



MUNKSJÖ OYJ, PRESS RELEASE
Helsinki, Finland, 30 August, 2013 at 11 am CET

Munksjö to introduce new sustainable release papers at LabelExpo Europe

Munksjö, the newly created global leader in specialty papers, will for the first time exhibit at LabelExpo Europe, September 24-27 in Brussels, and will present several new products that widen even further its range of release papers for the Pressure-Sensitive Adhesive (PSA) industry. With the development of new products, and the recent launch of the Full Circle recycling program, Munksjö demonstrates its willingness to actively support the PSA industry in growing their business sustainably.

At LabelExpo Europe, Munksjö will introduce **Acti-V LEAF** 50 g/m², a new lightweight release paper with superior mechanical characteristics, for production of thinner and lighter PSA labelstock laminates. With a tensile strength comparable to that of much heavier standard release papers, Acti-V LEAF enables to use less material, improve efficiency and sustainability, with safety of high strength. It features additionally unique Acti-V benefits making silicone coating more efficient and reliable.

Acti-V technology, introduced in 2011, was successfully extended to the entire range of supercalendered release papers, for one or two-side silicone coating. Acti-V allows a revolutionary silicone anchorage and significant saving on energy and catalyst cost in the silicone formulations. The product was tested with formulations below 20 platinum ppm and coated at speeds over 1200 m/min.

For PSA graphics applications, the **Silco Flat** range, offers the widest portfolio of specialized clay-coated release papers to answer the most demanding wide-format printing needs. The last developments include **Silco Flat Premium** for the most sensitive vinyl and thin transparent films and **Silco Flat HB**, specifically developed for plotter cut application, allowing precise cut even with the most complex shapes.

New **Silco Office** 50 and 55 g/m² will enlarge the offering of clay-coated release papers for office applications such A4 labels for home and office desktop printers. These new grades meet market expectations for lighter and more sustainable solutions with no compromise on performance.

Additionally, Munksjö will introduce a dedicated range of release papers for **pre-impregnated composites materials** used by industries such as marine, aerospace, wind-energy, leisure or automotive. This range of process papers includes supercalendered, clay-coated and SCK grades for silicone coating on both sides.

At LabelExpo Europe, Munksjö will also present the **Full Circle** recycling program for paper release liner that enables label end-users to save on landfill cost and reduce their environmental foot print. The Full Circle program offers collection of paper liner waste at no cost, for recycling into specialty papers. Paper liner can be collected in Belgium, Germany, Luxembourg and the Netherlands.

Munksjö Oyj is one of the world's largest specialty paper companies created by the combination of Munksjö AB and Ahlstrom's Label and Processing business in 2013*. The group is organised in four business areas: Decor, Release Liners, Industrial Applications and Graphics and Packaging. Munksjö Release Liners business area is a global leading producer of release papers for the PSA industry. Its product range includes supercalendered and clay-coated release papers manufactured at sites in Europe and South America*. All of them are ISO 14001, FSC® and PEFC™ Chain-of-Custody certified.

The offering of the Graphics and Packaging business area also includes specialty facestock label papers and base papers for metallized labels.

Munksjö Oyj

For more information, please contact:

Marco Troglia, Vice President Sales & Marketing, Release Liners,

Tel +39 011 92 60 188, marco.troglia@munksjo.com

Marco Martinez, Product manager, Release Liners and Sustainability,

Tel. +39 011 92 60 271, marco.martinez@munksjo.com

*The combination of Munksjö AB and Ahlstrom's Label and Processing business in Europe was completed May 24, 2013 to form Munksjö Oyj, one of the world's largest global specialty paper companies. The second phase is expected to take place by end of 2013 for Ahlstrom's LP activities in Brazil. The new Munksjö will have approximately 3000 employees and 15 production facilities in Europe, China and Brazil, and pro forma net sales of approximately EUR 1.2 billion. Munksjö Oyj shares have been quoted on the NASDAQ OMX Helsinki June 7, 2013. More information is available at www.munksjo.com.