as 97 per cent of production costs. The smaller the amount of wasted chemicals, the higher the profit of the product.

“Cleaning a line that has suffered a chemical leakage is also a costly task, since it usually takes one full day,” says Minna Uusitalo.

Different fields, such as the furniture industry, mattress manufacture and the automobile industry, use polyurethane blocks for various purposes. The demands on quality are often very high.

“If the block hardens too quickly, the density may be perfect only in the centre of the block. The protective material plays an important part in slowing down the process. This, in turn, leads to more even density throughout the block,” explains Uusitalo.

She believes that Walki’s product has achieved market leadership thanks to the long background work.

“We have made big investments in development to create a sufficiently low and steady release rate and a strong material. Competence and quality control are also required at every stage of the process, from raw material procurement to the packaging of the protective material,” says Minna Uusitalo.
A long delivery contract for reel and ream wraps enables both UPM and Walki to develop processes such as forecasting, sourcing, storage and invoicing.
A brand new opportunity to focus on the development of processes and products, instead of spending time on price negotiations. That is how UPM and Walki characterise their new reel and ream contract, which stretches many years into the future.

Delivery contracts spanning as in this case four years, for some products even five years, are not all that common. This is one reason for both partners feeling satisfied and optimistic.

“Both of us can now focus on raising our efficiency and on developing our processes instead of meeting every six or twelve months to talk about prices,” says Florian Fischer, Sourcing Manager at UPM.

In the winter of 2008–09, UPM and Walki reached a multi-year agreement on UPM’s purchases of reel wraps, end discs and ream wraps, for both cut-size and folio-size. Not only is the agreement a long one, it also involves considerable volumes. Such an agreement frees the parties from recurring price talks. When both parties know how their relationship will pan out in the future they can give more attention to matters that require time. These can involve both products and process efficiency and include, for example, the optimisation of purchases and stocks. This, in turn, benefits from better forecasting of demand. Walki can now optimise its delivery times, while UPM no longer needs to build up vast safety stocks.

“With the two of us doing our best both jointly and internally, we will certainly come up with many ways to achieve savings throughout the chain.

This is difficult when working with short-term goals,” says Kenneth Nylund, Key Account Manager at Walki.

TRUST REQUIRED
The long-term contract was signed at a point when a prior agreement between UPM and Walki’s owner, CapMan, was still valid but both parties were seeking a better solution for the future. According to Arno Wolff, Vice President Sales & Marketing for Paper Packaging at Walki, there were many reasons for UPM’s willingness to make a long-term commitment to Walki.

“Continuing to work with a partner you trust has many advantages over trying to make a new relationship work. We offer a superior service concept and stable deliveries and can also make major contributions to process development,” he says.

Florian Fischer of UPM agrees, though he admits that long-term agreements also involve risks.

“A contract of this scope is obviously an exception to our normal activities. It carries potential risk for both Walki and us, since it is difficult to predict how your partner will develop over as long a period as five years. Volumes may change, while strategic decisions can affect development. In other words, a move such as this one calls for a great deal of trust in your partner,” he explains.

Walki being a leading producer of reel and ream wraps naturally provides a solid foundation for a long-term agreement. The company is well positioned to deliver both big and small orders, and production can be allocated so that it is optimal for both the buyer and seller.

“Walki is also physically close to us in many regions, which is a definite strategic advantage,” says Florian Fischer.

The contract is ground-breaking, but Fischer and Wolff also characterise it as being the first step in the right direction; something that may become a trend.

“We will probably go in for more and more long-term contracts in the future,” says Florian Fischer.
EUROFOAM
FOCUSES ON THE CUSTOMER

Hungary is home to an ambitious manufacturer of polyurethane products: Eurofoam Hungary. High quality and a focus on customer needs are important to the market leader.

Eurofoam Hungary is the one of the manufacturers with the right to use the CertiPur® safety label. It has also been certified in compliance with the Öko-Tex Standard 100 and ISO TS 16 949. The company offers a wide range of products used in mattresses and vehicle interiors and as furniture filling, insulation materials and packaging buffers. Polyurethane is also used in medical applications, such as arm and leg supports. The familiar household sponge also belongs to the company’s offering.

“We cover all of the Hungarian market and are a strong market leader,” says Agnes Szombathelyi, Purchasing Manager of Eurofoam Hungary.

Eurofoam’s success comes first and foremost from its close contacts with customers and its focus on customer needs. The company offers problem-solving, reliable deliveries and high quality. To succeed in all this a well-functioning production process is needed, and this is where Walki®Peel Foam, Walki’s carrier material made of paper and PE, plays a key role. Walki®Peel Foam protects the production line from the polyurethane foam and prevents the blocks from hardening too quickly, thus ensuring an even density.

“Our choice to work with Walki is a result of our quality requirements. The paper used in the carrier material must be dry and free of any defects, while the PE-coating must peel off at the exact right time,” explains Agnes Szombathelyi.

Eurofoam prefers long-term supplier relationships. Walki has provided the company with the required quality, as well as reliable deliveries, appropriate price levels and flexibility.

“Moreover, the material is very easy to use so we really haven’t met with any problems. Walki’s organisation in Hungary also offers good and competent service,” adds Agnes Szombathelyi.

Despite the global recession, Eurofoam Hungary is optimistic about the future.

“We now aim to strengthen our position in the vehicle industry and enhance our internal processes. Our motivated and competent staff ensures a secure future,” says Agnes Szombathelyi.

Eurofoam Group
The Eurofoam Group was founded in 1992 as a joint venture between Greiner from Austria and the Recticel Group from Belgium.

The Group is Europe’s leading polyurethane manufacturer with operations in 14 countries and an annual production volume of some 120,000 tonnes.

The Hungarian operations date back to the 1960s. Eurofoam Hungary today has two plants in Hungary, as well as units in Serbia and Ukraine.
WRESTLING IS HIS OTHER LIFE

If you’ve met Péter Bacsa, Walki’s sales representative in Hungary, the Czech Republic and Slovakia, you have surely noticed his build too. Bacsa is a former Olympic-level wrestler and today an Olympic referee in the sport. Last year he refereed bouts at the Olympic Games in Beijing.

It was an incredible experience. For a referee, the same as for an athlete, the Olympics are one of the high points of your career,” says Péter Bacsa.

It was not by accident that Bacsa made it this far. He has been wrestling since childhood, and his father, Ferenc Bacsa, was a legendary wrestling coach in Hungary. Péter won a European Championship bronze in both juniors and seniors and came in tenth place at the Atlanta Olympic Games in 1996. Since he also held a university degree in economics and wanted to use it for something, Péter decided to hang up his wrestling uniform after Atlanta.

“However, I soon began to long for the mat again – for the atmosphere and friends – so in 2002 I decided to become a referee.”

Wrestling is in many ways a complex discipline. For world-class wrestlers the sport is half physique and technique, half tactical thinking. Experience in actual wrestling is a must for a referee. The jury, which consists of a referee, judge and mat chairman, keeps score and is also responsible for decision-making. Scoring can be a difficult skill.

“Everything happens like lightning, and the difference between right and wrong can be extremely subtle. It’s impossible to learn refereeing from books, you must actually feel the wrestling holds in your own body,” explains Bacsa.

WIN OR LOSE?
Still fresh in Bacsa’s mind is the Olympic bronze medal bout in the Men’s Greco-Roman 66-kg category. It was up to Péter to decide who would leave with a medal and who was to come in fifth. The last few seconds proved to be decisive. One of the wrestlers used his legs, which is prohibited in the Greco-Roman style, but how was one to tell whether the move was passive or active?

“As is often the case in rulings, there were alternatives. If you’re unsure about your scoring, you can compensate the wrestler later in the match, but this took place in the final seconds. I still think back on my decision,” says Bacsa.

Péter Bacsa made his Olympic debut as a referee at the Beijing Games in 2008, where he got to referee many important bouts.

“The Games were well organised, focusing on sports rather than money,” says Bacsa.

“Péter Bacsa, who will turn 39 this year, is still young in the circle of Olympic referees. He looks forward to a few more Games, but also dreams of a career in sports diplomacy. That, however, is the other side to his life. In his day-to-day life Péter deals with Walki’s customers, who he has served since 2000.

“It’s a fun job. I sell Walki’s whole line and have learned a lot over the years. Everything has worked well with assistance from the company’s R&D and technical support personnel – they are a real asset to Walki,” says Péter Bacsa.
Walki®Pack Bio X is a brand new paperboard featuring an oxo-biodegradable polymer barrier coating. It is the first to offer effective barrier properties, suitability for direct contact with foodstuffs and biodegradability all in one. Walki®Pack Bio X is a brand new paperboard featuring an oxo-biodegradable polymer barrier coating.
The ‘X’ in the name stands for a secret element: the polymer catalyst that makes the product degradable is a result of Walki’s own R&D and cooperation with a specialist supplier.

“We have received many requests for biodegradable materials from customers. The problem was that of all the available catalysts considered, some contained heavy metals, which made them unacceptable to certain customers, and others were not suitable for direct contact with foodstuffs,” explains Steve Pye, Technical Service Manager for Consumer Board at Walki.

When the ‘X factor’ was found, Walki undertook trials with the supplier to develop a grade that worked with all the polymers in use whilst maintaining customer specified performance. According to plans, products packed in Walki®Pack Bio X will be lined up on store shelves in summer 2009. Under the right circumstances, the ‘X factor’ allows the polymers to break down into CO₂ and water by oxidation and reaction with the bacteria and fungi that exist in soil. This can happen at a pace that enables the surrounding biomass to utilise the carbon dioxide during photosynthesis whilst staying in balance with nature. Any residue that remains in the soil turns into humus.

“The right circumstances can include strong sunlight, high temperature and friction; however, oxygen and micro-organisms found in soil are the principle means by which the barrier can be degraded. The cartons produced using the material will not degrade in use or during storage,” says Steve Pye.

**COPES WITH ALL FUNCTIONS**
Walki®Pack Bio X was developed for circumstances where packages, for one reason or another, can’t be recycled, re-used, or be subject to energy recovery (incineration) and are instead disposed of in landfill or as litter. Independent tests show that Walki®Pack Bio X can degrade in as little as three months if the conditions are right.

“The great thing about Bio X is that, in contrast to many other biodegradable barrier materials, it retains all of its properties despite being degradable. Our tests show that the water and vapour barrier, heat resistance, heat sealability and printability remain unchanged,” says Steve Pye.

Walki®Pack Bio X can be used with one and two side coated material, as well as for laminated with other biodegradable polymers, films or paper.

**PRODUCT DEVELOPMENT**

Steve Pye, Technical Service Manager for Consumer Board of Walki Garstang, has been registered as a Chartered Environmentalist (C. Env). He is a Fellow the Institute of Materials, Minerals and Mining (IOM3), a UK-based institute that recognises and promotes the professional status of its members through education and networking. IOM3 has been given the licence to award CEnv status from the Society for the Environment, a leading independent organisation that supports environmental and sustainability professionals in various fields.

“A comprehensive understanding of the environmental role played by industry enables me to help Walki to produce packaging materials with a minimal environmental impact,” says Steve Pye.

Steve Pye is now a Chartered Environmentalist. “Looking at environmental matters from a wider perspective enables me to help customers in questions related to the effective use of polymer coated barrier materials,” says Pye.

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**Nomination**

Steve Pye becomes Chartered Environmentalist

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Steve Pye is now a Chartered Environmentalist. “Looking at environmental matters from a wider perspective enables me to help customers in questions related to the effective use of polymer coated barrier materials,” says Pye.
Walki now uses carbon-neutral electricity in its production in Finland. Since autumn 2008 the Pietarsaari and Valkeakoski plants have been powered by electricity generated using sources that do not emit fossil carbon dioxide into the atmosphere.

“With societies around the world worried about CO₂ emissions and their possible impact on the climate, Walki wants to contribute to reducing emissions. The simplest way to do this is to lower the emissions we are able to control – our own, that is,” says Mats Holti, Vice President and Director, Technology and Innovations, at Walki.

Walki’s electricity is now carbon neutral thanks to it being produced from wind, hydro, bio, solar and nuclear sources of energy.

Walki Finland’s electricity consumption corresponds to that of 2,000 electrically heated single family homes in the Finnish climate. This translates to an annual reduction of more than 10,000 tonnes in CO₂ emissions, assuming that all of the electricity previously used at Walki had been produced from, say, oil.

“That is rarely the case however, since electricity production is usually based on various energy sources. In any case, we can guarantee that the electricity used here since last autumn is not based on fossil fuels,” says Holti.

The carbon-neutral scheme complies with Walki’s general policy on environmental and resource matters, which states that the company uses as few raw materials as possible to produce the best possible packaging.

“Energy is also a raw material and Walki will continue to conserve our finite resources by reducing the use of non-renewable energy sources wherever possible” says Holti.

Whether Walki’s units in other countries follow the carbon neutral scheme depends on the availability of suitable electricity and the opportunities presented in each country.

Disposable paper cups treated with polymer barriers are ideal raw material for new paper products after recycling. This is shown by the work of the Paper Cup Recovery and Recycling Group from the UK. This involves cup manufacturers, distributors, and cup stock suppliers, Walki Ltd. being one of them.

“Trial runs performed by paper mills indicate that recycled cups are good raw material, especially since they are made of high quality virgin fibre,” says Steve Pye, Technical Service Manager Consumer Board at Walki Ltd.

The Group works to raise the rate of recovery of disposable cups and other similar materials, an activity still in its early stage in Great Britain. The Government however supports the development of recycling within the UK.

“It is also important to educate consumers and to aim at fast recycling, since cup materials degrade if they remain too long with leftover coffee and food,” says Pye.

Successful recycling of paper cups

Walki Finland opts for carbon-neutral electricity

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Walki’s electricity is now carbon neutral thanks to it being produced from wind, hydro, bio, solar and nuclear sources of energy.

Walki Finland’s electricity consumption corresponds to that of 2,000 electrically heated single family homes in the Finnish climate. This translates to an annual reduction of more than 10,000 tonnes in CO₂ emissions, assuming that all of the electricity previously used at Walki had been produced from, say, oil.

“That is rarely the case however, since electricity production is usually based on various energy sources. In any case, we can guarantee that the electricity used here since last autumn is not based on fossil fuels,” says Holti.

The carbon-neutral scheme complies with Walki’s general policy on environmental and resource matters, which states that the company uses as few raw materials as possible to produce the best possible packaging.

“Energy is also a raw material and Walki will continue to conserve our finite resources by reducing the use of non-renewable energy sources wherever possible” says Holti.

Whether Walki’s units in other countries follow the carbon neutral scheme depends on the availability of suitable electricity and the opportunities presented in each country.

Disposable paper cups treated with polymer barriers are ideal raw material for new paper products after recycling. This is shown by the work of the Paper Cup Recovery and Recycling Group from the UK. This involves cup manufacturers, distributors, and cup stock suppliers, Walki Ltd. being one of them.

“Trial runs performed by paper mills indicate that recycled cups are good raw material, especially since they are made of high quality virgin fibre,” says Steve Pye, Technical Service Manager Consumer Board at Walki Ltd.

The Group works to raise the rate of recovery of disposable cups and other similar materials, an activity still in its early stage in Great Britain. The Government however supports the development of recycling within the UK.

“It is also important to educate consumers and to aim at fast recycling, since cup materials degrade if they remain too long with leftover coffee and food,” says Pye.
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