

**Metsä**

# Healthcare

**Metsä Board**

7.2016

## Trends in healthcare

- Increasingly health conscious but ageing population
- Expiring patents → more generic drugs
- Strict regulations, with the exception of growing liberalisation of over-the-counter (OTC) medicines



# Trends in healthcare packaging

- Printing information such as user instructions on the inside of packaging
- Use of varnish coatings on OTC healthcare packaging to enhance shelf-appeal
- Anti-counterfeit & tamper proof packaging
- Easy to open, Easy to read, Easy to differentiate from other medication
- Packaging helping to take the right dosage



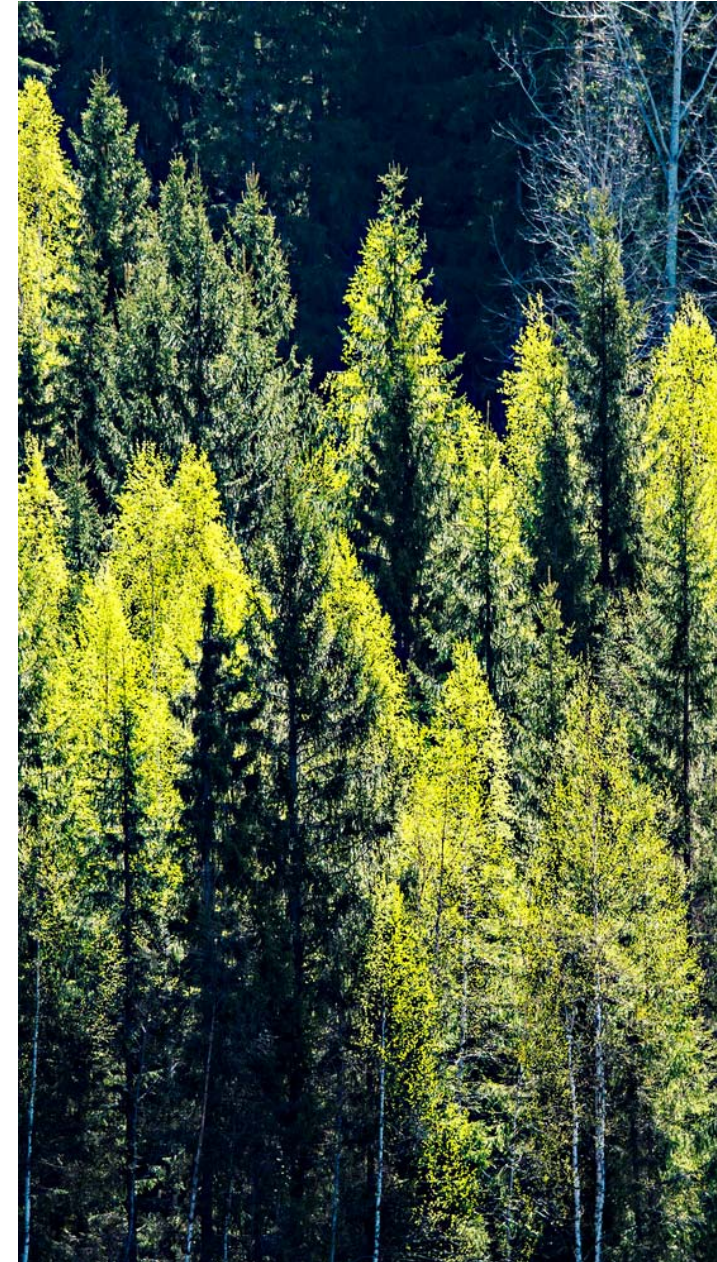
# Our starting points

Benefits  
for packaging



# Our **building blocks** in packaging

- **Nordic wood** offers excellent starting points
  - Fresh fibres – Known origin – Certified
- Innovation based on in **know-how from fibres to final board** products
  - Close cooperation with pulp development
  - Safe raw materials from reliable partners
  - Production and availability in focus
- Beautycare business could **gain more from sustainability**
  - Lightweighting – Safety – Reduced CO<sub>2</sub> emissions



# Our **benefits** for luxury packaging

Board know-how

## Lightweighting



## Consistency



# Lightweighting

## Yield advantage

- **Cost savings**
  - More cartons per tonnage
  - High performance in printing, converting and packing lines
  - Shelving efficiency at retailers
- **Sustainability**
  - Less raw materials, water and energy needed in production
  - Lower transport weights in logistics
  - Less to dispose of at the end of life cycle



# Consistency

- Consistency starts with consistent **raw materials**
  - Fresh forest fibres from Nordic wood
  - Pulp always from the same mill
  - Known origin of chemicals
- **Production** supports consistency
  - We concentrate on fewer products → Minimised grade switches
- End result is **quality products** for customer satisfaction
  - Faster machine speed – Shorter make-ready times – Fewer interruptions as well as product and carton losses



# Our offering for healthcare packaging

Board know-how



## Light and safe Simcote

- High yield and efficiency
- Consistent quality
- Improved moisture resistance
  - Hard sizing in all pulp layers
- Good sensory and hygienic properties
- 200–340 g/m<sup>2</sup> / 123–209 lb/3000 sf

*Designed especially  
for food packaging,  
ideal also for e.g.  
healthcare*



## Efficiency and sustainability with Carta Solida

- Excellent print quality on top
- Light yet stiff board
- Bright attractive look
- Excellent sensory and hygienic properties thanks to high purity
- Available in 185–320 g/m<sup>2</sup>

*Designed especially  
for high quality  
packaging*



# Purity and efficiency with Avanta Prima

- High hygiene and a clean, white look
- Cost-efficient and sustainable
- Good runnability
- Dust-free printing
- Uniform printing results and visual appearance
- Ideal for embossing and brand protection solutions
- Lightweight
- 200-360 gsm

*Designed especially  
for healthcare  
products*



**Make the most of Metsä Board**

