

We reduce the world's reliance on fossil-based materials by developing renewable and responsible products and solutions in all our businesses.
UPM Biofore – Beyond fossils.



www.upmraflatac.com
www.upmbiofuels.com

9/2019 ENG 1417 Copyright UPM Raflatac

UPM **BIOFORE** 
BEYOND FOSSILS

SUSTAINABLE FILM FROM A RENEWABLE SOURCE

UPM Raflatac Forest Film™



UPMRAFLATAC

ISSUE

How to replace fossil-based materials with renewable and sustainable solutions?

The world of packaging is looking for more and better ecodesigned solutions for labeling products in order to tackle issues around the use of plastics and to support sustainability.

Fossil-based virgin materials won't be available forever. There is a growing demand but also a need to replace traditional fossil-based virgin materials with renewable ones.

OUR SOLUTION

Sustainable film from a renewable source

As one of the signatories of the Ellen MacArthur Foundation's New Plastics Economy Global Commitment, UPM Raflatac has committed to moving beyond fossils by developing circular and renewable labeling solutions.

UPM Raflatac responds to the need for renewable packaging materials by bringing a wood-based film material into the market. UPM Raflatac Forest Film™* offers an efficient and impactful way to reach your sustainability goals on using renewable raw materials without differences on product performance.

The innovative label material has been developed in collaboration with UPM Biofuels using the UPM BioVerno naphtha, a 100% wood-based solution. UPM BioVerno naphtha is made from a residue of the pulp production process, and it comes from responsibly managed forests.

This product combines circular economy with renewable raw materials ensuring a truly sustainable packaging solution.

*on mass balance basis



The Forest Film is an ISCC certified product. ISCC certified plastic film is produced by using sustainable resources to replace an equivalent amount of fossil resources in the production process (mass balance approach).

UPM BIOFORE BEYOND FOSSILS

Renewable labeling solutions

UPM is building a more sustainable future beyond fossils by replacing fossil-based, non-renewable materials with renewable alternatives from wood-based biomass. The company uses raw materials efficiently to create new products and services based on wood fibre, biomolecules, residues and side streams.

Forest Film is a natural step on UPM Raflatac's journey towards labeling a smarter future beyond fossils. With our Forest PP Clear, we are the first labeling company to replace virgin fossil-based film material with wood-based one.

UPM BioVerno naphtha enables the change in traditional raw material input for UPM Raflatac PP label materials. It is the perfect ingredient for a future beyond fossils.

UPM Raflatac Forest Film™

- Based on UPM BioVerno naphtha, 100% wood-based solution
- Based on mass balance approach
- Identical performance to the standard product

