

For further information:	Issued by:
Ingo Kaiser Marketing Communications Specialist Speciality Papers Sappi Europe Phone: +49 (0)5181 77-536 ingo.kaiser@sappi.com	Ruess International GmbH – Member of Ruess Group Simone Hübener Account Manager/ Editor Phone: +49 (0)711 16446-16 simone.huebener@ruess-group.com

Media release

Alfeld, 25 November 2019

Real solutions instead of empty words

A successful autumn season for Sappi at a collection of trade fairs, with exceptional interest shown in innovative packaging papers

Nuremberg, Monaco and Brussels: Sappi Europe has presented its solutions for sustainable, future-oriented packaging at three trade fairs in the past few weeks. The globally operating paper specialist's extensive product range has been serving as a benchmark in the industry for years and now includes the functional barrier papers from the Sappi Guard family, the sealable packaging paper Sappi Seal and the folding boxboard Atelier. The showcasing of innovations in sustainable packaging papers will continue at interpack in Düsseldorf in May 2020.

“Environmentally friendly packaging” was the first leading theme of FachPack, which, according to Messe Nürnberg, really had its finger on the pulse. This theme also was given top priority by visitors that were attracted to the Sappi stand, by its wide range of innovative and sustainable application solutions.

Huge demand for specific projects

Almost fifty per cent more branded goods manufacturers, converters, established customers and interested parties visited the FachPack stand in Nuremberg compared to the previous year – with specific projects in mind. For those planning to replace composite packaging with a paper-based solution with integrated functionality, Sappi presented its Sappi Guard barrier



papers and highlighted some related best practice references. This included the packaging solution for a new nut-fruit bar, recently introduced to the market, from a well-known brand manufacturer. The Sappi Guard range includes Sappi Guard M and Sappi Guard MS with a mineral oil barrier (MOB) and a grease barrier of Kit 11 or Kit 7. All Guard papers guarantee very high product safety and can be completely recycled. The integrated heat sealability was the focus of the development of Sappi Seal. René Köhler, Head of Business Development Packaging and Speciality Papers at Sappi, says: “Reducing the consumption of fossil resources in packaging is a major concern for Sappi. On this account, we developed Sappi Seal, a functional paper with integrated heat sealing functionality which is integrated in the form of a dispersion coating on the reverse side of the paper and can replace papers with a PE coating.” Sappi presented a wide range of successfully completed projects in order to demonstrate the specific application of this paper to the trade fair visitors.

Sappi as a trendsetter

Luxe Pack in Monaco was also a great success for Sappi. The paper and paperboard specialist recorded a considerable increase in customer demand – in contrast to the general exhibition trend. The highlight of the presentation was the new white back folding boxboard, Atelier. With its exceptional optical characteristics, including high whiteness and unique 100% brightness, combined with superior surface qualities, a silky matt feel and impressive physical properties, the premium, creative packaging solutions that are made possible with this product, are impressing brand manufacturers and designers alike.

At Labelexpo Europe in Brussels, the international paper specialist presented its extensive range of self-adhesive label papers themed "one stop shop solutions". The numerous visitors to the Sappi stand demonstrated great interest in silicone base papers, face stock label papers and wet glue labelling products. The company concluded the four days of the fair with a very positive result.

interpack 2020: curtain raised for new, sustainable solutions

Following the successful conclusion of the exhibition season 2019, all eyes are already on the interpack 2020 in Düsseldorf. While the Sappi Research & Development teams are giving the finishing touches to the new products, one thing is already certain: Sappi will once again amaze and impress customers and interested parties at this important packaging trade fair, with its innovative, environmentally friendly and premium packaging solutions, as well as underlining its leadership in terms of innovation in barrier paper.



Images for this press release

Credits: Sappi Europe



Image 1: Sappi cooperates with various branded goods manufacturers to develop renewable paper-based packaging solutions. In this case with the world's largest food company based in Switzerland.



Image 2: Sappi presented various application examples using Sappi Seal, including for sugar and tea sachets, at FachPack.





Image 3: The Atelier paperboard offers limitless possibilities for all users and industries.

About Sappi

Sappi is a leading global provider of sustainable woodfibre products and solutions, in the fields of dissolving wood pulp, printing papers, packaging and speciality papers, casting and release papers, biomaterials and bio-energy. As a company that relies on renewable natural resources, sustainability is at our core. Sappi European mills hold chain of custody certifications under the Forest Stewardship Council® (FSC®) and/or the Programme for the Endorsement of Forest Certification™ (PEFC™) systems. Our papers are produced in mills accredited with ISO 9001, ISO 14001, ISO 50 001 and OHSAS 18001 certification. We have EMAS registration at 8 of our 10 mills in Europe.

Sappi Europe SA is a division of Sappi Limited (JSE), headquartered in Johannesburg, South Africa, with 12,500 employees and 18 production facilities on three continents in nine countries, 37 sales offices globally, and customers in over 150 countries around the world. Learn more about Sappi at www.sappi.com.

