

UPM RAFLATAC, INC.

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UPM Raflatac, one of the world's leading suppliers of self-adhesive label materials, is paving the way to a new era of labeling. With a high-performance portfolio featuring innovative products that offer companies new ways to distinguish their brands, supported by new service capabilities and enhanced technical expertise, UPM Raflatac is poised to partner with its customers to ensure their success.

"We're renewing our promise to integrate customer focus into all that we do," says Mark Pollard, Senior Vice President, Americas, UPM Raflatac. "Our goal is to provide high-quality products complemented by the most attentive, customer-oriented service in the industry – every day."

INVISIBLE NEVER LOOKED SO GOOD

UPM Raflatac's new VANISH™ range of clear PET films redefines the standard for no-label look applications in the beverage, food and personal care segments – and they offer new opportunities for



maximizing brand representation while boosting quality and performance to new levels. Featuring a 0.92 mil face stock, these thin, yet robust films are the perfect canvas for innovative imagery previously considered unattainable by creative designers. Additionally, their dimensional stability, excellent ink reception and dispensing properties allow manufacturers to embrace new productivity gains and realize packaging material reductions throughout their processes.

NEW CAPABILITIES AND EXPERTISE – AT YOUR SERVICE

To demonstrate its commitment to understanding and solving customer business challenges, UPM Raflatac has formed a new technical product consulting team. This group of highly-qualified

experts is on standby to provide targeted expertise and advice to help customers meet their specific application needs. The team can be reached toll-free at 1-866-294-8412.

Additionally, the company is continuing to build upon its online ordering platform with the launch of a new surplus rolls website. Visitors to this site are able to take advantage of brand-new self-service functionality, such as online purchasing and comprehensive product searchability, designed to optimize product ordering and streamline their processes. The site can be previewed at www.upmraflatac.com/surplusrolls.

MAKE SUSTAINABLE CHOICES WITH LABEL LIFE

As a part of UPM – The Biofore Company – UPM Raflatac believes in sharing findings about the environmental performance of pressure sensitive label materials with its customers. To that extent, the company has developed a new 'Label Life' tool that allows users to compare UPM Raflatac products against three fundamental environmental impacts: greenhouse gas emissions, energy use and water consumption. Raw material sourcing, production, distribution and end-of-life are all taken into account within the tool, and the resulting analyses can aid in discussions about selecting the best option for each scenario.

Label Life

Make sustainable choices

ABOUT UPM RAFLATAC

UPM Raflatac is one of the world's leading producers of self-adhesive label materials. We supply high-quality paper and film labelstock for consumer product and industrial labeling through a global network of factories, distribution terminals and sales offices. We employ around 2,900 people and made sales of USD 1.6 billion (EUR 1.2 billion) in 2013. UPM Raflatac is part of UPM – The Biofore Company. Find out more at www.upmraflatac.com.