

CIRCULARITY



unfolded

A Paper about MM Board & Paper

EDIT
TION

Fold to... ← → find out more

Looking for a
packaging solution
with maximum
recyclability?

One that uses
as little plastic
as possible?

Or maybe you're
struggling to choose
between virgin
fibre or recycled
cartonboard for your
packaging?

**Discover our
fibre cycle now!**

As one of the unique producers of both **virgin fibre** and **recycled cartonboard**, we offer our fibre know-how as part of your tailor-made solution. And we know exactly which cartonboard quality is best suited to your specific requirements.

**Experience our versatile
cartonboard solutions –
efficiency guaranteed!**

Here, we show you what matters along the way – from production to recycling and back again.

Myth-busting

We fact-check three common misconceptions.



Want to learn more about sustainability at MM Board & Paper and the benefits of our different cartonboard grades?

Read our interview with Katja Tuomola, Head of Group Sustainability & Marketing Communications, and Jürgen Kleinrath, CSO Board & Paper.

[mm.group/news/
board-paper](http://mm.group/news/board-paper)



Myth 1: Cartonboard production is destroying forests

Not true! MM sources all its virgin fibres from legal, sustainably managed, and known sources and is committed to deforestation-free sourcing. The new EU Deforestation Regulation (EUDR) also stipulates that no wood resulting from deforestation

for agricultural land may be imported into the EU.

Need advice on the EUDR?
Check out [mm.group/
sustainability-eudr](http://mm.group/sustainability-eudr)

Myth 2: Recycled cartonboard always contains a proportion of virgin fibres

Around 60% of all MM Board & Paper cartonboard grades consist of recycled material. Depending on the application, the production process may indeed require small amounts of virgin fibre. However, this comes mostly from side-streams like wood chips or sawmill residue – not wood harvested just for packaging.

Did you know?
MM Board & Paper already offers a recycled cartonboard made entirely of recycled fibres – MCM® ECO, produced at MM Gernsbach – and therefore not subject to the EUDR.

Myth 3: Virgin fibre cartonboard can be even more sustainable than recycled cartonboard

It depends on the case! At MM Board & Paper, producing virgin fibre cartonboard generates fewer fossil carbon dioxide emissions thanks to the excess bioenergy from virgin pulp production. But overall it

requires more natural resources such as water, wood and energy enabling recycled cartonboard better credentials in this respect. Using recycled cartonboard is also a vital part of local waste management. This enables Europe's strong recycling rates and should also be reflected in the EPR (extended producer responsibility) fees. Currently the fees favour virgin fibre over recycled cartonboard due to its lighter weight – resulting in lower fees for virgin fibre packaging. EPR fees should be about recyclability, recycled content, and environmental impact. (See also interview via the QR-code)



One more thing ...
Michael Strobl, Director
Innovation & Technical
Services, answers
common questions
about barriers.
[mm.group/news/
board-paper](http://mm.group/news/board-paper)



“ There can be no circular economy without recycled cartonboard.”

Katja Tuomola, Head of Group
Sustainability & Marketing
Communications

Three innovative fibre based solutions



Want to learn more about sustainability at MM Board & Paper and the benefits of our different cartonboard grades?

Read our interview with Katja Tuomola, Head of Group Sustainability & Marketing Communications, and Jürgen Kleinrath, CSO Board & Paper.

[mm.group/news/
board-paper](http://mm.group/news/board-paper)



CHOOSE BARRIERS, NOT PLASTIC FILM

• **Migration barrier:**

Protects foods like rice, cereals and tea from unintended substances such as mineral oils.

• **Aroma protection:**

Ensures that the original fragrance and aroma are preserved for a longer-lasting freshness and scent experience.

• **Moisture resistance:**

High packaging stability for chilled or frozen foods.

• **Grease barrier:**

Protects against grease stains, ensuring appealing product presentation. Ideal for fatty foods, cosmetics and tool components.

LIGHTWEIGHT CARTONBOARD

Lighter material lowers carbon dioxide emissions per package.

THINKING OUTSIDE THE BOX

Virgin fibre cartonboard enriched with high-quality recycled fibres – and still a brilliant white.



OUR SOLUTIONS

→ **FOODBOARD®**

→ **TOPCOLOR® BARRIER AROMA**

→ **ALASKA® STRONG, ALASKA® BARRIER GREASE, MCM® FREEZE, MM X-LINER® FREEZE**

→ **ALASKA® BARRIER GREASE, TOPCOLOR® BARRIER GREASE**

→ **FBB/GC2 portfolio of MM Board & Paper**

→ **ALASKA® ECO**

For more information on all application solutions, visit
[mm.group/board-paper/
applications](http://mm.group/board-paper/applications)



One more thing ...

Michael Strobl, Director Innovation & Technical Services, answers common questions about barriers.

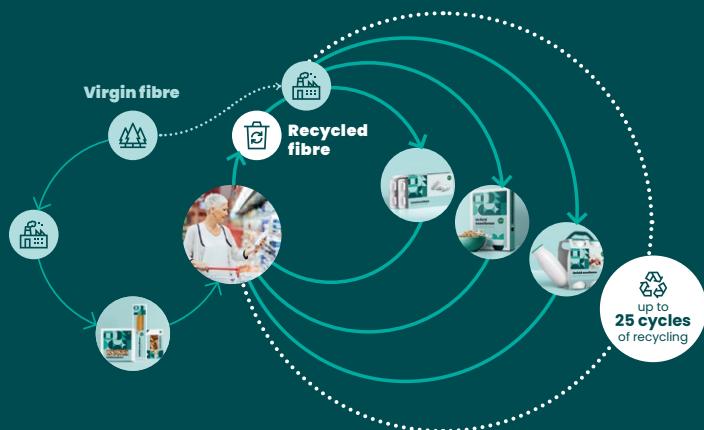
[mm.group/news/
board-paper](http://mm.group/news/board-paper)



Folding cartons that come full circle

Did you
know that
cartonboard
fibres can be
recycled up to
25
times?*

*depends on the
recycling process



Both recycled and virgin fibre cartonboard are recyclable and suitable for circular packaging solutions. Depending on the application, we work with our customers to select the product that best meets their specific functional, regulatory and environmental requirements."

Jürgen Kleinrath,
CSO, MM Board & Paper

Looking to start your own recycling loop?

If you're interested in using
MM fibres, contact us at
sustainability@mm.group
and discover how endings can
become new beginnings.

Our fibres circle around – and this
card does too! Simply fold it one
more time and start over.

Cartonboard and
paper have the highest
recycling rates among
other materials with
over **86%** in the EU.

And one more thing ...
Even at the end of their
lifespan, fibres don't exit
the cycle: they can be
used to improve soil
quality, or composted
and processed into
biogas and bioenergy.

PPWR:
Are you ready?
From 2030, all
packaging on the
EU market must
be recyclable
or reusable in
accordance
with the new
EU Packaging &
Packaging Waste
Regulation (PPWR).

For dependable
advice on adapting
your portfolio
to ensure PPWR
compliance, simply
contact us at
ppwr.info@mm.group

I am **ALASKA® WHITE**,
a virgin fibre cartonboard
from MM Kwidzyn. My
glossy surface ensures
an excellent printed
finish – on both sides!