

# UNFOLDED

A PAPER ABOUT CARTONBOARD



WE KEEP THE  
SUPPLY CHAIN  
WORKING

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## THE CRISIS AS AN OPPORTUNITY

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Dear Ladies and Gentlemen,  
dear business partners!

For the last several months, Covid-19 has had a stranglehold on Europe and the world. “Business as usual” is no longer an option. Our gratitude goes to all employees of MM Karton, whose outstanding commitment in this extraordinary situation under the strictest protective measures has maintained our cartonboard production and sales and ensured the supply of essential packaging products for foods and pharmaceuticals. Packaging is system-relevant. The crisis has proven it once again.

In light of the current situation, climate goals and sustainability seem to have been forced into the background. But only at first glance. For Reinhard Loske, professor for sustainability and social development at Germany’s Cusanus University, the crisis is a wide-open window for sustainable development. Many sectors will have to de-globalise and re-regionalise. Because simply returning to pre-crisis ways is neither climate-friendly nor sustainable nor in the interest of coming generations. Despite the Corona pandemic and its economic consequences, the EU Commission intends to hold fast to the Green Deal and its measures for climate-friendly transformation of the European economy. Food retailers and producers also support this intention by demanding that the impact of the corona crisis be linked with “ambitious climate policy”. At the Petersberg Climate Dialogue held in late April, more than 70 companies, among them Henkel, Unilever and the Rewe Group, voiced their support of more environmental protection despite the pandemic. Stimulus packages and investment programmes are to be “systematically geared toward climate friendliness”. This is sending the right signal. Because every crisis (a term that doubtlessly applies to the worldwide pandemic) always presents an opportunity to change our point of view. In order to guarantee long-term orientation toward economic sustain-

ability, we must continue to pursue the Green Deal and its climate policy goals.

The recently published draft of the Single Use Plastics Directive (SUPD) unfortunately leaves many questions unanswered: The definitions of “plastic” and what constitutes a “main structural component” set forth in the guidelines of the Single Use Plastics Directive are hindering the achievement of the goal of reducing the impact of certain plastics products on the environment. Pro Carton and a broad alliance of the cartonboard and folding carton value chain have submitted their concerns.

Cartonboard is and will remain the packaging material of the present and future. The cartonboard and folding carton industry scores high marks both in terms of efficiency and climate protection: We competitively produce a product that delivers all aspects of a working circular economy – renewable, biodegradable, recyclable, climate-friendly.

Speaking of the future: As recent weeks have shown, companies must deal intensively with digitalisation and a “new” way of working. With MMK digital, Mayr-Melnhof Karton is a pioneer in the digitalisation of the cartonboard industry and has long set new standards of speed and communication. This was confirmed at this year’s PPI (Pulp and Paper Industry) Awards when MMK was chosen for the “Internet of Things & Digitalization Award”. We are honoured to have received this distinction and are particularly pleased that MMK digital supports our customers with making their daily work easier and more efficient.

Let us therefore take advantage of the current situation to make some lasting changes and become stronger. All we need is courage, optimism and openness to new solutions.

Horst Bittermann  
Mayr-Melnhof Karton

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# COVID-19 – CHALLENGE AND OPPORTUNITY

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In recent months, nearly all European countries have imposed wide-ranging official measures restricting public life and almost bringing it to a complete standstill. For manufacturing companies, the Covid-19 situation imposes immense challenges in terms of production, procurement and logistics. At the same time, however, the crisis presents opportunities – for the entire packaging sector, the collaboration among supply chain partners, and for the environment.

## **Challenge: Production under strictest safety precautions**

As a producer of packaging material, Mayr-Melnhof Karton is an essential part of the supply chains. Over the past weeks, we were able to maintain production at a stable level, make use of available capacities, and thereby ensure the continued supply of packaging materials – despite the tense situation along the supply and transportation chains. All the while we implemented all necessary safety measures to give our employees the best possible protection.

*“Extraordinary times bring out the strengths of a company. Our customers can completely rely on MM Karton in this extremely challenging time. As a partner of the food and pharmaceuticals industries we share the responsibility of ensuring that the population is continuously supplied with the items they need. This is why we do our utmost to support our customers and guarantee unbroken supply. The challenges and consequences of Covid-19 can only be overcome if we all work together.”*  
Clemens Stockinger, MMK Managing Director Sales and Marketing.

## **Opportunity: Increased appreciation of packaging**

A final assessment of the pandemic's impact on the packaging industry is not yet possible. But we can already say with certainty:



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THANKS TO THE OUTSTANDING  
COMMITMENT OF ALL MMK EMPLOYEES  
OUR CARTONBOARD PRODUCTION AND  
SALES HAVE BEEN MAINTAINED UNDER THE  
STRICTEST PROTECTIVE MEASURES.

The importance of packaging with its indispensable protective, hygiene and transit functions has increased. Whether foods, medications, hygiene products or any other consumer goods of daily use – the continued supply of the population depends on the availability of appropriate packaging.

The German Federal Ministry for Nutrition and Agriculture (BMEL) has confirmed that packaging is system-relevant. On 27 March 2020, the BMEL, in coordination with the federal states and departments of economics, health and traffic, issued a “Guideline – Companies of Critical Food Infrastructure (nutrition companies)” stating that “companies producing packaging and packaging materials for products (...)” and “suppliers and logistics providers of such companies” are to be considered part of “critical infrastructure for food”.

#### **Opportunity: Digitalisation – distance becomes irrelevant**

Personal contact and presence on location will continue to play a crucial part in business relationships. Recent months have clearly shown, however, to what extent digitalisation can complement our communications channels for meetings, phone calls and e-mails with a new way of collaborating and doing business. The corona crisis became a catalyst for the digital transformation in companies. The question is no longer if, but how.

In the cartonboard industry, Mayr-Melnhof Karton is playing a pioneering role in digitalisation with MMK digital. Customers can conduct all of their business transaction with Mayr-Melnhof Karton in seconds, online and in real time, around the clock, seven days a week.

#### **Opportunity: Sustainable business**

People are slowing down, the planet is taking a breather: Apart from its many dramatic negative effects, the crisis is – at least in the short term – leaving positive traces in nature, air and water quality have improved.

The corona crisis shows merely a snapshot of the present, but it can teach us how to treat nature with more respect in the future. And it has become apparent that countries who reacted to the pandemic early and proactively are coping with the crisis best. The same goes for the environmental crisis. We cannot afford to wait, but need to act now. The EU has made a start with new directives. The most important ones for the packaging industry are the Single Use Plastics Directive (SUPD) and the Packaging and Packaging Waste Directive (PPWD). Both will

have substantial impact on the choice of packaging materials, and cartonboard as the most environmentally-friendly packaging will gain greater importance.

The corona crisis has shown that cartonboard is system-relevant. **Cartonboard is sustainable in terms of demand, but even more importantly: It is sustainable in terms of the environment.**



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THE SUPPLY OF THE POPULATION WITH  
FOOD, MEDICATIONS OR MEDICAL  
PRODUCTS AS WELL AS OTHER GOODS  
FOR DAILY NEEDS WOULD BE IMPOSSIBLE  
WITHOUT PACKAGING.

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 UPDATE
 

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# EU CIRCULAR ECONOMY PACKAGE AND SINGLE USE PLASTICS DIRECTIVE

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Both the corona pandemic and climate change have shown that safety and prosperity depend on the way we maintain aspects of the common good, like public health and climate stability, in the long term: Society and the economy must be structured to be resilient, sustainable and climate-friendly. The EU Circular Economy Package with its Single Use Plastics Directive (SUPD) and the Packaging and Packaging Waste Directive (PPWD) can support this effort and cover not only the ecological aspects (protecting the environment from waste and overuse of resources) but also economic (investments and growth) and social (job creation) aspects.

## **Green Deal – Connecting climate protection and the circular economy**

Climate protection and the circular economy go hand in hand. In December 2019, the EU presented the Green Deal and in connection to it launched a number of policy initiatives intended to ensure that Europe reaches its main target of net zero greenhouse gas emissions by 2050. Greenhouse gas emissions are to be reduced between 50 % to 55 % by 2030 (rather than the previously targeted 40 %).

As part of the Green Deal, the EU Commission introduced a new action plan on 11 March, 2020. Its purpose is to accelerate development toward a circular economy. The action plan is intended to strengthen consumer rights and make sustainable products the standard in the EU. Products that are launched on the EU market must have longer service lives, be easier to re-use, repair and recycle, and contain a high content of secondary rather than primary raw materials. Waste is to be

avoided whenever possible or used as high-quality secondary raw materials. The commission is also considering an EU-wide, harmonised model for the separate collection of waste and for labelling (marking).

With the Green Deal, the commission focuses on the so-called “high-impact” sectors (textiles, construction and electronics). Where the packaging industry is concerned, the action plan formalises the EU Commission’s approach:

- Reduction of unnecessary packaging material and packaging waste and of the complexity of packaging as well as the number of materials used
- Plastics – New and mandatory recycling and recycled content requirements; special focus on micro-plastics as well as biobased and biodegradable plastics
- Foods – New law initiative for replacing single use plastics packaging in the food service sector

### Single Use Plastics Directive – German draft regulation

The Single Use Plastics Directive issued by the EU in June 2019 stipulates that all plastic products for which more sustainable alternatives are available be forbidden after 3 July 2021. Plastic food packages are to be significantly reduced. As part of Extended Producer Responsibility (EPR), manufacturers are to bear the costs of treatment of the waste they produce. The member states are now obligated to implement the directive in their own national laws.

The German Federal Ministry for the Environment (BMU) presented a draft of a Single Use Plastics Ban (Einwegkunststoffverbotsverordnung, EWKVerbotsV) in April 2020. With the ban, the BMU is translating the prohibitions of the SUPD 1:1 into German law. In the food service sector, for instance, plates, cutlery, straws and stirrers made of plastics will be banned. The prohibition further encompasses packaging made of Styrofoam (PS polystyrene) and products in general made of oxo-degradable plastics.

The German draft presented by the BMU does not go beyond the bans listed in the SUPD and adopts the exact definition of “plastic” without amendment. The final approval process is still ongoing.

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### CONTROVERSIAL DEFINITION OF PLASTIC IN THE SUPD

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In the SUPD, “plastic” is controversially defined as a synthetic polymer which

- *“can function as a main structural component of final products,*
- *with the exception of natural polymers*
- *that have not been chemically modified.”*

see Article 3 of the DIRECTIVE (EU) 2019/904 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 5 June 2019

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An item is considered to be a “single use plastic item” if it is “entirely or partially” made of plastic. The practical meaning of that definition is still a matter of legal uncertainty.

In order to clarify the “plastic” definition and further specify whether an item is to be classified as a single use plastic item as defined by the directive, the commission has undertaken in the SUPD to publish guidelines on single use plastic items. An initial draft has now been submitted. It states that an item would already be considered a plastic item when polymers – regardless of their percentage of the mass of the overall product – are essential for the intended use of the product. This means that for instance paper packaging laminated with plastic could fall under the ban, even if the share of plastic makes up only a small percentage of the mass of the entire package.

### Appeal to change the SUPD definitions

Legal experts are already pointing out that this definition contradicts the text of the directive and could lead to problems of legality. Pro Carton and a broad alliance of the cartonboard and folding carton value chain have expressed their concerns and are appealing for a revision to more closely approach the original intent – the reduction of plastics in the world’s oceans. The definition of “plastic” and what constitutes a “main structural component” as defined by the draft of the Single Use Plastics Directive counteract the target of the directive, which is to prevent and reduce the impact of certain plastic products on the environment and the oceans. One solution could be to set thresholds for the plastic content permitted in products (% of mass) without causing the item to be classified as a plastic product.

The developments around Covid-19 have shown us that, more than ever, the primary goal of a circular economy must be to connect sustainability with efficiency. It must be proven that ecological targets like saving resources can still mean economic growth. The EU Circular Economy Package and the Single Use Plastics Directive are important and correct. However, we must not lose sight of the original goal, which is to reduce waste by foregoing those single use plastic products that are most often carelessly thrown away and contaminate the marine environment.

# EXCELLENT TOP™ STRONG – LIGHT-WEIGHT GC2 WITH PREMIUM CONVERTING EFFICIENCY

Our new GC2 virgin fibre quality Excellent Top™ Strong is light-weight with strong properties: Excellent Top™ Strong combines high stiffness with excellent converting efficiency, while maintaining the consistent high quality and premium service customers have come to expect from the German virgin fibre mill in Baiersbronn.



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EXCELLENT TOP™ STRONG MAKES  
FOR A STRONG APPEARANCE...

### Strong performance

Thanks to the optimised fibre composition of Excellent Top™ Strong, the new cartonboard quality compels with high stiffness, which leads to high packaging stability. In light of its proven running properties, the new virgin fibre quality stands for excellent production efficiency. The cover of this issue of UNFOLDED demonstrates the visual properties of Excellent Top™ Strong impressively.

The new GC2 virgin fibre quality Excellent Top™ Strong will replace the existing quality Excellent Top™ from the German Baiersbronn mill in grammages from 215 gsm to 375 gsm. The last production run of these grammages is planned for October 2020. The grammages 400, 425, 450 gsm of Excellent Top™ remain part of the portfolio. The improved stiffness value of Excellent Top™ Strong allows for a roughly 10 % reduction of the used weight of the cartonboard (grammage dependent).

*"We are very pleased with this evolution of Excellent Top™ to Excellent Top™ Strong. Thanks to the weight reduction, it allows us to produce our products for our customers even more sustainably and further reduce the CO<sub>2</sub> footprint,"* Jacek Nowak, Head Strategic Sourcing of Faller Packaging.

### Perfect for foods, pharmaceuticals, cosmetics and personal care products

Excellent Top™ Strong with the well-known consistent quality produced by the German Baiersbronn mill in large runs is the top choice for food applications. With the option of additional Freeze coating, the new GC2 quality is also suitable for chilled or frozen foods. Due to its visual properties as well as outstanding inkjet and laser coding properties, Excellent Top™ Strong is also ideal for demanding packaging solutions in the pharmaceuticals segment. Thanks to the perfect digital printing results, solutions like personalised folding boxes in the cosmetics and personal care segments are possible.

### Baiersbronn mill – benchmark for service in Central Europe

Quality is not only defined by the product, but above all, by the excellent service we provide to our customers. The Baiersbronn mill is in a perfect strategic location for serving the Central European markets. Short transport distances guarantee flexible delivery services and contribute to achieving sustainability goals.



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... AND IS IDEAL FOR DEMANDING PACKAGING SOLUTIONS  
IN THE PHARMACEUTICALS SEGMENT.

# MMK digital WINS PPI AWARD 2020 IN THE CATEGORY “IoT & DIGITALIZATION”

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With MMK digital, Mayr-Melnhof Karton is the pioneer in the digitalisation of the cartonboard industry and has been setting new standards in terms of speed and communication since 2018. This fact was recognised at this year's PPI (Pulp and Paper Industry) Awards with “The Internet of Things & Digitalization Award”.

## **MMK digital, pioneering in the digitalisation of the cartonboard industry**

The digital sales and service channel enables customers to conduct all business processes with Mayr-Melnhof Karton within seconds, online and safely in real-time, around the clock, seven days a week. From the selection of the cartonboard quality to production preview and booking, all the way to call-offs from the warehouse, the customer can do all steps online at any time. Christian Neumann, Head of Group Digital Business: *“Digitalisation offers incredible potential which we can use to accomplish our daily work more efficiently and easily. The award underscores the innovative strength of Mayr-Melnhof Karton as well as our constant striving to inspire our customers with new solutions and to increase their benefits. We are very proud to have received this award and see it above all as an acknowledgement of the great team performance in all specialist departments. We are continuously enhancing MMK digital with new functions that add value for our customers, so we can maintain our pioneering role in the digitalisation of our industry in the future.”* The official awards ceremony took place on 10 March 2020 in Lisbon.

## **PPI Awards, world's most important prize in the pulp and paper industry**

Since 2009, RISI, the leading information provider to the global pulp and paper industry, has been honouring outstanding achievements of companies in this industry with the PPI Awards. The widely noted award has become the world's most important prize in this sector. The submissions were judged by an independent panel of jury members, consisting of experts from a wide range of fields and renowned individuals in the paper industry.

*“MM Karton takes full advantage of the benefits of digitalisation by offering its customers a continuous, seamless process for a complete and consistent buying experience with MMK digital.”* PPI Awards Jury.

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MMK digital is available on our website ([www.mm-karton.com](http://www.mm-karton.com)) around the clock.

You would like to enjoy the benefits of MMK digital? Simply register today at <https://digi.mm-karton.com/login>



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MMK digital TOOK THE PRIZE IN THE CATEGORY  
"THE INTERNET OF THINGS & DIGITALIZATION".

# VENOPLEX™ — SWITCH FROM NEUSS TO FROHNLEITEN

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The specialisation of individual MMK mills allows us to consistently guarantee the best possible stability and quality of our products. Therefore, the production of the GD2 recycled cartonboard quality Venoplex™ was moved from the Neuss mill (Germany) to the Frohnleiten mill (Austria) at the end of May 2020.

Venoplex™ production at the Hirschwang mill continues as before.

## **Specialisation of our mills**

In addition to white coated recycled liners for the offset and flexo market, our mill in Neuss now also focuses on the production of the Multicolor Mirabell™ (MCM) product line in the MultiMill concept.

MMK's parent mill in Frohnleiten, known for its high-quality recycled cartonboard products, is ideally suited for producing Venoplex™ in the future.

## **Venoplex™ for a premium product appearance**

Venoplex™ – the highest quality recycled cartonboard on the European market – compels with high stiffness, optimum running properties and excellent printability. With high brightness on the top side and brilliant gloss, this GD2 quality makes for an especially “glossy” appearance on the store shelf.



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VENOPLEX™ IS NOW BEING PRODUCED AT THE  
AUSTRIAN FROHNLEITEN MILL AND THE HIRSCHWANG MILL.

## MMK MILL NEUSS

# MODERNISATION OF THE WET END SECTION

Becoming even more efficient and competitive with state-of-the-art technology is one of the cornerstones of our corporate strategy. At the Neuss mill in Germany, we invested in higher product quality and productivity by modernising the wet end section.

## **New headboxes and modernisation of the approach flow system**

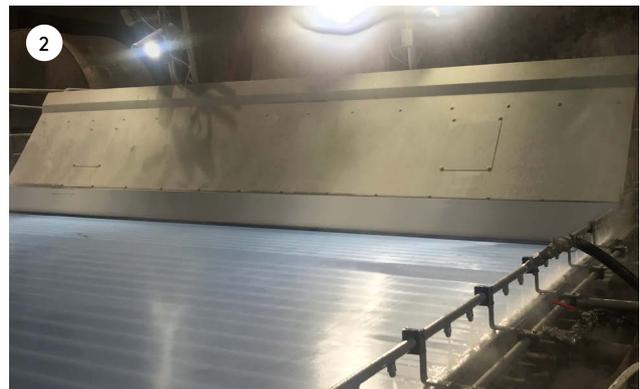
In early 2020, as part of a comprehensive conversion at the Neuss mill, we began installing high-turbulence headboxes for middle and reverse layers. Additional investments were made to rebuild the sorting in the approach flow system.

Every paper and cartonboard machine starts with the headbox and subsequent wire section. This is where sheets are formed, a process that can affect essential quality parameters like stiffness and visual properties. The approach system connects the stock preparation with the headbox and ensures consistent pressure. Stock density and volume streams can be precisely adjusted according to the quality and grammage to be produced.

## **Investment in more quality and productivity**

The key outcome of the modernisation is the premium profile quality, i.e. consistent basis weight profiles in machine and cross direction thanks to a state-of-the-art profiling system at the middle layer headbox. Grammage fluctuations across the width of the machine are thereby minimised. The headboxes can be run at high machine speeds even with very low stock consistency, which results in good formation and optimal coverage of the product. The liner and cartonboard qualities produced in this way benefit from better printing and converting properties.

With this conversion, the mill has been upgraded to the latest technology. This represents another step in orienting the Neuss mill toward lightweight, high-quality coated liner qualities.



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LINER AND CARTONBOARD QUALITIES  
PRODUCED IN NEUSS BENEFIT FROM THE  
NEW HEADBOXES.

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THE CONVERSION PROGRESSED  
QUICKLY AND WAS COMPLETED AFTER  
JUST A FEW DAYS.

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GOING PLASTICS FREE WITH FOODBOARD™  
FOR TEA PACKAGING (BRANDS: H&S TEE, GOLDMÄNNCHEN-TEE)

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# HST

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Over the 70 years of its company's history, the mid-sized family business HST has earned an outstanding reputation and high market competence for medicinal teas and tea beverages – convincing pharmacists, large consumers and end consumers, as well as industrial companies and service providers. HST stands for quality, so for its cartonboard materials the company relies on our barrier cartonboard FOODBOARD™, which allows them to omit cellophane wrapping completely.

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*“Throughout our entire history, it has always been important to us to combine the high quality of our products with sustainable actions. With our daily efforts we make our contribution to humanity and nature: From the very beginning, from the design of our machines all the way to the production of our brand name products, we take care to preserve resources. Tea is a natural product, packaged safely and sustainably in cartonboard, also a natural product. With its barrier properties, FOODBOARD™ protects our tea from migration, and at the same time is completely recyclable and biodegradable. That’s exactly what we need.”*

Dr. Wolfgang Klar, 3rd generation owner of HST.

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 QUALITY ALONG THE ENTIRE PRODUCTION CHAIN
 

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HST covers the entire production process: design and construction of their own tea bag and packaging machines, production/filling in the two tea bagging plants of its traditional brands, the well-known medicinal teas H&S Arzneitees only sold in pharmacies and the Goldmännchen-TEE beverage teas. The company's high quality standards are applied to the entire product chain – from cultivation to final packaging – with stringent controls at all process steps. For instance, the H&S Arzneitee is subject to strict medical regulations. Highly qualified laboratory

technicians constantly monitor all relevant processing steps for guaranteed quality and safety.

Eco-friendliness has always been a central goal when it comes to materials and processes. HST is dedicated to using packaging materials that not only protect their products from unintended substances, but also benefit valuable raw materials cycles. The company thus relies on FOODBOARD™, our cartonboard with a functional barrier.

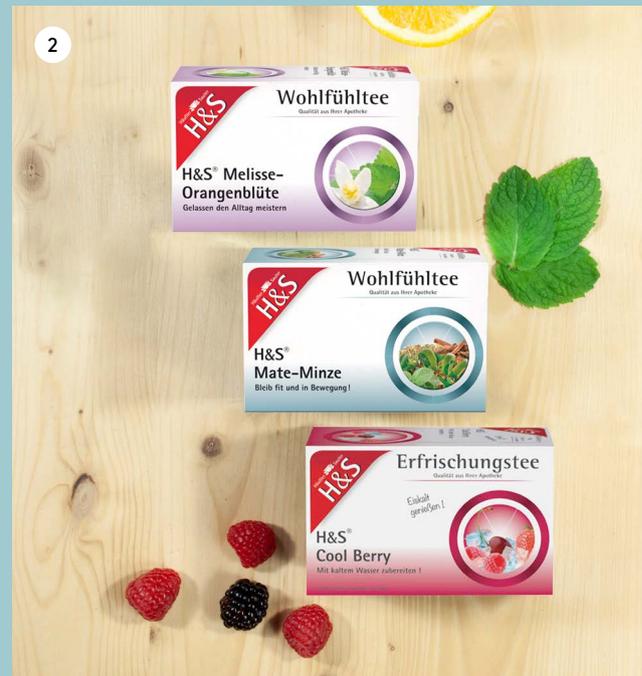
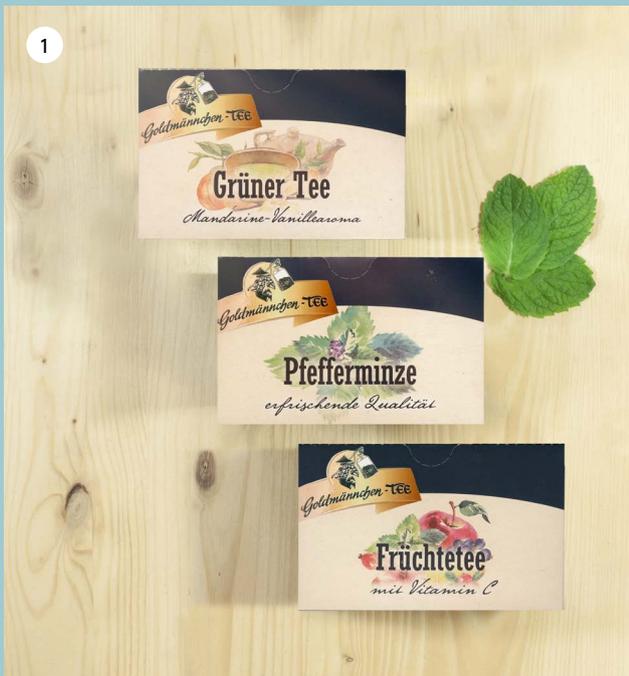
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 PRODUCT RANGE SUSTAINABLY PROTECTED THANKS TO FOODBOARD™, WITHOUT PLASTIC CELLOPHANE WRAPPING
 

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FOODBOARD™ protects tea from unintended substances like mineral oils, phthalates and bisphenol A, and thanks to its aroma impermeability preserves the contents' natural flavour and aroma. These properties make it possible to dispense with the additional cellophane wrapping for the H&S Tee and Goldmännchen-TEE brands, which is a key benefit

for the environment: FOODBOARD™ is completely recyclable and biodegradable. The cartonboard is a mono-material, a pure cartonboard solution, no extruded or laminated compound. Consumers can enjoy the full flavour experience of their favourite teas without worry.



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HST USES FOODBOARD™  
FOR SUSTAINABLE FOOD SAFETY.

# UNIQUE PACKAGING MADE FROM PRINTA™ FOR CORNY MUESLI BARS

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Boring print products are out! The colourful packaging designs for CORNY muesli bars made by Schwartauer Werke are real eye catchers and stand out on the store shelf.

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*"We pursue a standard of highest quality—at all levels. We want our business activities to say: That's really well done. Our goal is to offer our customers products that are as natural as they can be and preserve the good things in nature. At the same time, we want to surprise our customers with new and tasty products. This spirit of innovation also extends to the packaging of our products. Here too, we want to surprise our customers and make them marvel. With the endless design variations of the CORNY packaging, we have managed to do just that."*

Christian Kamphoven, Senior Brand Manager CORNY (Healthy Snacks).

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 MARKET LEADER FOR MUESLI BARS
 

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Many consumers have known the Schwartauer Werke products since they were children: In 1984, the company first produced CORNY muesli bars, and ever since then, Schwartauer Werke as the market leader has been synonymous with premium quality muesli bars. Their market share in Germany is more than 50 %; about 375 million bars are produced every year. Ultimate indulgence and premium quality – this is what drives

Schwartauer Werke every day. The company also produces jams, sweet bread spreads, syrups and dessert sauces in addition to the CORNY bars. The high quality standards of Schwartauer Werke determine the entire production process: Starting with the selection of premium ingredients, continuing with careful processing and ending with the packaging. And when it comes to packaging, the German company is always good for a surprise.

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 EVERY PACKAGE IS UNIQUE
 

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For the CORNY special edition “My Style”, a sophisticated personalised campaign was created. CORNY “My Style” stands for unusual flavours like “Banana Caramel Shake”, “Chocolate Brownie Shake” or “Strawberry Milk Shake”. The packaging made from our cartonboard quality Printa™ from the MMK Gernsbach mill is individually digitally printed by the printing company Elanders. Every CORNY package is unique.

*“Our goal is to create unique printing products that our customers and of course consumers will remember for a long time. In order*

*to tap into additional creative potential and take advantage of unlimited possibilities for printing, we use the software HP SmartStream Designer. This software allows us to produce individual printed images – create millions of colourful designs – each of which is absolutely unique.”* Melanie Häußermann, Key Account Management Sales at Elanders.

The innovative packaging concept expresses Schwartauer’s guiding principle: *“Really Well Done”*.



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THE CORNY PACKAGES MADE FROM PRINTA™  
STAND OUT ON THE SWEETS SHELF.

# MMK MILL KOLICEVO CELEBRATES 100-YEAR ANNIVERSARY

This success story began in 1920. Today, our Kolicevo Karton mill in Slovenia is one of the leading providers of cartonboard and liner products for the Southeast European market. The mill's clear, long-term strategy, a comprehensive product portfolio and the strong team spirit of the nearly 400 employees have been instrumental in making this outstanding development possible.

## Flexibility and quality

Kolicevo Karton began operating after the First World War. Since then it has experienced continuous and sustained growth, and has always been able to respond to changing market requirements: While in the early years the mill produced printing paper for books, it now concentrates on the production of cartonboard for the food and pharmaceuticals sector. Its aim has always been the same: To provide the right quality for the customer. Since 1998, Kolicevo Karton has been part of MM Karton with a focus on increased service to Southeast European markets.

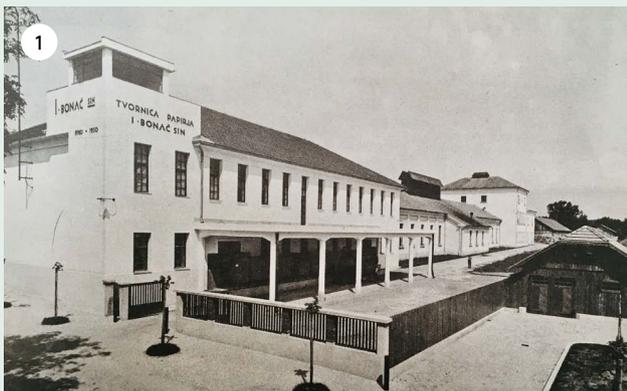
## Kolicevo mill – an all-rounder

Today, Kolicevo Karton produces about 270,000 tonnes of packaging material annually on two machines. The option of operating the two cartonboard machines in swing mode allows the mill to flexibly produce virgin fibre cartonboard, recycled cartonboard or liner, depending on market demand. Kolicevo can react quickly to current trends and translate them

into new packaging solutions. With its virgin fibre Kraft qualities, the mill is offering a compelling response to the high demand for brown packaging material.

The growth and success of the Kolicevo mill is based on constant optimisation and the commitment, know-how and team spirit of our employees. Some of the working families at the mill go back five generations! The declared goal for the coming years is to continue on a course of consistent growth and sustainable products.

*"We want to thank all of our customers for their trust and support and look forward to our continued intensive cooperation and successful partnership. We owe a special gratitude to our employees for their outstanding work. Thanks to our team spirit, we will shape the future according to plan: Another 100 successful years of Kolicevo Karton!"* Peter Putz, Mill Director Kolicevo.



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THE KOLICEVO MILL IN ITS EARLY DAYS...



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...AND IN 2020.

The cover of this issue was printed on Excellent Top™ Strong 275 gsm:

- CMYK and pantone colours
- Hot foil embossing
- Full-surface dispersion varnish, silk-matte



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