

Benefits through print in today's marketing mix for

# Retailers

## Campaigns including print are 67% more effective

Print is an important part of every campaign because: Campaigns that include print advertising are more effective in attracting new customers than those without.

Source: Print Power, 2018



## The question is not print OR digital

It is important to know which medium contributes to the success of the individual campaign goals in order to create the perfect mix of digital and print advertising.

Source: Print Power, 2018

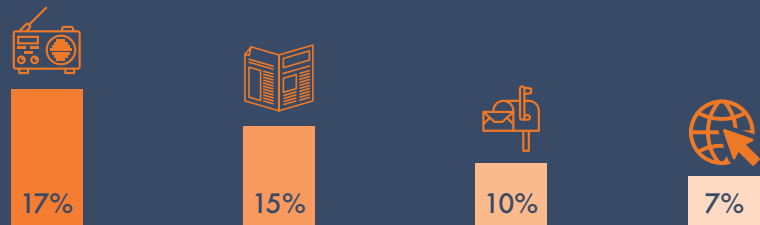


## Online media are not the most effective

Studies show that online media are not the biggest factor in success. Radio brings 17% to the overall effectiveness of a campaign, press 15%, direct mailing 10% and online only 7%.

In retail, newspaper ads can increase the return on investment of a campaign by 280%.

Source: Print Power, 2018



## The other side of paper

### 93% of the water the European paper industry uses is returned in good conditions

As water is a crucial resource for the industry, most pulp and paper mills are located near abundant supplies. In Europe, most mills utilise surface water, such as rivers and lakes (89% of intake) and owned wells (10%) and do therefore not compete with the public water supply. Since the 1990s, the average water intake per tonne has decreased by 47%. It is also important to recognise that intake does not equal consumption. 93% of the water used in the European paper industry is returned cleaned to the environment, with the remainder being evaporated as steam in the paper drying process, staying within the product, or being bound-up in solid waste.

Source: Two Sides, 2020



### European forests have been growing by 1,500 football pitches every day (2005-2020)

Our business is based on forests that we grow and harvest sustainably and successfully.

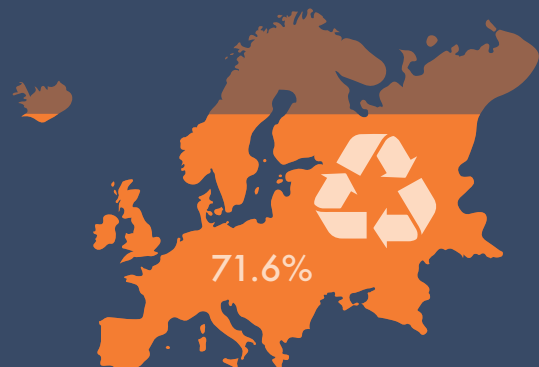
Source: Two Sides, 2020



### The recycling rate in Europe is 71.6%

Paper's unique properties allow for repeated recycling at a very high quality. However, not all fibre losses can be avoided in the recycling process. Therefore, a paper cycle based on recycling alone would shrink. So, the constant input of virgin fibre is needed to maintain a sustainable paper cycle.

Source: bifa text no. 69, 2020



# Let's talk about...

## ... Healthy forests



100% forest regeneration by sustainably managed forests

The paper industry is dependent on the availability of wood in the long run. That's why UPM Communication Papers applies the principles of sustainable forest management and plants four trees for every tree we harvest. Instead of causing deforestation, UPM's wood sourcing and forestry practices cause reforestation.

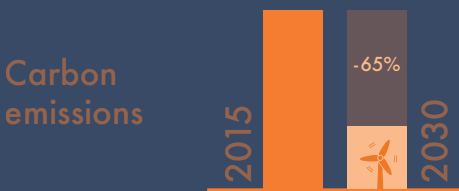
## ... Circular economy



At UPM, 89% of the production waste is already reused, recovered or recycled

The efficient use of resources is the core of our business. This means that we reuse, recover or recycle most of our production waste. It is used either as raw material or in energy production. Zero waste is our target and 70% of our paper mills are already there.

## ... Reduced energy consumption



Investments in renewable and efficient energy cut our carbon footprint by 600,000 tonnes per year

In line with the Paris Agreements' goal of limiting global warming to 1.5 degrees, we pursue the goal of 65% carbon emissions reduction until 2030 compared to 2015 level. To achieve this goal we have invested in several improvement initiatives including the construction of a combined heat and power plant at UPM Nordland Papier in Germany and a long-term wind power purchase agreement for our Finnish paper mills. These investments will reduce our carbon footprint by 600,000 tonnes per year.

## ... Responsible water usage



Responsible water use has reduced waste water load by 20%

Water scarcity is a major global challenge and this means a great responsibility for companies like ours that need a considerable amount of water for production. All of UPM's paper mills are located in water-rich regions and do not compete with communal and agricultural water users. The water we need is collected responsibly from nearby streams and our own wells. It is circulated and reused as much as possible before it is cleaned in our water treatment plants. Over the past ten years, we have reduced the pollutant load (COD load) by 20% and are able to meet the stringent voluntary certification standard of the EU Ecolabel, which exceeds the requirements of public environmental standards.

With around 150 labelled products, UPM Communication Papers has the most comprehensive offering of EU Ecolabelled papers in the industry.

Remember: Use paper responsibly



Print on both sides



Recycle at the end of the lifecycle



Do not waste it

#MADEOFSUSTAINABILITY

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[upmpaper.com/made-of-sustainability](http://upmpaper.com/made-of-sustainability)