



PAPER FOR THE FUTURE

Forestry and sustainability in the paper industry


HOLMEN

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20170827

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WHAT IF...



A white-bordered box with a slight perspective, containing the text "WHAT IF..." in a white, sans-serif font. The background of the slide is a close-up of green, textured paper fibers.

WHAT IF...

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**FOUR HUNDRED YEARS OF
SUSTAINABILITY AND
INNOVATION**

THE FOREST ABSORBS CARBON DIOXIDE

Swedish forests
capture 4-5 billion
tonnes of carbon
dioxide every year



The age of the forest governs the absorption of carbon dioxide

Seedlings and new forests 1-20 years

The forestland emits carbon dioxide and needles and branches decompose. The trees are still too small to compensate for the release.

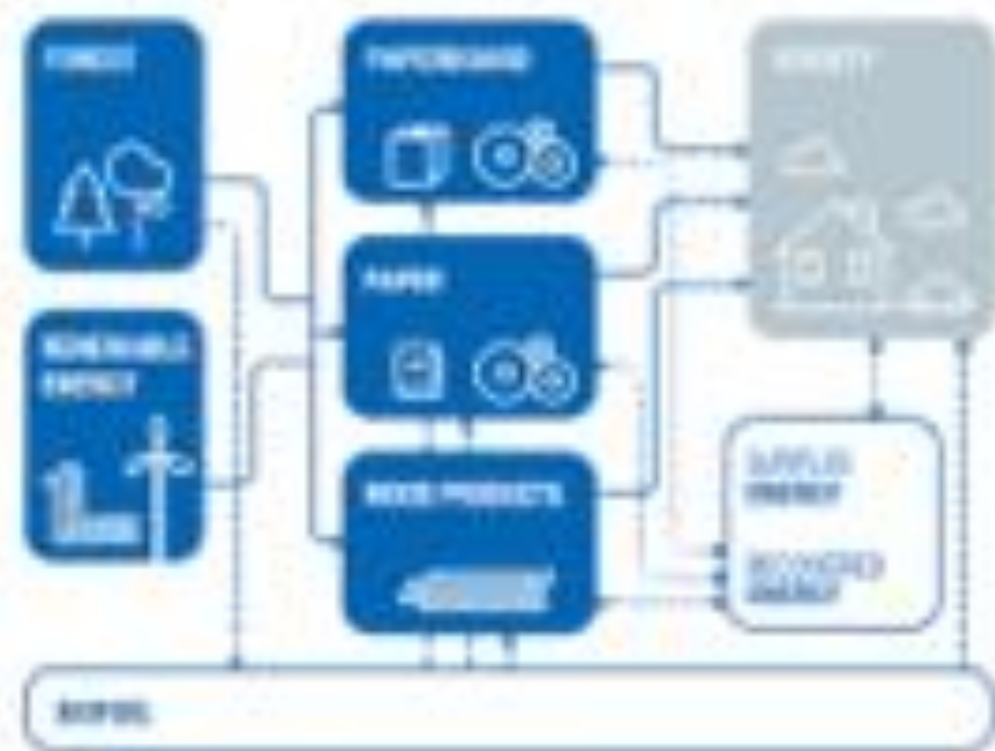
Young and middle-aged forests 20-80 years

The trees grow fastest during this period and absorb far more carbon dioxide than the ground.

Old forests -90 years and older

The trees' growth and ability to absorb carbon dioxide declines when they have passed 90 years. Trees die and branches fall to the ground, which boosts the emission of carbon dioxide.

A CIRCULAR ECONOMY TEMPLATE



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RENEWABLE SOURCE FOR A CIRCULAR ECONOMY

- Pulpwood comes from thinning, treetops and sawmill chips
- 50 % becomes saw timber,
30 % becomes wood chips (pulpwood)
20% used as fuel
- 98 % of the tree is used

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ONE OF THE WORLD'S MOST
SUSTAINABLE COMPANIES

Holmen part of Corporate Knights 2017 Global 100 index



GLOBAL100

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RELEASING
THE
POWER
OF PAPER

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“BUY LESS, GET MORE”



SAVE MONEY

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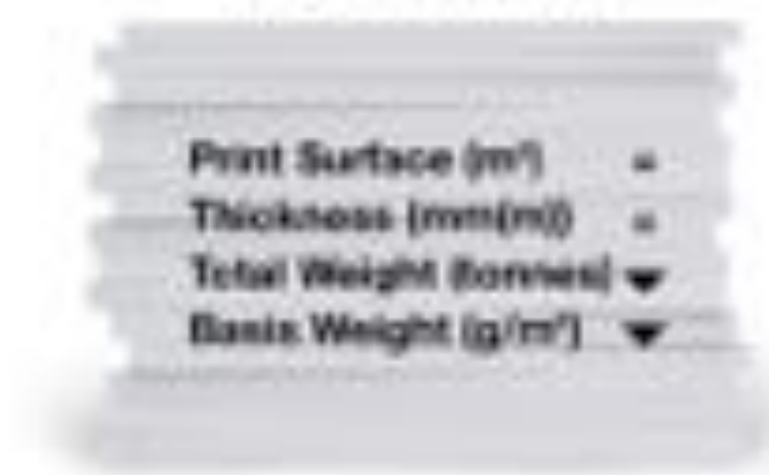
STANDARD



**BUY LESS
TONNES**

Keep your thickness,
but loose weight.

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BOOST BUSINESS

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STANDARD



ADD COPIES
OR PAGES

Get more paper per reel
without spending more.

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ENHANCE IMPRESSION

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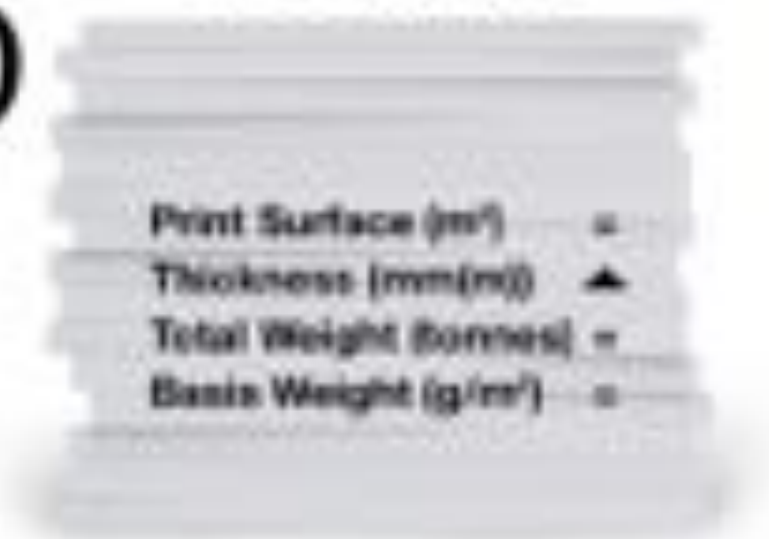
STANDARD



**THICKER END
PRODUCT**

Increased thickness
without spending more or
adding weight.

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PRINT



DIGITAL

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THE
POWER
OF FEEL

TOUCH IS NO. 1!

15-20%



PRINT - STILL A KEY PLAYER

Perception

50% considers print as more valuable than digital communication (Toluna, 2016)

80% prefer reading print on paper rather than from screen, and ever more (10% in 5 years) enjoys the tactile experience (TwoSides, 2016)

Effect

Print is best at increasing brand awareness at all levels of exposure (MPA, 2016)

Magazines show the highest return on advertising spend (MPA, 2016)

Average direct mail observation is high, 53%. Of those, 57% reads all or most of the material, 29% of readers makes use of the information (SOR, 2017)



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