A young boy with dark hair, wearing a white t-shirt, is laughing joyfully while sitting at a wooden picnic table. He is holding a bunch of green grapes in his right hand. In front of him on the table is a glass of beer with a straw. The background shows other people, including a woman in a white shirt and another woman in a white top, smiling and talking. The scene is set outdoors in a grassy area with trees in the background, suggesting a picnic or a family gathering. The lighting is bright and warm, indicating it's daytime.

**WHAT IF**  
paper packaging  
is the solution?

## Where it starts...

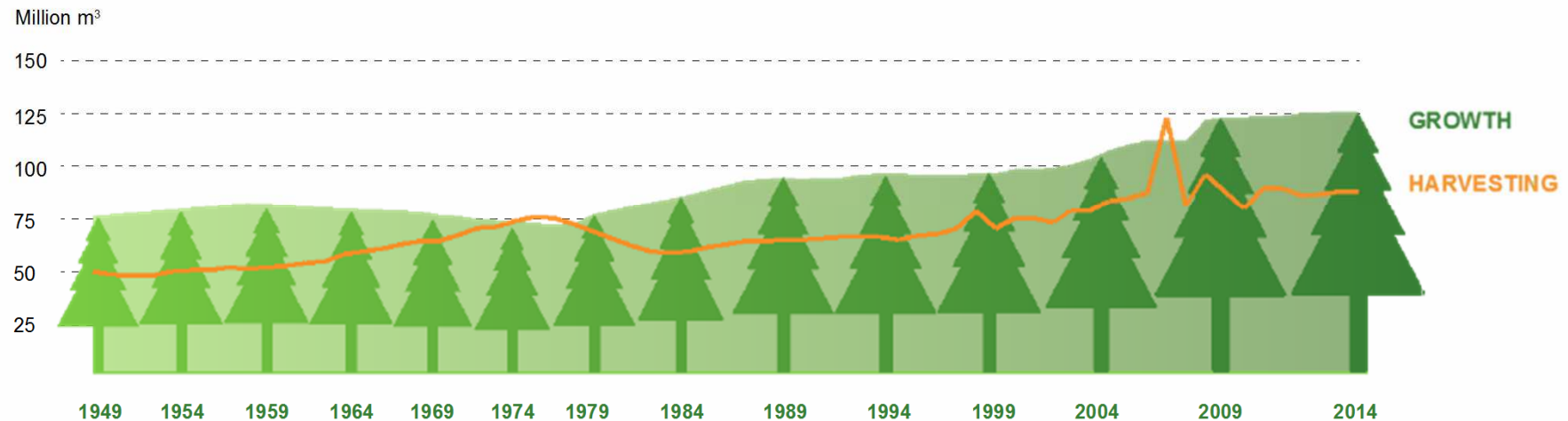


After 60-70 years...



# Responsible forestry is good for the climate

Annual forest growth and logging in Sweden



Source: Swedish National Forest Inventory & Swedish Forest Agency

# Frövi mill



# Our vision is to phase out fossil fuels

In 2017 we used 97.2% biofuels  
and only 2.8% fossil fuels

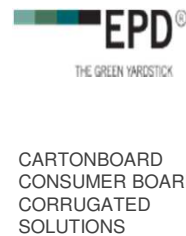


# Sustainability credentials

Transparency reporting and labels

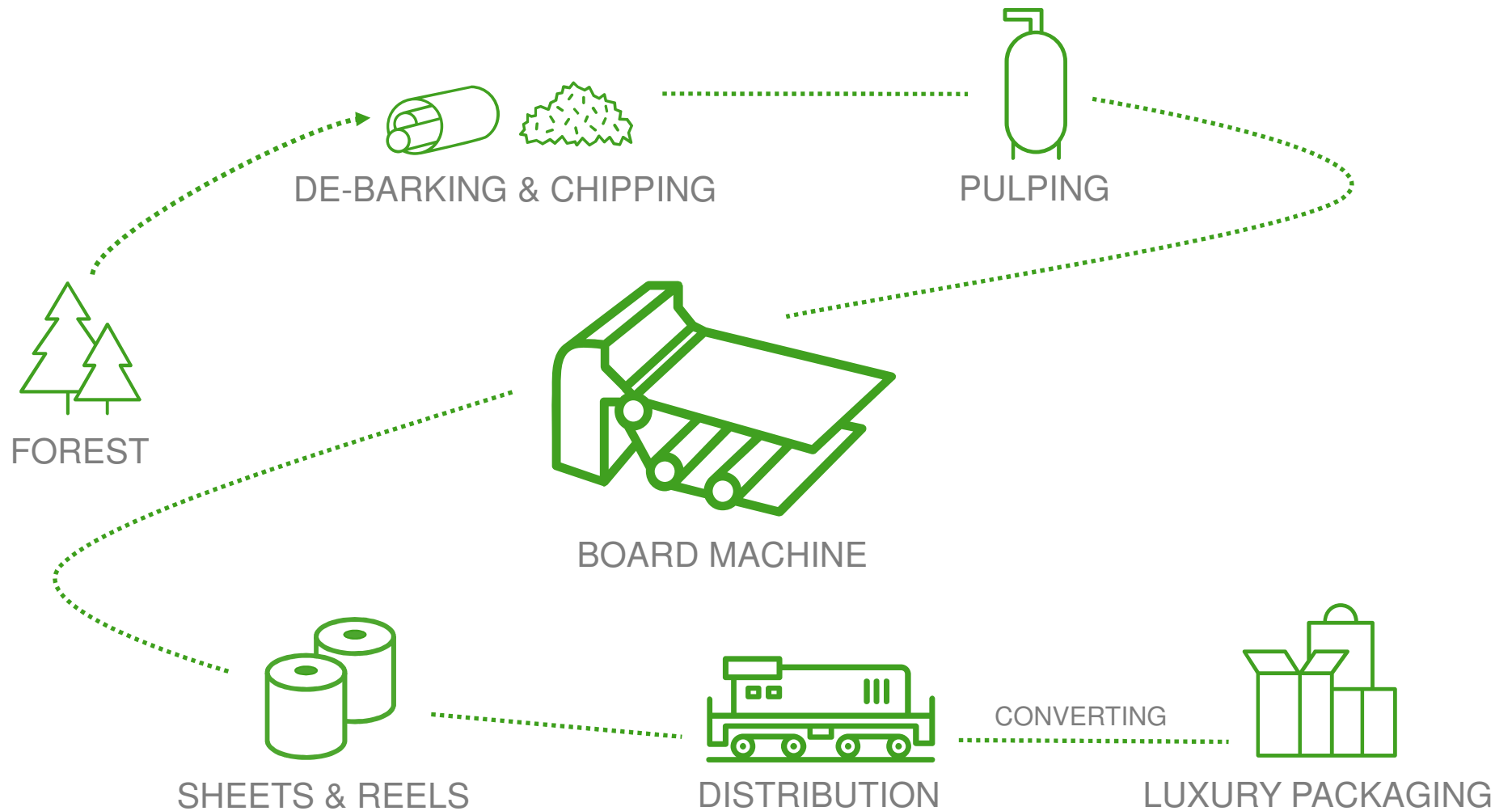
MEMBER OF  
**Dow Jones  
 Sustainability Indices**  
 In Collaboration with RobecoSAM

"BillerudKorsnäs further improves in WWF's Environmental Paper Company Index 2017."



# Cartonboard Production

In general





# BillerudKorsnäs Cartonboards



White

FBB/SBB



Artisan

FBB/SBB



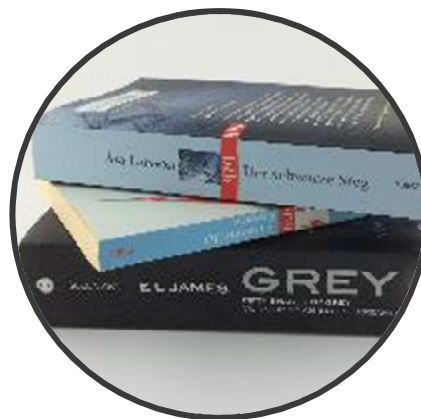
Light

SUB  
Solid Unbleached Board



Carry

SUB  
Solid Unbleached Board



## BillerudKorsnäs in figures

Net sales approx.  
(2017)

**22,3**

Billion SEK

EBITDA  
(2017)

**3,8**

Billion SEK

Production units

**8**

Beetham  
Frövi  
Rockhammar  
Gruvön  
Gävle  
Karlsborg  
Pietarsaari  
Skärblacka

Business areas

**38%**

**Packaging Paper**  
Share of net sales (2017)

**37%**

**Consumer Board**  
Share of net sales (2017)

**17%**

**Corrugated Solutions**  
Share of net sales (2017)

**4 400**

Number of employees

# Packaging Impact Design Awards

<http://pida.billerudkorsnas.com/en/PIDA/Brief/>

The image shows a screenshot of the Facebook page for the PIDA Packaging Impact Design Award. The page header includes the Facebook logo, the page name "PIDA Packaging Impact Design Award BILLERUDKORSNÄS", and navigation options like "Devlin", "Home", and "Find Friends". The profile picture is a circular logo with a colorful geometric design. The cover photo is a larger version of the same logo on a light green background. The page name is "PIDA Packaging Impact Design Award BILLERUDKORSNÄS" with the handle "@PIDAcommunity". The navigation menu on the left includes "Home", "About", "Photos", "Events", "Videos", "Posts", "Community", and "Info and ads". The main content area features a "Create post" section with a "Write a post..." input field, "Tag friends", and "Check in" options. Below this is a "Photos" section. On the right, there are sections for "Community" (with 1,795 likes and 1,849 followers) and "About" (with a "Send message" button and the website "pida.billerudkorsnas.com").



We challenge conventional packaging  
for a sustainable future