

UNFOLDED

A PAPER ABOUT CARTONBOARD



THE
NATURAL
CHOICE

CARTONBOARD

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“EXCELLENT” NEWS



Dear Ladies and Gentlemen,
Dear business partners!

Our new digital sales and service channel, MMK digital, has been available around the clock since the end of March and is enabling our customers to conduct all of their business processes in real time. Already we have a great number of active users, which attests to the positive reception of the portal in the market. Our new web presence is also receiving excellent feedback: An expert jury honoured the exemplary user experience on www.mm-karton.com with an award.

Innovations in the service and product areas are offering our customers new solutions for the future. The new qualities – Excellent Top™ Brown on virgin fibre basis and Browncolor on recycled fibre basis – convince with natural brown top and reverse sides and excellent printability, addressing the trend toward a natural appearance at the point of sale (POS).

But there is more “excellent” news: With Excellent Top™ Freeze Quick Release we have developed a quality that prevents foods from adhering to the carton and thereby provides a clean and hygienic product presentation. Excellent Top™ Freeze Quick Release is an environmentally-friendly packaging alternative without plastic coating.

The current public discussion about pollution of our oceans once again points to the need for a natural, sustainable packaging material – cartonboard and folding cartons. Critical consumers increasingly focus on the social and ecological impact of products and their packaging when making a buying decision, in addition to quality and price.

The EU Commission is reacting as well. It issued the “Plastic Strategy” at the beginning of the year, a guideline for reducing plastic waste and increasing the recycling portion of packaging, primarily plastics. It is gratifying to see that cartonboard offers a clear advantage: renewable, recyclable, biodegradable, and climate-friendly – the logical advantages for cartonboard over plastics and other packaging materials are plain to see. Cartonboard is a natural, fibre-based material made of wood, a renewable resource, and guarantees a closed, sustainable product cycle thanks to its recyclability. Already, cartonboard can effectively replace plastics in many applications. With the enclosed brochure “Advanced cartonboard for sustainable packaging solutions” we would like to introduce you to the many possibilities offered by cartonboard and show you what cartonboard can do.

We will be glad to advise you!

A handwritten signature in black ink, appearing to be 'FR' with a large, sweeping flourish above it.

Franz Rappold
Member of the Executive Board

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HORST BITTERMANN
NEW PRESIDENT OF PRO CARTON

MMK digital – KEEN INTEREST, LOTS OF POSITIVE FEEDBACK

Since the go-live at the end of March 2018, a large number of customers have been actively using our new sales and service channel, MMK digital! The strong performance and the new level of cooperation are met with considerable enthusiasm and greatly appreciated, as the feedback shows:

WITH JUST A SINGLE CLICK! – USER FRIENDLY AND EFFICIENT

MMK digital is a user-friendly digital tool for order booking, making enquiries, and delivery planning. An online platform where we can easily access all necessary and updated information about product availability and production schedule, which can facilitate better timing. All certificates and technical data sheets can be downloaded any time, and with just a single click we can track our orders and enquiries. MMK digital is definitely a time saving option for us and for our customers by providing such excellent functions as easy booking processes from the order history, and converting possibility from a reservation with one click.

Viktória Varga,
Europapier Budapest Kft.

MAXIMUM SPEED AND QUALITY

MMK digital has raised cooperation to a new level, where everything is open and transparent. All tasks can be done with maximum speed and quality. MMK digital creates a system with a high level of accountability and ability to work directly without intermediaries online.

Dmytro Tarasyuk,
Pryvatna Drukamya

A VERY USEFUL TIME SAVING TOOL

With the MMK digital production preview, we have immediate insight into earliest possible delivery dates, which means great time saving potential.

Hans Griemink,
Schut Packaging bv

MORE EFFICIENCY AND SUSTAINABILITY

We are taking on a leading position in the packaging sector in terms of technology and productivity. We can only do this with a strong partner like MM Karton, who also invests in the future in order to increase productivity. MM Karton's new online platform is another step into that future that lets us automate processes and thereby save time and money. For instance, we can submit call-offs from stock quickly and with just a few clicks. Beyond that, MMK digital actively assists with making deliveries more efficient and more environmentally-friendly. Reaction speed and flexibility are key success factors for our customers. MMK digital allows us to react to unforeseen situations immediately, at any time. It shows options how loads can be optimised in terms of size and weight. That represents significant added value for us and very much supports sustainability.

Hendrik Schumacher,
Schumacher Packaging GmbH

AROUND THE CLOCK AVAILABILITY

In MMK digital, we can order products and obtain information 24 hours a day, 7 days a week: At a single glance, we can see the production preview including booking times and delivery dates of the MMK qualities, and a clearly structured price table. In addition, it is possible to check stock levels and submit call-offs online at any time. This is unique in the cartonboard industry and provides an unparalleled level of independence – no phone calls, no searching and leafing through price lists. Thanks to the option of entering orders simultaneously in MMK digital and in our system, and the instant order confirmation, the automated processes also give us improved data quality.

Gabriel Heizmann,
WB Verpackungen GmbH

MMK digital is available to customers around the clock on our newly designed website www.mm-karton.com. Have we piqued your interest? Register now at digi.mm-karton.com

MMK digital lives on the constant extension of its user-friendly, innovative, and interactive functions. Find out more in the next edition of Unfolded 3/2018.



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WITH MMK digital, CUSTOMERS OF MAYR-MELNHOF KARTON HAVE ALL IMPORTANT INFORMATION AT A GLANCE

AWARD-WINNING: www.mm-karton.com

Our new website www.mm-karton.com has been online since late March – and one month later, we received our first award for the exemplary user experience (UX) of our online presence.

UX Award for new website

When we developed our website, of course we focused on the customer from the very beginning, paying close attention to intelligent and simple navigation and exceptional user friendliness. The fact that we succeeded is evidenced by the UX Award by CSSDA, an international web design platform. The award honours innovative websites with high user friendliness who are pioneering in the global design landscape. We are very proud to have received this honour, as the award is bestowed by a high-profile and critical expert jury.

Well-structured information

Just a few clicks to find what you need – the new website compels with its clear structure:

PRODUCTS

The extensive product portfolio of MM Karton is the core of the website – recycled cartonboard, virgin fibre cartonboard, white top coated recycled liner, FOODBOARD™, mechanical pulp. Our customers can find focused information and actively order product catalogues and cartonboard samples.

PRODUCT SEARCH

It replaces the product platform “Cartonette” and helps customers to expediently find the right cartonboard for a particular application. The option of comparing different qualities in terms of their technical parameters (stiffness, brightness) further assists in the decision making process. Technical data sheets and – this is new – a product description for every quality can be accessed here.

APPLICATIONS

If you are unclear about what requirements a particular application, e.g. dry, chilled, or frozen foods, places on the cartonboard, you can find them under menu item “Applications”.

NEWS UNFOLDED

Current news about MM Karton and the packaging industry are clearly presented in this area. You can also order our Unfolded magazine here or read it online.

COMPANY

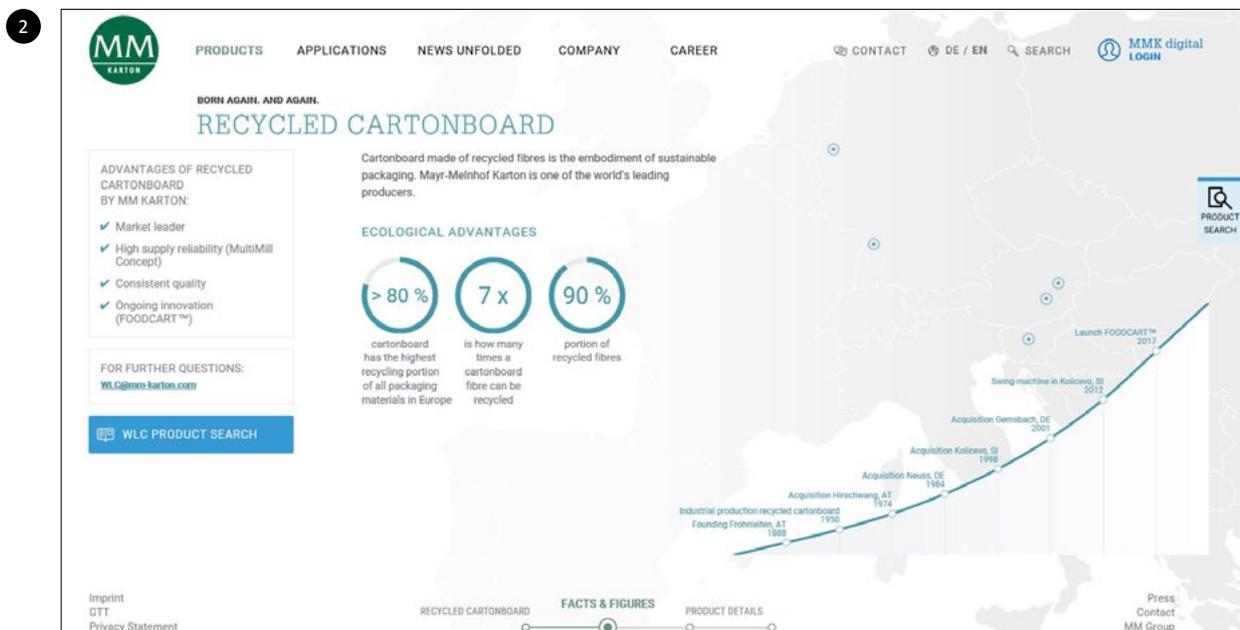
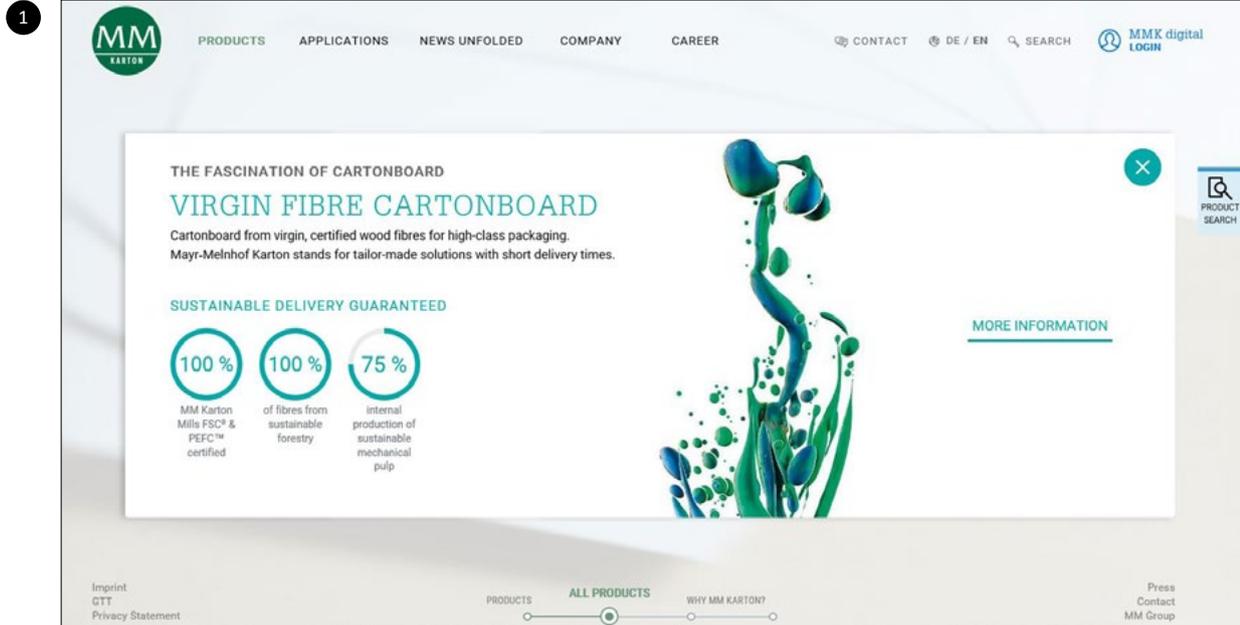
Everything you might like to know about MM Karton, our mills, and our successful company history is summarised here.

CAREERS

Applicants and potential employees can obtain information about possible career paths within the organisation or start their application process online right here.

On the website, you move from left to right by means of an innovative horizontal navigation system. What has long been standard on tablets and smartphones provides simple navigation on your desktop PC and creates a striking visual experience.

We want to inspire you with our passion for cartonboard. Based on some very encouraging initial feedback, we believe we have succeeded to do just that with our new website.



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THE NEWLY DESIGNED WEBSITE WAS HONoured
WITH THE NOTABLE UX AWARD BY CSSDA

EXCELLENT TOP™ BROWN AND BROWNCOLOR – SIMPLY BROWN

Thoughtful consumption is in line with current consumer preferences. The chosen packaging material reflects the positioning of a brand, and naturalness as well as sustainability are communicated at the POS with the colour brown. The trend toward brown packaging material is addressed by our new cartonboard qualities Excellent Top™ Brown (virgin fibre Kraft cartonboard) and Browncolor (recycled cartonboard) from the Kolicvevo mill in Slovenia.

Brown – “the new white”

The latest trend in the packaging industry is not a special product, but a colour: Brown is “the new white”, as designers have let us know! More and more producers of consumer goods are deciding on brown packaging materials to present their products to greater advantage at the POS. The goal is to stand apart from competing products and impart a feeling of naturalness and love of nature, and even better ecological standards. With Excellent Top™ Brown and Browncolor, MM Karton has developed a convincing answer – in the virgin fibre as well as the recycled cartonboard segment – to the high demand for this new look. Thanks to a homogeneous brown top and reverse side, both new cartonboard qualities offer packaging designers a wide range of creative design options for a natural appearance and for creating unique visual brand identities. Like all of our cartonboard qualities, Excellent Top™ Brown and Browncolor are made of 100 % sustainably grown wood or of clean, predominantly recycled fibres, and are recyclable and biodegradable.

Natural brown top and reverse side, good printing properties

Excellent Top™ Brown and Browncolor score with good printing properties and offer very high conversion efficiency as well as excellent “runnability” in packaging processes. The challenges of printing on brown qualities (ink set-off, uneven print coverage) were solved by a special method of preparing the cartonboard surface.

The new cartonboard qualities are suitable for direct food contact with both the top and reverse sides, which makes Excellent Top™ Brown and Browncolor tailor-made for food

packaging applications like fast food and food services. Furthermore, both qualities are characterised by low moisture absorption, so they are also an ideal natural packaging solution for chilled or frozen foods. But the new qualities offer a wide range of uses for a number of non-food applications as well, such as cosmetics and personal care products with a claim of being organic.

We look forward to your inquiries!

E-mail: Excellent Top™ Brown FBB@mm-karton.com

Browncolor WLC@mm-karton.com

Phone: +43 1 50136-0



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PRINTED EXCELLENT TOP™ BROWN AND BROWNCOLOR SAMPLES ILLUSTRATE THE EXCELLENT CONVERTING PROPERTIES

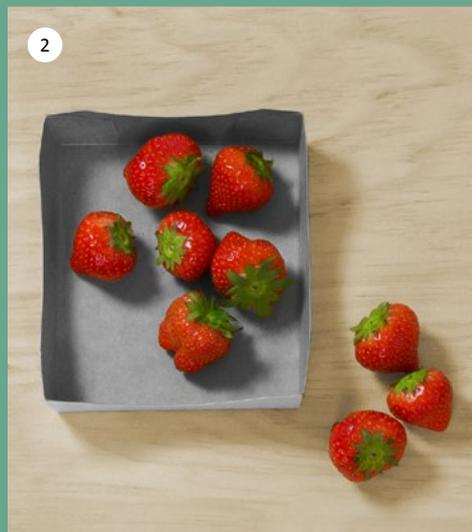
MIX & MATCH – (NEARLY) ALL COLOURS AVAILABLE FROM THE HIRSCHWANG MILL

The Austrian Hirschwang mill impresses with enormous flexibility: Customers can choose their ideal colour combination of top and reverse side of the cartonboard from currently three base colours, and create their own tailor-made packaging solution.

Every customer is unique – and so is their packaging. It must be aligned with the highly specific requirements of the product, and it is decisive for its success at the point of sale. Often, the colour of the packaging is of crucial importance, as it is an essential visual element of the communicative design.

The Austrian Hirschwang mill addresses this fact and enables its customers to compose their own ideal colour combination of top and reverse side of the cartonboard with the Mix & Match system: Choosing from currently three base colours – white, grey, brown – the customer can select the combination that best satisfies current requirements. There are nine possible colour combinations. This individualisation is available for orders of as little as 20 tons.

With its tailor-made solutions, Mayr-Melnhof Karton provides solutions for highly individual customer needs and specific product requirements. We can adjust our services precisely to the application and align them with the customer's current needs. The Mix & Match system offered at Hirschwang illustrates our flexibility.



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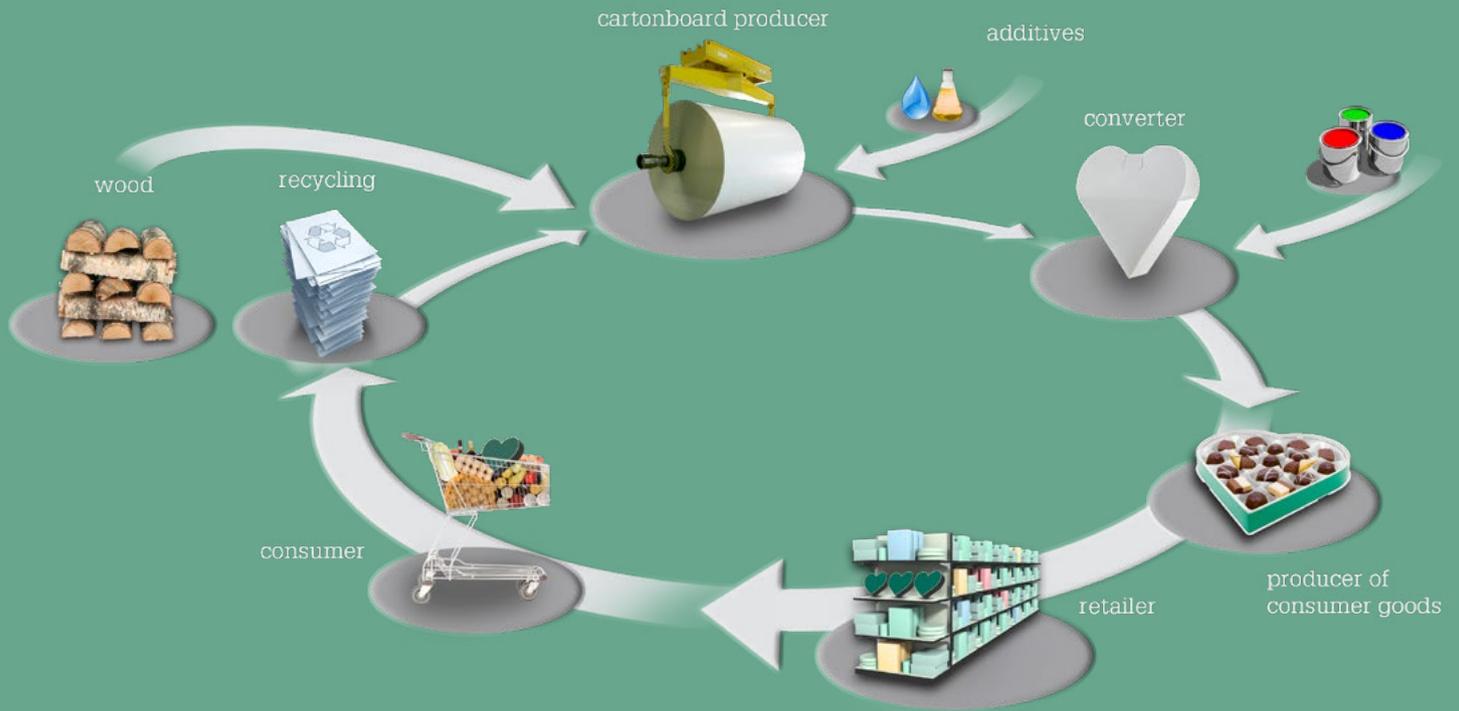
WITH THE DIFFERENT COLOURS OF CARTONBOARD, DIFFERENT PRODUCTS LIKE FRUITS AND VEGETABLES CAN BE PRESENTED TO THEIR BEST EFFECT

CARTONBOARD: A TRULY CLOSED PRODUCT CYCLE

The increasing pollution of the world's oceans with plastic waste has now resulted in concrete measures of consumer goods producers and retailers, as well as the EU. IKEA, for instance, is stopping the sale of plastic plates, and McDonald's has announced that it will ban plastic straws from restaurants in the UK. The EU Commission issued a Europe-wide schedule for plastics in 2018 which partially bans them, reduces them, and demands a functioning recycling economy. The goal is that all plastic packaging that is put into circulation in the EU market is either re-usable or can be recycled cost-efficiently. As we know, there is still enormous need for action on this issue. For many applications that are currently packaged in plastic, cartonboard is the ecologically sustainable alternative.

Cartonboard satisfies all sustainability principles: renewable, recyclable, biodegradable, functioning recycling economy.

- 1. Sustainable forestry:** The wood used by the Mayr-Melnhof Group (residual wood) and pulp come from sustainable forestry and are harvested and procured in accordance with current legal regulations. All of our mills are certified by international standards for responsible forest management. For cartonboard production, we use only wood that is not suitable for other wood products (e.g. furniture and building materials). We also use wood chips, which are a residue product produced at saw mills.
- 2. Production of cartonboard for folding cartons:** In the MM Karton mills, we use virgin and recycled fibres to produce a comprehensive product portfolio of cartonboard and liner qualities. The energy-efficient production at MM Karton is already a clear competitive advantage.
- 3. Production and use of folding cartons:** Folding carton producers (converters) convert our cartonboard and liner into packaging that protects products along the supply chain and advertises them sustainably at the point of sale.
- 4. Recycling:** Used packaging is collected, sorted, and returned to the cartonboard production process for recycling. MM Karton obtains recovered paper exclusively from proven sources in European urban centres. Cartonboard can go through the cycle of production and re-use several times (= material recycling). Every recycling step shortens the fibres, until ultimately they are "washed out". On average, fibres can be recycled up to seven times.
- 5. Energetic recovery:** Once material recycling is no longer possible (fibres are washed out), energetic recovery is the last step in the life cycle. In energetic recovery, unusable raw materials are turned into an energy source and used for producing energy – in the form of heat or electricity. We either use the produced energy in our own production processes, or it is added to the energy supply for nearby residences.



EU Plastics Strategy

The EU Commission has issued its first European strategy to define how plastics are to be handled in the EU in the future. The following measures are defined in this Plastics Strategy:

- Packaging manufacturers are obliged to consider requirements regarding recycling or re-use starting with the design phase of their products (extended manufacturer responsibility).
- Certain plastic products (like plastic plates) must be replaced with sustainable solutions.
- By 2030, all plastic packaging that is put into circulation in the EU market must be re-usable or cost-efficiently recyclable.
- By 2030, more than half of plastic waste produced in Europe is to be recycled.
- Principally: Production of plastic waste and pollution must be reduced.

MM Karton has the right products for replacing many plastic packaging concepts with environmentally-friendly cartonboard and liner alternatives. For more information about our special qualities and their applications, please refer to the enclosed brochure “Advanced cartonboard for sustainable packaging solutions”.

NATURAL CARTONBOARD FOR A NATURAL BRAND APPEARANCE

Packaging with a natural look is booming: On the shelf, it draws attention with its natural colours brown, grey, or matte white, or it feels special thanks to its pleasant tactile properties. Particularly for brands who want to emphasise their eco-friendly orientation, this packaging trend is a must. MM Karton scores high marks with its wide range of cartonboard qualities.

TOP SIDE / REVERSE
 natural surface

ACCURATE™ TOP NATURAL, GC2, VIRGIN FIBRE CARTONBOARD
 SUPRA™ NATURAL, GT2, RECYCLED CARTONBOARD

For the Italian folding carton manufacturer Nuceria Adesivi, Accurate™ Top Natural is the material of choice for highlighting the naturalness of the pasta brand Grano Armando by De Matteis on the store shelf. The pasta maker De Matteis has always been committed to reducing its ecological impact by using innovative and environmentally-friendly materials. Accurate™ Top Natural is an expression of practiced sustainability.

Accurate™ Top Natural, like Supra™ Natural, provides a differentiating visual as well as tactile feature on the store shelf with its special matte surface. In the past, this look was achieved by printing on the reverse side of the cartonboard. The Natural qualities by MM Karton are convincing by being printable on the top side and the advantages this brings: fast ink absorption with good colour stability for consistent printing results.



GRANO ARMANDO BY DE MATTEIS RELIES ON ACCURATE™ TOP NATURAL

TOP SIDE / REVERSE

EXCELLENT TOP™ KRAFT, COATED KRAFT, VIRGIN FIBRE KRAFT CARTONBOARD
 GRAFOPAK KRAFT™, GT4, RECYCLED CARTONBOARD
 MULTICOLOR KRAFT™, GT4, RECYCLED CARTONBOARD

JOWA, the leading bakery in Switzerland and a wholly owned subsidiary of retailer Migros, is committed to highest quality. JOWA therefore uses Grafopak Kraft™ as packaging material for its wide range of frozen pizza products. Thanks to its very good strength values, lasting stability is guaranteed even in high relative humidity and under chilled and frozen conditions.

Grafopak Kraft™, Excellent Top™ Kraft and Multicolor Kraft™ keep what their name promises: With their high stiffness values and high volume, they make for a strong brand appearance and excellent product protection. The cartonboard qualities compel with perfect surfaces and remarkable printing properties, and thanks to their sales-promoting brown Kraft reverse sides they communicate a natural premium appearance.



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JOWA USES GRAFOPAK KRAFT™

TOP SIDE  / REVERSE 

BROWNCOLOR, UT4, RECYCLED CARTONBOARD
 EXCELLENT TOP™ BROWN, UNCOATED KRAFT, VIRGIN FIBRE KRAFT CARTONBOARD
 UD BRAUN, UD2, RECYCLED CARTONBOARD

For Nando's – an international restaurant chain – the take-away packaging made out of Browncolor pays homage to the restaurant's African roots: The packaging stands out with boldly coloured patterns, punch-outs, and embossing, the back is printed with funny slogans. The naturalness of the packaging material is also emphasised: sustainable, bio-degradable, and recyclable.

Like UD Braun and Excellent Top™ Brown, Browncolor picks up the trend toward brown packaging material: The evenly brown top and reverse sides highlight the natural character, and with its pleasant tactile properties it conveys a “natural” feel. All three qualities have good stiffness and stability values and at the same time offer excellent printing properties.



NANDO'S HAS DECIDED ON BROWNCOLOR

TOP SIDE  / REVERSE 

GREYBOARD, RECYCLED CARTONBOARD

In Austria, you cannot talk about school writing pads, drawing pads, or notebooks without mentioning the company Format Werk, the country's largest manufacturer of stationery products for school and office. Format Werk has been using Greyboard from our Hirschwang mill for many years. Gradwohl, a company specialising in advertising and presentation systems, also knows our Greyboard as a strong, reliable quality and uses it for premium displays or folders.

Greyboard is usually made completely from recycled fibres and has a consistent grey appearance. It provides protection and lasting stability for many everyday objects. Greyboard is produced in the Austrian Hirschwang mill, which is known for its consistent quality and particularly short delivery times (about 3–4 weeks).



FORMAT WERK AND GRADWOHL GIVE ITS PRODUCTS STABILITY WITH GREYBOARD

EXCELLENT TOP™ FREEZE QUICK RELEASE: PREVENTS FOODS FROM ADHERING TO CARTONBOARD

We've all experienced it: You buy something tasty at the bakery, but when you serve it, the delicacy sticks to the package. The new virgin fibre quality Excellent Top™ Freeze Quick Release from the German Bayersbronn mill prevents foods from adhering to packaging material, thus guaranteeing the consumer a clean product presentation and convenient handling.

Special coating

The name keeps its promise: Excellent Top™ Freeze Quick Release has a special coating on the reverse side of the cartonboard that prevents foods from adhering to the packaging material. Cakes, pastries, etc. can be removed cleanly without leaving any residue on the cartonboard.

Excellent Top™ Freeze Quick Release is suitable for direct food contact, so it satisfies the requirements of many of our customers: The new coating is fluorine free, and the carton maintains its stability in terms of appearance and tactile properties at all levels of the cooling chain thanks to its good Cobb values (reverse side < 50 gsm / 180 sec.). Excellent Top™ Freeze Quick Release is thus ideal for baked goods and pastries, ginger breads, packaged sandwiches, sweets, and frozen foods.

Environmentally-friendly solution – no more plastics needed

Cartonboard qualities generally used for this application usually have a polyethylene lamination (PE lamination). Excellent Top™ Freeze Quick Release is an environmentally-friendly alternative without plastic, which helps to save costs and protect the environment. Like all of our cartonboard qualities, Excellent Top™ Freeze Quick Release is made of renewable raw materials, completely recyclable, biodegradable, and compliant with international packaging directives and general food law regulations.

We look forward to your inquiries!

E-mail: FBB@mm-karton.com

Phone: +43 1 50136-0



NO FOOD RESIDUE ON THE CARTONBOARD
THANKS TO THE SPECIAL COATING OF
EXCELLENT TOP™ FREEZE QUICK RELEASE

REVENUE BOOST AT BLACK MOUNTAINS SMOKERY THANKS TO NEW PACKAGING OF ACCURATE™ FREEZE – CONGRATULATIONS!

At Black Mountains Smokery, a family business in Great Britain specialising in premium smoked fish and meats, packaging is an essential element of the marketing mix. By changing its packaging concept, the company was able to boost its revenue by a fantastic 25 %. Accurate™ Freeze, our virgin fibre cartonboard with moisture barrier, provides a sustainable brand appearance.

New packaging guarantees attention

The new packaging used by Black Mountains Smokery is instrumental in the company's branding and has a high recognition rate on deli shelves and online: The rich charcoal of the packaging and the copper foil convey the brand's premium image, the orange colour of the vacuum-packed smoked salmon radiates even more intensively thanks to the dark packaging. The printing on the reverse side of the cartonboard (inside out) and the half-matte coating make for a pleasant tactile experience.

The company decided to use Accurate™ Freeze from the Dutch MM Karton mill in Eerbeek for its packaging material, a virgin fibre cartonboard with sustainable and eco-friendly moisture barrier (freeze barrier). Accurate™ Freeze thus guarantees the highest level of packaging stability even at low temperatures.

25 % revenue boost

When redesigning its packaging, Black Mountains Smokery paid close attention to many details, which their customers rewarded with increased purchases. The new design earned the company 25 % more revenue, especially relating to improved gift packing of products in their high-end luxury hampers, making it an impressive example of the great significance of packaging and the materials used.

We are absolutely delighted with the brand evolution and new packaging by 360 Design and Rarebreed Limited, produced with a wealth of experience, enthusiasm and intuition. Beautifully branded sleeves and gift packing place us in an excellent position to market our top quality, award-winning products more effectively and to make our customers and recipients happier than ever.

Jo Carthew, owner of Black Mountains Smokery.



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THE NEW PACKAGING DESIGN OF BLACK
MOUNTAINS SMOKERY GUARANTEES
ATTENTION ON THE STORE SHELF

MM X-LINER™ HD AND MM X-LINER™ LITE – TAILOR-MADE LINERS FOR FLEXO PRINTING

Flexo printing is the most commonly used printing method in the corrugated board industry. With the concept of MM X-Liner™ HD and MM X-Liner™ lite, we offer the perfect Flexo liner for every application, and both compel with their performance in pre- as well as post-printing. Tailor-made qualities are the logical evolution of our established MM X-Liner™.

MM X-Liner™ HD, Premium liner for high-quality Flexo printing

MM X-Liner™ HD (HD = high definition) lives up to its name and makes for a “bright” appearance on the shelf: With its excellent surface properties (brightness, opacity, gloss, smoothness), MM X-Liner™ HD guarantees superb printing quality and delivers high-grade, reproducible printing results in “high definition”. Thanks to the multiple pigment coating, MM X-Liner™ HD has a homogeneous structure and is available in a wide range of grammages from 145 gsm to 230 gsm.

MM X-Liner™ lite, liner for Flexo printing in high-volume runs

Its counterpart, MM X-Liner™ lite, also has a surface that is specially designed for the specific requirements of Flexo printing. Thanks to top quality converting, high production efficiency in the corrugated board machine, and at the same time quick ink absorption, MM X-Liner™ lite provides the optimum economic and ecological balance.

MM X-Liner™ HD and MM X-Liner™ lite are produced at the German MM Karton mill in Neuss. The mill has a high-performing, modern, 5.25 meter wide machine for recycled cartonboard or recycled liner. With its central location near Düsseldorf – the Ruhr region is the most densely populated area in Europe – the mill has all the raw materials it needs around the corner and

can offer its customers in Central Europe short transport routes, as well as best service and short delivery times.

We look forward to your inquiries!

E-mail: LINER@mm-karton.com

Phone: +43 1 50136-0



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MM X-LINER™ HD –
IDEAL FOR HIGH-QUALITY FLEXO PRINTING
MM X-LINER™ LITE – IDEAL FOR FLEXO
PRINTING IN HIGH-VOLUME RUNS

News about OFFSET LINER by MM Karton

Our offset qualities MM Liner™ from Kolicevo and MM Topliner™ from Neuss are now also available in 195 gsm. MM Karton is the first company in the offset market offering this grammage between 180 and 210 gsm, fulfilling a frequent demand in the market.

MMK ON LOCATION – THE MOST IMPORTANT INDUSTRY EVENTS IN THE 1ST/2ND QUARTERS OF 2018

The Vinaria Expo and the RISI European Conference were two remarkable events that took place at the beginning of the year. They had something in common: intensive exchange and many new contacts.



VINARIA

21-25 FEBRUARY 2018, PLOWDIW

The Vinaria, an international wine expo, opened its doors to industry in Bulgaria in February. The fair was an excellent opportunity to introduce our new liner quality for bag-in-box wine packaging to key representatives of the wine growing and producing industry: MM BiB-Liner™, a tailor-made liner,

perfect for packaging solutions containing liquid or pasty foods. MM BiB-Liner™ protects the packaged product thanks to the best BCT values (Box Compression Test) among all white top coated recycled liner qualities. The industry specialists at the fair met MM BiB-Liner™ with keen interest.



RISI EUROPEAN CONFERENCE

5-7 MARCH 2018, BARCELONA

The annual RISI conference celebrated its 20th anniversary at the beginning of March in Barcelona under the motto “Helping the forest products industry make better decisions”. Particularly the presentations of Eliano Apicella, Barilla, and Andrea Boltho, Oxford University, drew lots of attention: Eliano Apicella determined that the topics of food safety, environmental protection, and sustainability are continuing to gain importance for consumers. Finding the right answers to societal challenges will require consistent cooperation of the supply chain partners – from brand manufacturer all the way to raw materials producer. With FOODBOARD™, a cartonboard with functional barrier for the highest product safety, MM Karton already has

solutions on the market that are being used successfully by a number of notable food producers. Andrea Boltho in his usual concise manner illuminated the current economic and political situation in Europe. China and the effects of Chinese politics were also a controversial topic during the conference as well as during breaks and evening meetings. Like every year, the conference was able to take a 360° look at the complete world of packaging and offer comprehensive impulses. Obviously, the new possibilities of fibre-based packaging were also explained, and there was much discussion about how best to replace plastics!



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THE VINARIA WAS AN EXCELLENT OPPORTUNITY TO INTRODUCE OUR NEW LINER QUALITY FOR BAG-IN-BOX WINE PACKAGING TO THE SPECIALIST AUDIENCE

YOU WILL SEE US SOON AT THE FOLLOWING EXPO:

FachPack Hall 7A / 7A-416 | 25 to 27 September 2018, Nuremberg

HORST BITTERMANN IS THE NEW PRESIDENT OF PRO CARTON

Pro Carton, the European Association of Carton and Cartonboard Manufacturers, elected Horst Bittermann, Head of Marketing at Mayr-Melnhof Karton, as its new President at its annual meeting in early June 2018.

The aim of Pro Carton is to convince the branded goods industry, retail, and consumers of the economic and ecological advantages of cartonboard and folding cartons. Natural packaging solutions are in demand worldwide. The appointment therefore comes at a strategically important time for the cartonboard industry.

It is an honour to be elected President of Pro Carton – particularly during these exciting times for the packaging industry. Cartonboard and folding cartons as natural and sustainable packaging are becoming ever more valuable to brands, retailers, and the planet as a whole. Fibre-based packaging is a sustainable solution and will most likely be the winner over the coming decades. We have to express this natural and sustainable aspect of our products with even more determination.

Horst Bittermann

After Franz Rappold, Founding President, once again had held the presidency, Horst Bittermann is another employee of Mayr-Melnhof Karton to be “the voice of the industry”!



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HORST BITTERMANN, HEAD OF MMK MARKETING AND
NEW PRESIDENT OF PRO CARTON

