

Stora Enso launches the *360 solutions provider* offer to improve customers' packaging performance, process and efficiency

Stora Enso's division Packaging Solutions today launches the new *360 solutions provider* branded offer for containerboard. Customers will benefit from a holistic approach to products and services to help them become more successful in their packaging businesses.

"Our customers want solutions that help them succeed with their businesses, and that facilitate for them to overcome their business challenges. To enable this, our products will be combined with a palette of services to help customers improve their material selection, productivity, supply chain flow efficiency and recycling" says Björn Thunström, Vice President, Marketing & Customer Loyalty.

The new branded offer, the *360 solutions provider*, combines containerboard products and services to help customers' improve their packaging performance, processes and operational efficiencies. The new offer is built upon extensive research and insights obtained from converters and brand owners about their future needs.

Together with the new offer three new product brands are introduced

- *Stora Enso AvantFlute*
- *Stora Enso AvantLiner*
- *Stora Enso AvantKraft*

The *Avant*-family of Nordic virgin fiber and recycled fiber containerboards is combined with a palette of services: Technical Customer Service, eFlow supply chain services, Recycling Services and Rightweighting & Rightgrading services.

"We are on a journey of growth and we want to build success together with our customers in the years to come. The brand is our promise that we will work hard to help customers become successful using our high quality products and services." says Ari-Pekka Määttänen, Vice President, Head of Containerboards

For more information, please contact

Ari-Pekka Määttänen, Vice President, Head of Containerboards

Email: ari-pekka.maattanen@storaenso.com; Tel: +358 40 516 1071

Björn Thunström, Vice President, Marketing & Customer Loyalty at Stora Enso Packaging Solutions

Email: bjorn.thunstrom@storaenso.com; Tel: +4670 955 56 60

To learn more about the new brand, please visit www.storaenso.com/360solutionsprovider



Stora Enso is the global rethinker of the biomaterials, packaging, paper and wood products industry. We always rethink the old and expand to the new to offer our customers innovative solutions based on renewable materials. Stora Enso employs some 27,000 people worldwide, and our sales in 2014 amounted to EUR 10.2 billion. To find out more please visit www.storaenso.com.

Division **Packaging Solutions** works with leading converters, brand owners and retailer customers. It develops innovative fiber-based packaging solutions to build brand value for customers, support their sales, and optimise their performance to reduce total cost. Packaging Solutions operates in the value chain from collection of paper for recycling, production of pulp and containerboards as well as corrugated packaging solutions. The container board mills are located in Finland and Poland, and the converting plants in ten countries in Europe and Asia.