



unfolded

A Paper about MM Board & Paper

7

Future-proof.

Why cartonboard is the packaging material of today and tomorrow.

11

New names.

We've made it even easier for you to find your ideal recycled cartonboard and liner.

21

Always there for you.

You can reach our customer service around the clock.



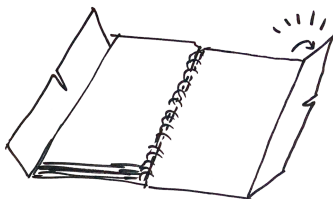
Let me be your companion all year round!

In **just three easy steps** you can turn me into a handy **desk calendar** for 2025.

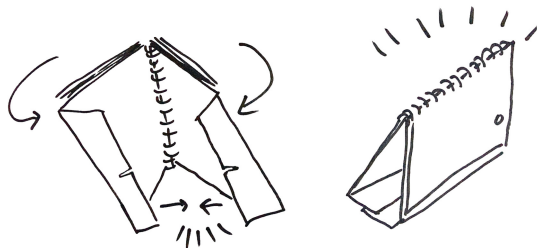
- 1 Open the front flap.



- 2 Open the rear flap.



- 3 Bring the flaps together at the back, secure – and you're done!



Dear readers,

MM Board & Paper has enjoyed steady growth over the last few years – and so has our portfolio of fibre-based, sustainable and innovative packaging solutions. Not only have recent investments led to enhanced quality, but numerous energy-saving measures have also made production more ecological and efficient.

Our customers use our carton-board, liner and paper grades for a wide range of applications; from more sustainable cartonboard punnets for fruit and vegetables to frozen food packaging. They fulfil a wide range of requirements that are as individual as our customers and their goods.

In order to make this diversity even more tangible, we have comprehensively revised our product groups with a focus on the presentation and visual identity of our products. They have been given harmonised, recognisable names, and our top brands are now represented by their own characters – some of which are featured on the enclosed inlays.



Tom Kratochwill
Chief Sales Officer

We want you to be able to identify the product that best meets your requirements straight away.

This special edition of unfolded provides an overview of all these innovations as well as additional background information. The QR codes will take you to our new website, where you will find even more useful information. We also welcome your feedback at any time!

By the way: this booklet is also highly versatile. Once you have finished reading, simply flip it over to turn it into a practical desk calendar with interesting facts about MM Board & Paper to accompany you throughout the coming year.

Let's re-imagine the future together!

Tom Kratochwill

December 2025

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
49	1	2	3	4	5	6	7
					o		
50	8	9	10	11	12	13	14
				•			
51	15	16	17	18	19	20	21
						•	
52	22	23	24	25	26	27	28
						•	
1	29	30	31	1	2	3	4
						o	

1 of 10

The MM Group was one of only ten companies to receive a **triple A rating** from the global environmental organisation Carbon Disclosure Project (CDP) in 2024. The CDP's annual Supplier Engagement Rating (SER) measures companies' commitment to climate protection throughout the entire supply chain (see p. 19).



Visionary visual thinking

Our product groups are now easier to identify visually.

We are constantly enhancing our portfolio. Our aim here is not only to further reduce the proportion of plastic in packaging through the use of innovative barriers and to advance the circular economy with our partners. It is also about increasing the visibility of our products and their many different properties.

After all, what use is even the best product if you can't identify their benefits immediately?

Symbols to watch out for

We have added symbols to our product groups to help you find your desired product even more quickly.



Cartonboard



Liner



Paper



Saturating Kraft Paper



Pulp



Virgin Fibre Cartonboard



Flexo Liner



Uncoated Fine Paper



Recycled Cartonboard



Offset Liner



Packaging Kraft Paper



“Our new visual identity showcases our extensive portfolio and the diversity of the markets we serve with even greater clarity and appeal.”

Sabine Nicolaus, Head of Marketing & Brand Management



New swatchbooks available now!

Order printed and finished samples of our cartonboard and liner grades.

Order online at

mm.group/board-paper/request-sample



November 2025

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
27	28	29	30	31	1	2
44		'				
45	3	4	5	6	7	8
		o				9
46	10	11	12	13	14	15
		'				16
47	17	18	19	20	21	22
			•			23
48	24	25	26	27	28	29
				'		30

25 times

This is how often cartonboard can be recycled without losing all of its mechanical and structural strength.



Cartonboard is a future-proof packaging material

Dmitry Panfilov, Senior Vice President of Cartonboard Sales at MM Board & Paper, talks about the new MM sales organisation for cartonboard, new product names and the forthcoming EU Packaging and Packaging Waste Regulation (PPWR).



Dmitry Panfilov, Senior Vice President of Cartonboard Sales, has over sixteen years of experience in the cartonboard and packaging industry.

“We want to build stronger relationships with our customers and offer them rapid solutions tailored to their needs.”

Mr Panfilov, what are the benefits of the new MM sales organisation?

We will no longer have separate sales teams for FBB and WLC. We want to build stronger relationships with our customers and offer them rapid solutions tailored to their needs. That is why customers will have a single point of contact in future.

It will also be easier to identify our products: our simplified portfolio focuses on our strong, well-known brands (see p. 11).



Are you interested in our cartonboard and liner products ?

Our new website mm.group/board-paper lists the contact details of our international sales staff as well as contacts for various topics such as sustainability, product safety and innovation.





THE MUSE



Look at how white my surface is! Despite being made largely from recycled fibres, I have an exceptional degree of whiteness and am fully recyclable. Impressive, right?"

TOPCOLOR® WHITE, GT1

300 g/m², 390 µm
Formerly MM GT White
Mill: MM Gernsbach, Germany

October 2025

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
40 29	30	1	2	3	4	5
41 6	7	8	9	10	11	12
42 13	14	15	16	17	18	19
43 20	21	22	23	24	25	26
44 27	28	29	30	31	1	2

1,000

The new photovoltaic system in MM Frohnleiten comprises 1000 **solar modules** over an area of 2.500 m². We generate up to 400.000 kWh of electricity there every year. This enables the plant to cover its electricity requirements entirely from renewable energy sources.





The PPWR will come into effect soon. What are the implications?

Packaging will need to be more durable and fully recyclable. One key component of the new EU regulation is the reuse requirement for the take-away sector. Our customers are required to inform their own customers about the recyclability of their packaging by 2027 and make at least ten percent of their products available in reusable packaging by 2030.

How is MM responding to this?

The PPWR is an opportunity for us to highlight the use of fibre-based packaging solutions as a way to reduce plastic. This is our starting point when developing new cartonboard products: In addition to functional properties (barriers), they also meet all the required recycling standards. Our cartonboard is already a future-proof packaging material. •

PPWR: The most important changes at a glance

The volume of packaging waste per capita across Europe has been rising steadily since 2005 and is currently around 190 kilograms. The EU intends to reverse this trend with the PPWR and reduce packaging waste by 15 percent from 2018 levels by 2040.

This involves

- reducing the weight and volume of packaging as well as empty space, for example by eliminating false bottoms and unnecessary packaging layers.
- banning single-use plastic packaging, for example for fruit and vegetables, as of 2030.
- introducing mandatory quotas for reusable packaging.
- allowing take-away customers to bring their own packaging and stipulating that at least ten percent of the packaging offered in the take-away sector must be reusable by 2030.

Packaging will need to be more durable and fully recyclable.



The following EU website provides more information about the PPWR: environment.ec.europa.eu/topics/waste-and-recycling/packaging-waste_en

September 2025

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
36	1	2	3	4	5	6	7 ○
37	8	9	10	11	12	13	14 ,
38	15	16	17	18	19	20	21 ●
39	22	23	24	25	26	27	28
40	29	30	1	2	3	4	5

24/7

Our sales and service portal **MM digital** is available around the clock. You can use it to find technical data on our comprehensive range of cardboard and liners, place orders, and track them in real time. Sign up here free of charge: digitmm-karton.com/login



New names, improved quality

Here are the most important questions and answers about the renaming of our recycled cartonboard and liner products.

You've probably already noticed: in September, all of our WLC cartonboard products were given a new name. Our triplex cartonboard products now have the names of our top brands MCB®, TOPCOLOR® and FOODBOARD®. Our popular top brand MCM® is the basis for the names of all our duplex cartonboard products, including Europe's best-selling recycled cartonboard. Changes have also been made to our

liners: Our MM TOPLINER® (sample between pp. 11 and 13) is now the basis for naming all our offset liner products. Our flexo liners have been renamed MM X-Liner®.


From Gentleman to Wave Rider

By the way: our cartonboard and liner products now have their own characters designed to reflect their special features. We have featured some of the most popular of these on the inlays.




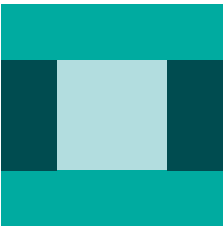
DUPLEX CARTONBOARD
Recycled cartonboard with a grey reverse side

MCM®




TRIPLEX CARTONBOARD
Recycled cartonboard with a light-colored or brown reverse side

**MCB®
TOPCOLOR®
FOODBOARD®**


OFFSET LINER
Recycled liner with a grey or brown reverse side

MM TOPLINER®



FLEXO LINER
Recycled liner with a grey or brown reverse side

MM X-LINER®






THE ARTIST

“

I am a creative and talented offset artist, I bring colours to life and conjure up new stories on corrugated board. From displays to detergent packaging, I can transform every product into an eye-catcher at the point of sale.”

MM TOPLINER[®], Offset Liner

210 g/m²

Mill: MM Neuss, Germany

August 2025

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
31	28	29	30	31	1	2	3
32	4	5	6	7	8	9	10
33	11	12	13	14	15	16	17
34	18	19	20	21	22	23	24
35	25	26	27	28	29	30	31
	Cartonboard Day						

1.9 million tonnes

Did you know that MM Board & Paper is Europe's largest manufacturer of cartonboard? 1.9 million tonnes of **cartonboard and paper** were sold from our six European production sites in 2023.





Why are we doing this?

The enhanced representation of the unique properties of our products makes it easier for our customers to decide which product is best for them.

Why do some products have a descriptor added to their name?

A supplementary descriptive label has been added to the names of cartonboard and liner brands with special properties, such as a very high degree of whiteness, exceptional stiffness or moisture resistance. The following **table** shows some examples.

Are there any changes to the product itself?

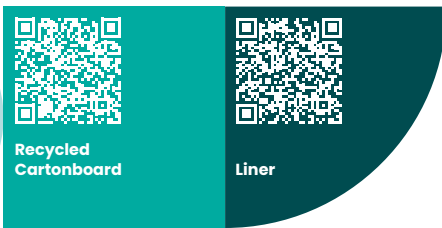
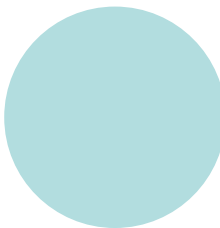
All the product numbers, technical specifications and production plans have remained the same. The only exception is our recycled cartonboard MCB® PURE BROWN (formerly UD Brown), which has been given a new product number. We have even been able to improve product quality, thanks to numerous upgrades in our mills. We have achieved a significant reduction in energy consumption. ●

MCM® STRONG (formerly Venoplex)	The supplement STRONG emphasises the high stiffness values of this duplex cartonboard.
TOPCOLOR® WHITE (formerly MM GT White)	The supplement WHITE indicates the high degree of whiteness of this triplex cartonboard.
MCB® PURE BROWN (formerly UD Brown)	The supplement PURE BROWN refers to the uncoated, brown front and reverse side of this triplex cartonboard.
MM X-LINER® FREEZE (formerly MM X-LINER aqua-fit)	The supplement FREEZE underscores the moisture resistance of this flexo liner.

Have you already found your ideal product?

Visit our new website to easily find out the new name of your favourite recycled cartonboard or liner:

Scan the QR codes.



July 2025

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
27 30	1	2	3	4	5	6
28 7	8	9	10	11	12	13
29 14	15	16	17	18	19	20
30 21	22	23	24	25	26	27
31 28	29	30	31	1	2	3

370 + 180

The MM Group awards a sustainability bonus to promote local sustainability initiatives at its mills and plants. Over **370 ideas** and more than **180 projects** in total were identified. In the 2023 financial year, a 28 percent reduction in Group-wide Scope 1 and Scope 2 emissions was achieved compared to 2019.



On the way to net zero

At MM, we are taking a close look at our processes with a view to further reducing our emissions. Here are four of our ongoing initiatives on our way to decarbonisation.

1 Powered by the sun

In addition to purchased green energy, our MM mill in Frohnleiten, Austria, now has a new photovoltaic system that enables it to generate its own carbon-neutral electricity. This means that the energy used there is 100 percent green. We also plan to further increase the share of renewable energy at the mills MM Količevo, Slovenia, and MM Kwidzyn, Poland, which already draws around 65 percent of its energy from renewable sources. We invested in photovoltaic modules in Količevo as well, with a total capacity of 1.2 MWp. The system comprises around 1,900 solar modules installed on the roof of the production department and warehouse and covers an area of 8,000 m².



MM Količevo

The new solar modules on the roof of the production department and the warehouse.



Did you know?

The upgrades carried out in recent years at MM Frohnleiten, MM Neuss and MM Količevo have enabled us to increase our focus on sustainability, efficiency and product innovation. This is also reflected in our portfolio. For example, we can produce recycled cartonboard from 100 percent recycled paper. This product quality is already available as MCM® ECO (formerly MM GD 100) at MM Gernsbach, Germany. **Want to find out more about this quality? Scan the QR code.**

THE GENTLEMAN

“Your constant companion and first choice when it comes to consistent quality and high delivery reliability.”



MCB[®], GT2

300 g/m², 410 μm

Formerly Multicolor Belvedere

Mill: MM Frohnleiten, Austria

(also produced at MM Gernsbach)

June 2025

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
22	26	27	28	29	30	31	1
23	2	3	4	5 World Environment Day	6	7	8
24	9	10	11	12	13	14	15
25	16	17	18	19	20	21	22
26	23	24	25	26	27	28	29
27	30	1	2	3	4	5	6

50.4%

The MM Group has set itself ambitious sustainability targets: we aim to **reduce direct emissions** by over 50 percent and indirect emissions (including our supply chain) by over 58 percent compared to 2019 by 2031. We intend to achieve this in particular through internal initiatives focusing on energy efficiency and renewable energies (see p. 15 for details).



> **2**

Replacing natural gas with biogas

We have expanded our wastewater treatment plant at MM Gernsbach in Germany to include an aerobic stage and now produce our own biogas. It is fed straight into our own power station where it replaces the fossil fuel natural gas.



3

Green hydrogen

At our Neuss mill in Germany, we not only produce Europe's highest-quality offset and flexo liner for the corrugated cartonboard industry (sample MM TOPLINER® between pp. 11 and 13; sample MM X-LINER® between pp. 21 and 23), but we also installed a new power plant there in 2024 that will run on green hydrogen. It controls the power output using AI to save energy. In combination with a more efficient cartonboard machine, this will lead to annual CO₂ savings of over 22,000 tonnes.



Did you know?

The rebuilt liner machine in Neuss now has an innovative film press that increases the strength of our liners. Customers can now use products with a lower grammage for the same applications. This saves on packaging materials.

Are you interested in our innovative liners? Get in touch via liner@mm.group (just scan the QR code)



THE ALLROUNDER

“As Europe’s best-selling recycled cartonboard, I am already impressively well-travelled. I stand for high delivery reliability and short lead times. I’m probably the most versatile member of the team: from frozen pizzas to toothpaste packaging, your products are always in good hands with me.”



MCM[®], GD2

300 g/m², 410 μm

Formerly Multicolor Mirabell

Mill: MM Količevo, Slovenia

(also produced in MM Frohnleiten,
MM Gernsbach, and MM Neuss)

May 2025

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
18 28	29	30	1	2	3	4
19 5	6	7	8	9	10	11
20 12	13	14	15	16	17	18
21 19	20	21	22	23	24	25
22 26	27	28	29	30	31	1

97%

Almost all of the process water from our virgin fibre cartonboard mills is **fed back** into the global water cycle. This keeps our water consumption to a minimum.





“By helping our customers achieve their sustainability goals, we are creating synergies that are far more effective than any single measure.”

Katja Tuomola, Head of Group Sustainability & Safety



CDP (Carbon Disclosure Project)
This global non-profit organisation is committed to promoting transparency in corporate climate protection.

> **4**

Decarbonising the supply chain

When it comes to climate issues, MM thinks outside the box: in addition to monitoring and measuring direct emissions, we work closely with our suppliers to achieve long-term decarbonisation of the entire supply chain. This commitment and our transparent approach to climate issues earned us a triple A rating from the global environmental organisation Carbon Disclosure Project (CDP) in 2024 – as one of only ten companies worldwide.

Find out more at mm.group/news/press-releases



Monitoring in real time

In 2023, MM and its suppliers launched Prewave*, a monitoring tool that screens the supply chain for environmental and social risks in real time. If the tool triggers an alert, the company can respond immediately and initiate talks with its partners. This primarily involves suppliers of key raw materials such as pulp and recycling paper. •



“We work closely with our customers to ensure we fulfil our sustainability requirements.”

Bernhard Heineis, Head of Group Sustainability

*Prewave was funded by the Austrian Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology.

April 2025

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
14 31	1	2	3	4	5 ,	6
15 7	8	9	10	11	12	13 ○
16 14	15	16	17	18	19	20
17 21	22	23	24	25	26	27 ●
18 28	29	30	1	2	3	4 ,
World Innovation Day						

2,400

Our virgin fibre cartonboard ALASKA® BARRIER GREASE with its outstanding grease barrier is one of our most innovative virgin fibre cartonboard grades. By replacing 1,000 tons of standard PE coated cartonboard with ALASKA® BARRIER GREASE, emission savings equivalent to 2,400 flights from Vienna to London are achieved.



Our A Team for our customers

Robert Gass is in charge of Supply Chain & Sales Operations at MM Board & Paper, where he is responsible for ensuring supply chain security. In the following interview, he explains why reliable customer service is essential and why he didn't lose any sleep over port closures in Finland.



Robert Gass has been working in the supply chain field for 22 years. Putting people first is his top priority and "the formula for success".

Mr Gass, how is the MM Customer Service team organised?

We have offices at all seven European locations where we work closely with the corresponding sales and operations teams. It is important to communicate with our customers in their preferred language and to keep them informed at all times. We have already adopted the one-face-to-the-customer approach in the recycled cartonboard segment: our customers have a single point of contact for their cartonboard requirements, making customer support much more efficient. We can also be contacted by

email, telephone, live chat or via our social media channels, as well as via our sales and service channel MM digital.

What are some typical enquiries?

We often receive enquiries about delivery times. As the customer's direct point of contact, we have to react quickly to ensure planning and delivery reliability. Our customers expect us to provide reliable services.



What's next for the MultiMill concept? Turn to pp. 23 and 25 to find out more.



THE WAVE RIDER



Are you looking for the perfect wave? As a flexo liner with outstanding surface properties, I guarantee maximum performance and am the perfect choice for high-volume flexo printing."

MM X-LINER®, Flexo Liner

180 g/m²

Formerly MM X-Liner HD

Mill: MM Neuss, Germany

March 2025

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
9	24	25	26	27	28	1	2
10	3	4	5	6	7	8	9
11	10	11	12	13	14	15	16
12	17	18	19	20	21	22	23
13	24	25	26	27	28	29	30
14	31	1	2	3	4	5	6

82%

In the EU, 82 percent of all **paper and cardboard is recycled**. This is the highest score across all packaging materials.



Voices from the MM Customer Service Team



Why is reliability so important?

As an international cartonboard manufacturer, we are one of the first actors in a complex supply chain that extends all the way to the end consumer. We have an enormous responsibility here; for example, when it comes to the provision of critical medications. Our customers can fully rely on us – from order to delivery.

What role does MM Board & Paper's MultiMill concept play in this process?

Our MultiMill concept helps to minimise delivery failures as far as possible, because we can produce some of our best-selling qualities in several mills at the same time. For example, there was a recent strike in Finland during which all harbours were closed. We were unable to deliver virgin fibre cartonboard from MM Kotkamills, but were able to supply some customers with FBB alternatives from MM Kwidzyn and MM Količevo. In the meantime, we replenished the stocks at MM Kotkamills. This meant that we were able to restart delivery immediately after the strike ended. We were also able to offer seamless delivery of liners from the Količevo mill while the mill in Neuss was being rebuilt. This flexibility is greatly appreciated by our customers.



“Our long-serving, highly experienced team is an invaluable asset when it comes to new or challenging situations, new customers and training new recruits.”

Andrew Smith,
Head of Customer Service



“Our ability to supply many different cartonboard and liner grades from several locations is our biggest unique selling point. Our customers appreciate our reliability.”

Aneta Rodak-Strona, Head of
Supply Chain & Sales Operations



“Delivering the goods on time and in full and fulfilling all customer expectations is what counts. This also includes being able to anticipate customer needs and offer solutions before a problem arises.”

Sonia Kurek-Was, Team Leader
Customer Service



THE COOL

“Are you looking for elegant packaging solutions for perfume bottles or confectionery? My outstanding surface properties make me the number one choice for high-quality packaging solutions.”

ALASKA® SMART

270 g/m², 480 μm
Mill: MM Količevo, Slovenia

February 2025

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
5 27	28	29	30	31	1	2
6 3	4	5	6	7	8	9
7 10	11	12	13	14	15	16
8 17	18	19	20	21	22	23
9 24	25	26	27	28	1	2

4

Our MultiMill concept enables us to produce our most popular grades at several locations and deliver them reliably. We supply Europe's best-selling recycled cartonboard **MCM®** (sample between pp. 17 and 19) from as many as **four mills** (see p. 23 for more information).





Are there any plans to expand the MultiMill concept?

The geographical location of our sites in Europe is a standout feature that is further enhanced by our MultiMill concept. This year, we started producing our popular MCM® recycled carton-board (sample between pp. 17 and 19) in MM Količevo (in addition to MM Frohnleiten, MM Gernsbach and MM Neuss). In addition, we will expand the production of high-quality, lightweight virgin fibre grades – currently being manufactured in MM Kotkamills and MM Kwidzyn – to MM Količevo in future. This enables us to offer a reliable supply chain that guarantees maximum security of supply with short lead times. ●

The MM Customer Service Team has offices at all seven European locations.



“The rebuild of the MM Neuss 2023 mill presented significant challenges. We did everything we could to supply our customers with goods, for example by offering alternative grades from MM Količevo. We received a lot of recognition for this.”

Tanja Gerst, Customer Service



“I like my job because I like people. Customer service is all about people. I love talking to customers and solving any problems that arise.”

Alicja Kucharska, Customer Service

MM digital

Sign up for our free sales and service portal here: digi.mm-karton.com/login



January 2025

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1 30	31	1	2	3	4	5
2 6	7	8	9	10	11	12
3 13	14	15	16	17	18	19
4 20	21	22	23	24	25	26
5 27	28	29	30	31	1	2

100%

All fibre-based raw materials used by
MM Board & Paper are **certified** or come
from **controlled** sources.

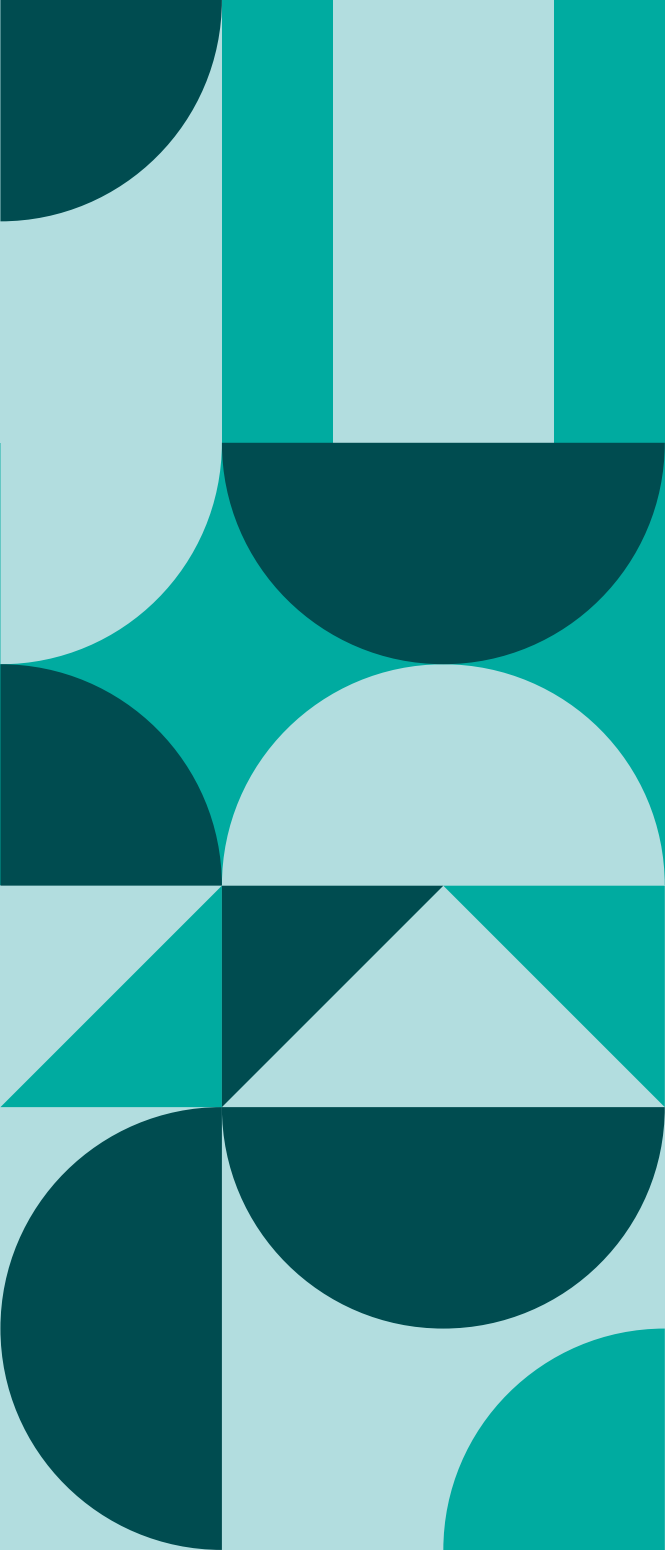




I was printed on **ALASKA® WHITE**, 350 g/m² from MM Kwidzyn.

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2025

Let's unfold an excellent
year together.

