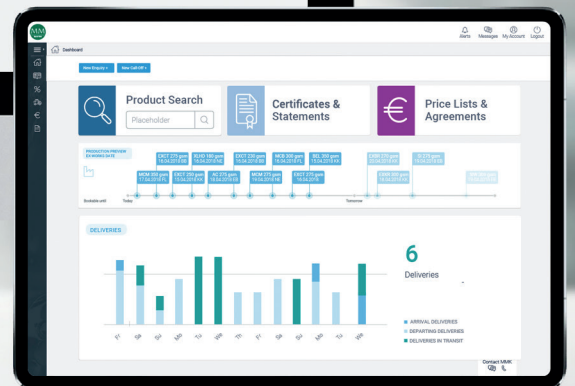
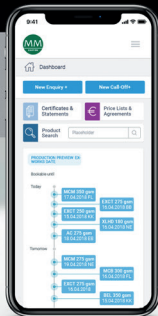


UNFOLDED

A PAPER ABOUT CARTONBOARD



MMK digital FUTURE-ORIENTED FOR THE CARTONBOARD INDUSTRY



Dear Ladies and Gentlemen,
Dear Business Partners!

MMK digital, our innovative digital sales and service channel, lets you conduct all of your business processes with MM Karton online, transparently and safely, and within seconds. This ground-breaking service is now available to you around the clock. MMK digital is a new, pioneering benefit for our customers, unique in the cartonboard industry. It combines state-of-the-art technology with excellent user friendliness and supplements the familiar communications channels of phone and e-mail by offering a new purchasing experience. [MMK digital – buy board online!](#)

After about two years of development by internal and external experts, Mayr-Melnhof Karton is now the pioneer in the digitalisation of the supply chain of the cartonboard industry, with MMK digital. The new digital platform makes it possible for the first time to conduct all business processes – from production preview to product selection and booking, all the way to call-offs from the warehouse and delivery tracking including GPS information – online and within seconds. MMK digital offers transparent real-time communication, immediate handling of processes, and it engages with its customer-centred usability.

The confidential treatment of sensitive corporate and user data is our top priority. The TÜV certificate “Trusted Application” confirms the fact that with MMK digital, we have created an attractive platform based on the most stringent security standards in order to conduct the processes of the cartonboard business digitally, transparently, and safely.

Top-class consultation and personal contact remain an essential element of our customer relationship. Now and in the future, there will always be more than one way to do business with us. You can choose the one that suits you best.

Register with MMK digital today at www.mm-karton.com and join us on the path to the digital future.

A handwritten signature in black ink, consisting of a large, sweeping loop at the top and several smaller, connected strokes below, representing the name Franz Rappold.

Franz Rappold
Member of the Board

3

EDITORIAL
FRANZ RAPPOLD

6

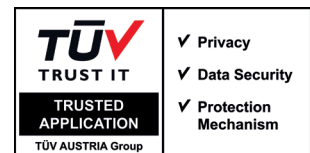
MMK digital:
FUTURE-ORIENTED FOR THE CARTONBOARD INDUSTRY

8

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ENTER INTO THE DIGITAL FUTURE

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HIGHEST DATA SECURITY TÜV CERTIFIED



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INVENTORY, CALL-OFFS FROM
WAREHOUSE, AND LOAD OPTIMISATION

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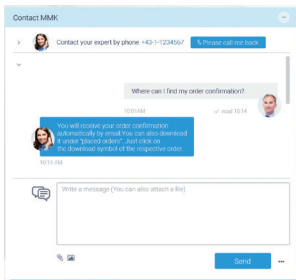
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PAYABLES



3 2

ONLINE COMMUNICATION
CHANNEL AND HELP AREA

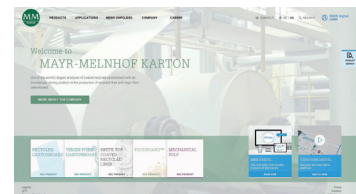


3 4

MMK digital:
FOCUS ON USABILITY

3 8

THE NEW GATEWAY TO MMK digital:
WWW.MM-KARTON.COM



4 2

MMK digital:
INITIAL POSITIVE FEEDBACK

4 4

REGISTER NOW

4 6

MMK digital CREATES TRANSPARENCY

MMK digital: FUTURE-ORIENTED FOR THE CARTONBOARD INDUSTRY

MMK digital integrates all business functions along the value chain – from production preview to product selection and booking, all the way to call-offs from the warehouse and delivery tracking including GPS information – so it is much more than a product catalogue or just an ordering platform. Customers benefit from the exceptional flexibility and transparency around the clock – opening up a new era in the cartonboard business.

optimises and simplifies existing business processes

24/7 SELF-SERVICE

Customers can independently place orders, enter call-offs, and track or change deliveries around the clock.

INCREASED TRANSPARENCY

Customers can view all business processes with MM Karton in real time, e.g. order quantities, deliveries, stock levels, process documents, price lists.

SEAMLESS PROCESSING AND REACTION TIMES

Improved information flow and quicker processing result in process optimisation and time savings. Order confirmations are sent within seconds.

EFFICIENT USE OF RESOURCES

Support with delivery optimisation helps save money and resources. Customers can take advantage of the full transportation utilisation with just few clicks. The platform supports the customer with active optimisation suggestions.

INCREASED MOBILITY

By using MMK digital on mobile devices (smartphone, tablet), customers can take advantage of all services and information from anywhere and around the clock.

ENHANCED QUALITY

Automated processes not only increase the comfort level for the customer, they also improve data quality because incorrect manual entries are eliminated.

USABILITY

Simple, clear, quick – the processes are aligned along B2C platforms but take into account the complex and specific requirements of B2B trading.

enhances the presentation and comparability of the product range

CLEAR SEARCH AND FILTER FUNCTION

The comprehensive product portfolio is presented in a clearly structured way, and specific items can be accessed directly via search and filter functions. Product descriptions provide additional more detailed information.

SUPPORT WITH PRODUCT SELECTION

Various cartonboard and liner products can be compared in terms of their technical parameters, to help users more quickly find the ideal product for a specific application.

With MMK digital, we can offer continuous and seamless process automation for a complete and consistent purchasing experience. We believe that the optimum interlinking of the various online and offline sales channels is the decisive factor for future success – both yours and ours. MMK digital – buy board online!

MMK digital: ENTER INTO THE DIGITAL FUTURE



Christian Neumann
Head of Group Digital Business
Christian.Neumann@mm-karton.com

Using the opportunities of digitalisation in positive ways for our economy and society, and not getting lost in technological possibilities without any added value, that is the challenge of our time. Digitalisation offers incredible potential which we can use to accomplish our daily work more efficiently and easily.

With MMK digital, Mayr-Melnhof Karton has clearly positioned itself at the forefront of the digital agenda and we have made it our declared goal to place the customer at the centre of our new business processes. We aim to reduce the effort of doing business on both sides to a minimum. Seamless, transparent business processes facilitate a new way of working together – digital as well as analogue.

MMK digital lives on the continuous improvement and expansion of its user-friendly, innovative, and interactive functions. The following areas will become available to you by the end of 2018:

Special offers

In this area, you will find an overview of all sideruns and stocklots that are available at particularly favourable prices. This will be an attractive extension of purchasing options especially for merchants. Special offers are also booked directly online, within seconds and 24/7.

Complaint management

In the future, you will be able to submit complaints online and track the status of their processing in real time. This way, MMK digital also brings more transparency to complaint management

In addition to the expansions of the online platform planned for 2018, the work on MMK digital will also include intensive efforts toward the further digitalisation of existing channels. This omni-channel approach will encompass the expansion of interfaces to the electronic data interchange, automatic digital recording of orders via e-mail, but also new algorithms to actively support logistics processes. The goal is always to reduce processing time to a few seconds, thus minimising the administrative effort throughout the entire supply chain.

MMK digital is our first big step into the digital future.

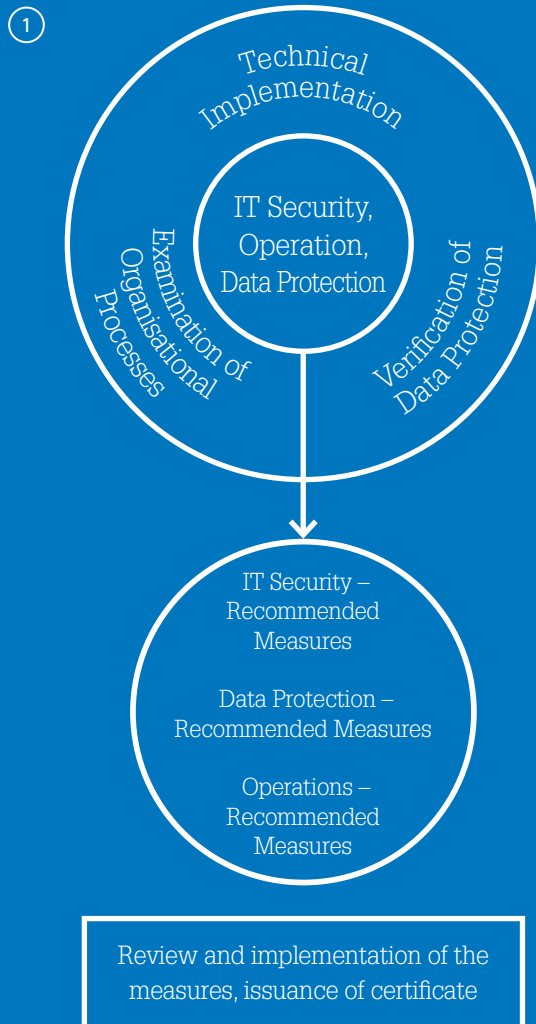
During the development of MMK digital, involving our customers was an important element from the very beginning. We want to keep it that way – if you have any ideas on improving MMK digital, I would be very pleased to receive your personal message. MMK digital – buy board online!

MMK digital: HIGHEST DATA SECURITY TÜV CERTIFIED

With the “Trusted Application” seal, TÜV Austria confirms that MMK digital satisfies the highest standards of data protection and information security. An important distinction for the high quality standards of our new online platform.

Transparency and protection of personal data

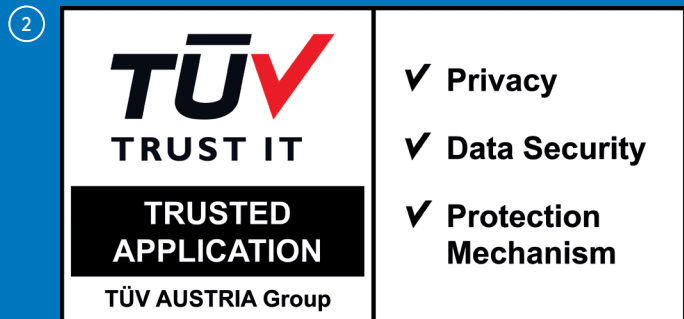
All through the development of MMK digital, we paid particular attention to full process transparency and data protection. This is also why we decided to have these criteria checked by an independent institute. TÜV Austria awarded MMK digital the “Trusted Application” seal, confirming the Application’s compliance with the latest security and data protection standards. Martin Novak of TÜV Austria: *The topic of data protection is a top priority at MM Karton. At the technical level, MMK digital satisfies the requirements of IT security in accordance with the requirements of the TÜV-Trusted Application certification. Users are given full transparency about their data every step of the way. The employees are aware and have a thorough understanding of data protection and the compliant handling of personal data.*



Extensive test process

The TÜV certification requires an extensive test process that critically examines security and data protection aspects and fundamental online presentation criteria. The stringent requirement catalogue of the TÜV certification is based on international standards (e.g. ISO/IEC 27001, ISO/IEC 27033/18028), legal requirements (Federal Data Protection Act or BDSG, Data Protection Act or DSGVO) as well as special criteria of TÜV TRUST IT. The certification process was divided into the following steps: Aside from a technical weak point analysis of the application and infrastructure, the relevant organisational processes for administering the online platform and infrastructure were also inspected. The organisational analyses were conducted by means of document audits and supplementary interviews. Finally, the data protection check examined the data protection compliant treatment of customer and employee data.

The result: MMK digital is characterised by a high level of security, transparent and efficient processes, intuitive usability, and meets all of the requirements for the strict TÜV certification. Annual follow-up audits will ensure that the high standards are maintained or further improved. At the end of the third year, the platform will go through a recertification process.



1
TEST PROCESS FOR THE TÜV CERTIFICATION “TRUSTED APPLICATION”

2
THE TÜV SEAL “TRUSTED APPLICATION” CONFIRMS THE HIGHEST STANDARDS REGARDING DATA PROTECTION AND INFORMATION SECURITY

MMK digital vs. PURE ELECTRONIC DATA INTERCHANGE (EDI) – A COMPARISON WITH A CLEAR WINNER

In MMK digital, we use a digital platform in addition
to the classic electronic data interchange (EDI).
And with good reason.

The term electronic data interchange (EDI) refers to electronically automated transfer of standardised business data between different companies. The data – such as orders, delivery notes, or invoices – has to be available to the exchange in common international structures and formats, so that recipients can further process them automatically without manual processing or re-entry. In the cartonboard and paper industry, PapiNet has become the accepted standard.

A disadvantage of data interchange is the initial set-up – this is often not feasible for small and mid-sized enterprises. Also, the handling of exceptions is not defined. For instance, if a customer requests a delivery date or a particular quantity that the manufacturer cannot immediately confirm, the electronic data interchange is at an impasse. Exceptions and urgent in-

teractions cannot be processed. The parties have to coordinate by telephone, and valuable time is lost.

This is where MMK digital comes in. MMK digital allows users to conduct all core business processes directly online and in real time, including exceptions. The data only needs to be entered once in MMK digital, and can then be read into the customer system via a PapiNet interface, if required. Therefore no double-entries are required.

A comparison of MMK digital with standardised EDI illustrates the added value of our digital platform and underscores why MMK digital represents the future of conducting business processes with our customers:

FUNCTION	MMK digital	ELECTRONIC DATA INTERCHANGE (EDI)
Make an enquiry	✓	-
Exceptional enquiry	✓	-
Receive digital enquiry confirmation/offer	✓	-
Conversion of offer to order	✓	-
Standardised order	✓	✓
Book exception order	✓	-
Digital order confirmation	✓	✓
Exception over/underproduction	✓	-
Book a call-off	✓	-
Exception call-off	✓	-
Call-off confirmation	✓	-
Exception delivery	✓	-
Shipping confirmation	✓	✓
Digital invoice	✓	✓
View stock levels	✓	-
Proposal of special offers	✓	-
View contracts	✓	-
Integrated interactive product catalogue	✓	-
Integrated online communication (messaging)	✓	-
Reporting	✓	-
View certificates	✓	-
Interactive production preview	✓	-
View price lists/agreements	✓	-

DASHBOARD

EVERYTHING AT A GLANCE

The personalised dashboard of MMK digital provides a clear and quick overview of the most important and most up-to-date information on your business relationship with MM Karton. Using visual illustrations (scorecards, charts, statistics) of data and key figures, past and future processes, opportunities and risks are presented dynamically in real-time. Standard assessments, KPIs, and reports can be generated anytime, in real time. This is how MMK digital supports our customers with important business decisions – by a simple click.

YOUR ADVANTAGE

You can see at a glance

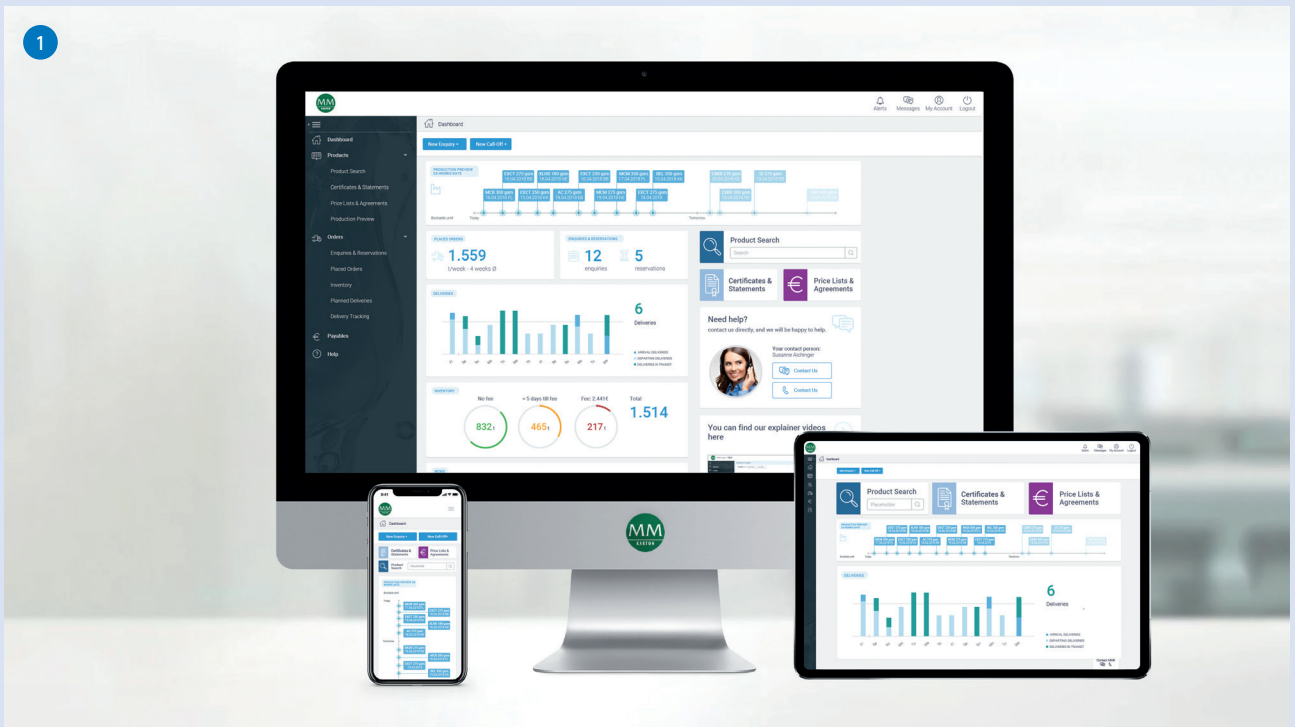
a production preview including booking deadlines and delivery times of MMK qualities.

an overview of your upcoming deliveries.

an overview of your stock levels including additional information, so you can initiate call-offs on time and save storage fees.

a direct link to your MMK customer service agent including an online communication function.

the latest news about MM Karton.



1

MMK digital DASHBOARD -
ALL IMPORTANT INFORMATION
AT A GLANCE

PRODUCT SEARCH

FIND AND COMPARE QUICKLY

All information about our extensive cartonboard and liner portfolio can be accessed easily in the product search of MMK digital. The product search helps you in a targeted manner to find the right product for your application. The option of comparing different qualities in terms of their technical parameters further assists you in your decision making.

YOUR ADVANTAGE

With just a few clicks you can

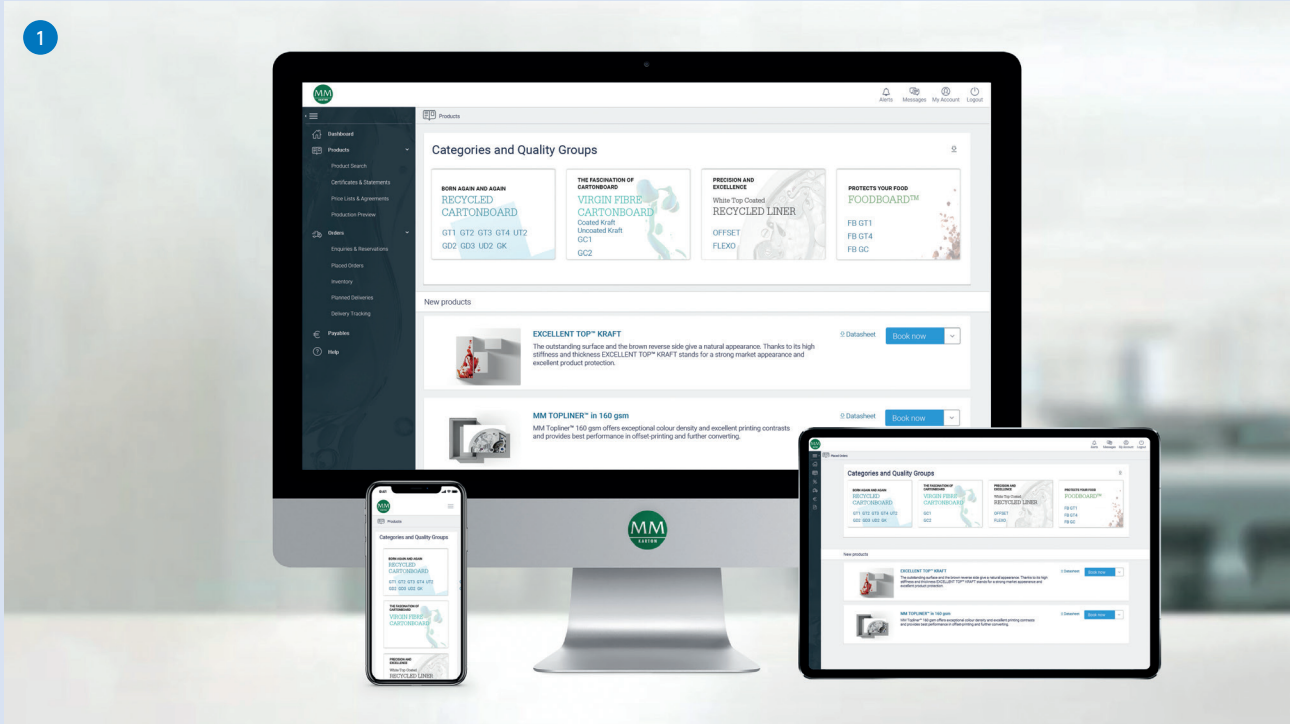
find product information.

filter products according to quality groups, mill, grammages, thickness, stiffness, brightness and many other key parameters.

compare products in terms of stiffness and brightness.

view the technical data sheet and detailed product description online and download as a PDF file.

order A4 samples of your selected products directly online.



1

MMK digital -
JUST A FEW CLICKS TO FIND
THE RIGHT PRODUCT

2

MMK digital -
PRODUCTS CAN BE COMPARED EASILY
AND QUICKLY REGARDING THEIR
STIFFNESS AND BRIGHTNESS

CERTIFICATES AND STATEMENTS

JUST ONE DOWNLOAD AWAY

We consider it our responsibility to set new market standards with respect to the highest safety and hygiene principles and to continuously optimise our responsible use of resources. MMK digital therefore also provides easy access to a quick overview of product and mill certificates (e.g. FSC®, PEFC™, HACCP, ISO 9001). Any additional certificates and statements you might need can be requested online and are easily available for download.

YOUR ADVANTAGE

This area allows you to

search and filter for specific certificates and statements.

download certificates and statements as PDF files.

submit enquiries about new confirmations.

download all necessary certificates and statements, e.g. for audits, in one simple step.

1



1

PRICE LISTS AND AGREEMENTS

CLEARLY PRESENTED

Aside from a clear price overview for each product, MMK digital also offers a listing of contractual agreements you have established with MM Karton. You can view them online or download them directly as PDF files – of course all under strict application of data protection rules (see Page 10: TÜV Certification).

YOUR ADVANTAGE

You can

view a clear pricing overview online anytime.

download price lists, customer-specific contracts, and contractual agreements (e.g. storage agreements) as PDF files.



①

MMK digital -
VIEWING PRICE LISTS
AND CONTRACTS

PRODUCTION PREVIEW

FOR BETTER PLANNING

The production preview in MMK digital quickly gives you an overview of the MM Karton qualities soon to be produced. The products are arranged according to their latest booking deadline. With this improvement in planning quality, it is possible to optimise stock-keeping, reduce lead times significantly and ultimately lower costs throughout the entire supply chain. If you ever need a particular cartonboard quality at short notice, you can also find it easily in this new area.

YOUR ADVANTAGE

Thanks to the digital production preview, you can

see all MM Karton products that will be produced in the near future.

select a suitable product using the search and filter function.

find out when you have to book in order to receive the ordered qualities on time.

select the delivery date you need and find the right product based on that information.

1

You will never be too late in booking your required board.

PRODUCTION PREVIEW
EX-WORKS DATE

Board Type	Ex-Works Date
MCB 300 gsm	16.04.2018 FL
EXCT 275 gsm	16.04.2018 BB
EXCT 250 gsm	15.04.2018 KK
XLHD 180 gsm	16.04.2018 NE
AC 275 gsm	18.04.2018 EB
MCM 275 gsm	19.04.2018 NE
EXCT 275 gsm	16.04.2018
BEL 350 gsm	15.04.2018 KK
EXBR 270 gsm	20.04.2018 KK
EXBR 300 gsm	18.04.2018 KK
SI 275 gsm	19.04.2018 EB
SHW 300 gsm	19.04.2018 EB
MCM 350 gsm	17.04.2018 FL

Bookable until Today Tomorrow

MCM Multicolor Mirabell 350 gsm [Datasheet](#) [Enquire now](#)

GD2 Coated White Lined Chipboard
Production completed 17.04.2018

Mill Frohnliten
Surface 82 Reverse side

1

MMK digital -
THE PRODUCTION PREVIEW
HELPS YOU TO OPTIMISE
YOUR ORDER BOOKING

ENQUIRIES, RESERVATIONS, AND BOOKINGS

IT ONLY TAKES A FEW SECONDS...

MMK digital offers you the ultimate flexibility of placing orders anytime and anywhere. You receive your booking confirmation with the exact delivery date in seconds after just a few clicks. It is also possible to submit enquiries and reservations, view them online, and change them if necessary. You can track your booking status in real time.

YOUR ADVANTAGE

You can

submit enquiries, reservations, and bookings online around the clock, and change them if you need to.

place orders and receive a confirmation within seconds – even on weekends.

view all bookings online and reorder previously ordered materials with just a click.

find a particular booking with the filter and search function.

track your booking status in real time.

export your bookings.

place trial orders quickly and easily.

INVENTORY, CALL-OFFS FROM WAREHOUSE, AND LOAD OPTIMISATION

VIEW AND CALL-OFF ANYTIME

Thanks to MMK digital, you can access your stock levels online anytime and in real time. You can place call-offs from the warehouse seamlessly with just a few clicks. Your booking confirmation with delivery date will arrive immediately after. MMK digital helps you to make your deliveries more economical and environmentally friendly. It indicates loads that can be optimised in terms of size and weight by consolidating and grouping shipments. The active optimisation suggestions of the MMK digital platform can lead directly to logistics cost savings.

YOUR ADVANTAGE

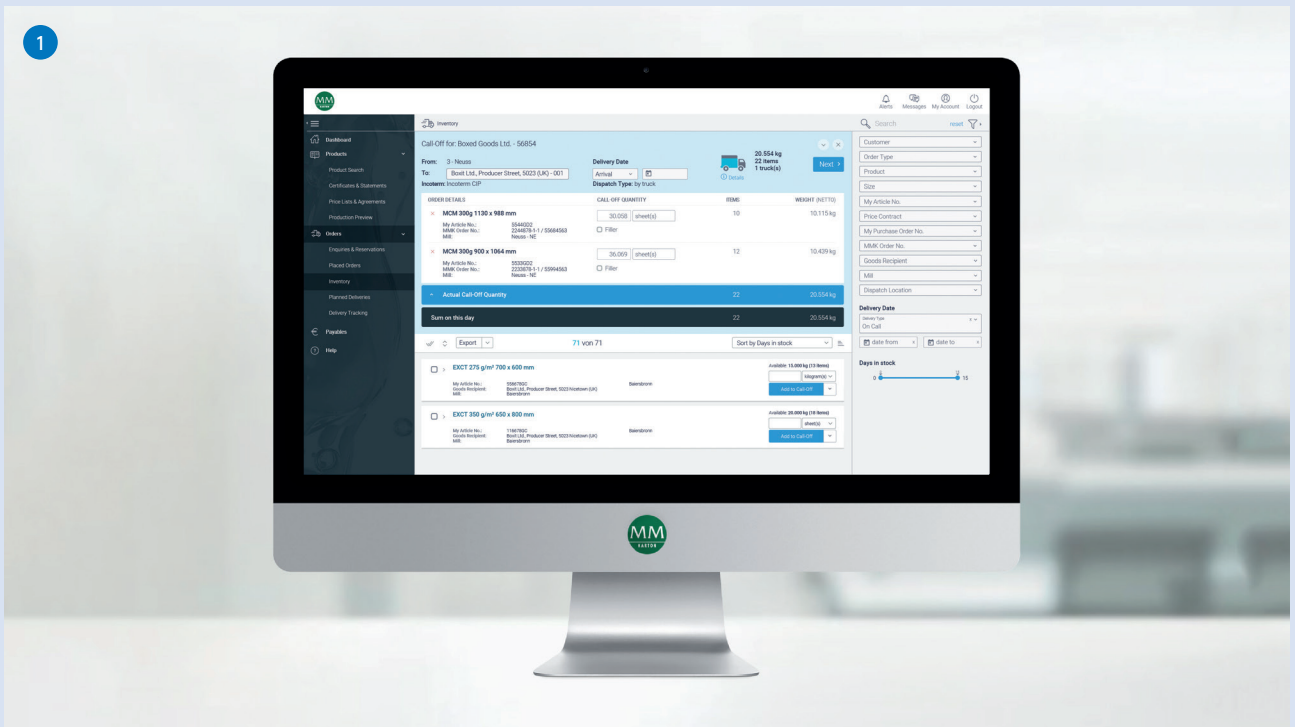
You can

view your stock levels online, in real time and around the clock.

find a particular product in the warehouse with the filter and search function.

place call-offs online anytime.

optimise your load in terms of size and weight.



1

MMK digital -
MANAGE YOUR STOCKS
AND CALL-OFFS EASILY

DELIVERIES

VIEW AND TRACK YOUR SHIPMENTS AROUND THE CLOCK

MMK digital makes material movements transparent.

The online platform gives you an overview of all planned deliveries and those already on their way. You can view all available details, right down to the load number and the lorry's number plate. GPS-supported localisation of the delivery vehicles is available as an additional option in real time.

YOUR ADVANTAGE

You can

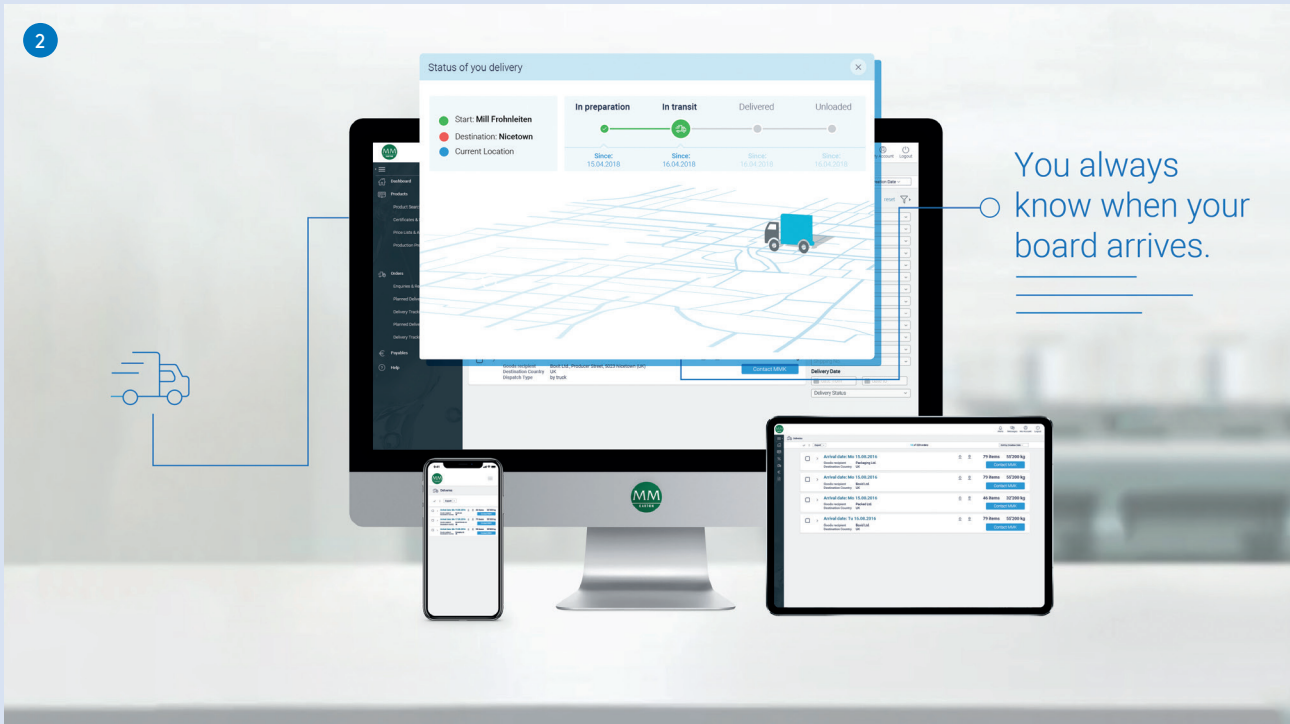
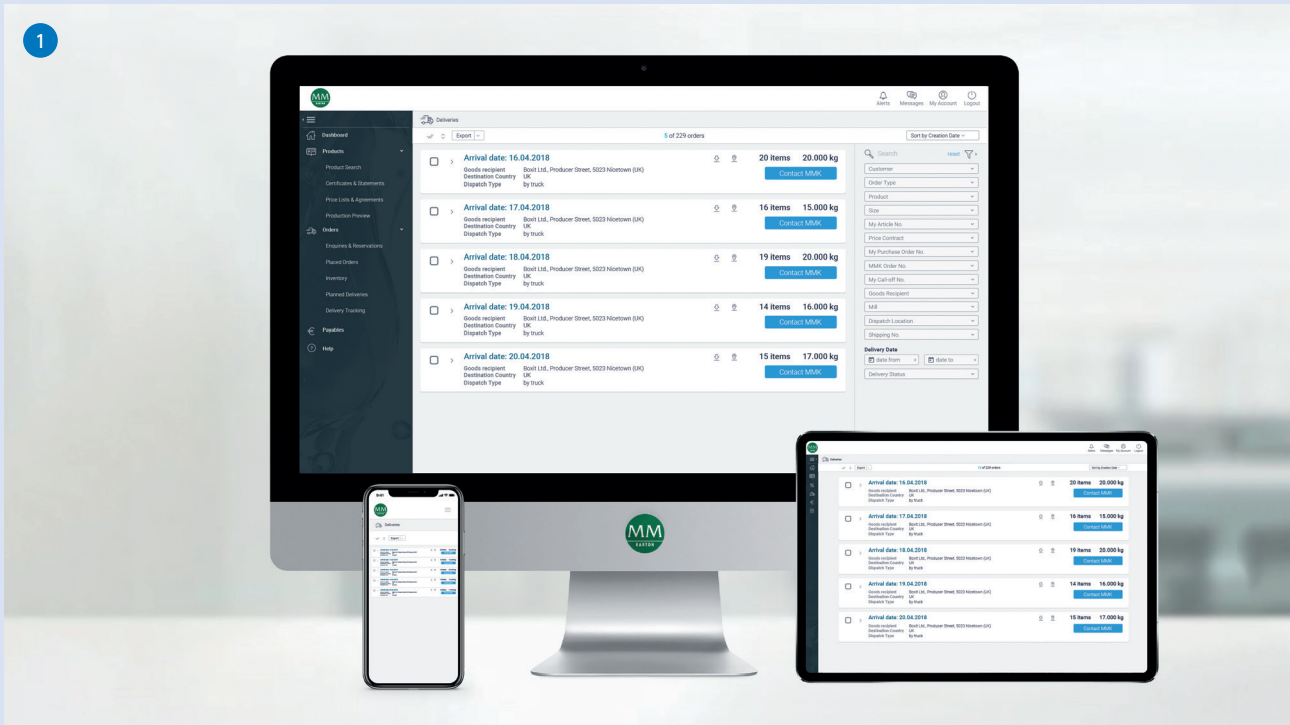
monitor all deliveries.

locate your delivery precisely
using GPS tracking.

view details like load number
and lorry's number plate.

download delivery
documents as PDF files.

edit an ordered product
that is not yet en-route to you.



① + ②

MMK digital - DELIVERY TRACKING WITH JUST A FEW CLICKS

PAYABLES

A BETTER OVERVIEW

MMK digital offers an overview of all payables and allows you to view open and paid invoices online. Companies can manage their payables more quickly and access invoices online anytime.

YOUR ADVANTAGE

You can

access a clear overview of all payables including due dates.

track open and paid invoices.

search for a particular invoice with the filter and search function.



1

MMK digital -
ALL PAYABLES AT A GLANCE

ONLINE COMMUNICATION CHANNEL AND HELP AREA

STAY IN CONSTANT CONTACT

If you have questions, you can use the online communication function to communicate with your sales representatives at MM Karton directly online. This supplements the usual communication channels like phone and e-mail. The help pages also provide a brief explanatory video on every function of MMK digital, for support and quick orientation. For additional questions about the platform, you can of course contact your personal customer service agent directly at any time.

YOUR ADVANTAGE

You can

get quick answers
to your questions.

communicate with
your customer service
agent online during
business hours.

view and trace
a record of your
conversations in every
MMK digital menu item.

look up all functions
and areas of the platform
in simple explanatory
videos.

1

Contact MMK

Status of your delivery

Planned deliveries for optimization

Position	In transit	Delivered	Unloaded
1	2	3	4

Where can I find my order confirmation?

10:01 AM

You will receive your order confirmation automatically by email. You can also download it under "placed orders". Just click on the download symbol of the respective order.

10:13 AM

Write a message (You can also attach a file)

Send

You will always find somebody to help you out.

1

MMK digital -
LEAVES NO QUESTION
UNANSWERED

MMK digital: FOCUS ON USABILITY

The principle “the customer at the centre” has shaped the evolution of MMK digital from the very start. Thanks to new, customer-centred business processes and numerous usability tests with more than 20 customers, we were able to create a user-friendly online platform that sets the standard in the B2B sector. It is modelled on well-known platforms in the private consumer sector (B2C) such as Amazon. Complete user friendliness was the main goal.

Usability – user experience – user interface design. In order to adapt our new service and sales channel to our customers' requirements and needs as much as possible, we consulted with leading experts from the B2C sector. USECON, a global design and consulting firm specialising in usability and user experience, works mainly with international clients like McDonald's and Lidl.

In a recent interview, Michael Bechinie, Head of Experience Design at USECON, explains what aspects were particularly important during the project and why customer-centred processes are at the heart of successful platforms:

What was particularly important in the development of MMK digital?

When creating products and offers, a company should never lose sight of the target from the customer's point of view. Business success is defined by customer satisfaction and customer loyalty. Only those who can ensure in the long term that customers can identify with the products and processes will be successful. During the development of MMK digital, a crucial factor was the early involvement of representatives of a range of interests. On the MM Karton side, that meant the relevant specialist departments, the developers, and the design department; on the user side, it included the various groups of customers. The aim was to take into account the diverse perspectives and requirements right from the earliest conceptualisation phase. The approach of user experience management was applied exceptionally well in interdisciplinary teams.

What expectations do customers have of an online platform?

Clear, simple, quick, and well structured, those are the customer requirements of online platforms. Customers need, for example, to order a certain cartonboard quality. The interface has to help them to achieve that task as effectively and efficiently as possible and without any prior knowledge. From the selection of the product to the ordering process and all the way to completing the purchase, the processes should be short. Users expect processes like the ones they know from their private consumption, e.g. from Amazon. Furthermore, building trust is a crucial issue in e-commerce. Customers need to know they can depend on the real-time information that they are shown.

What was the method used to make MMK digital as user-friendly as possible?

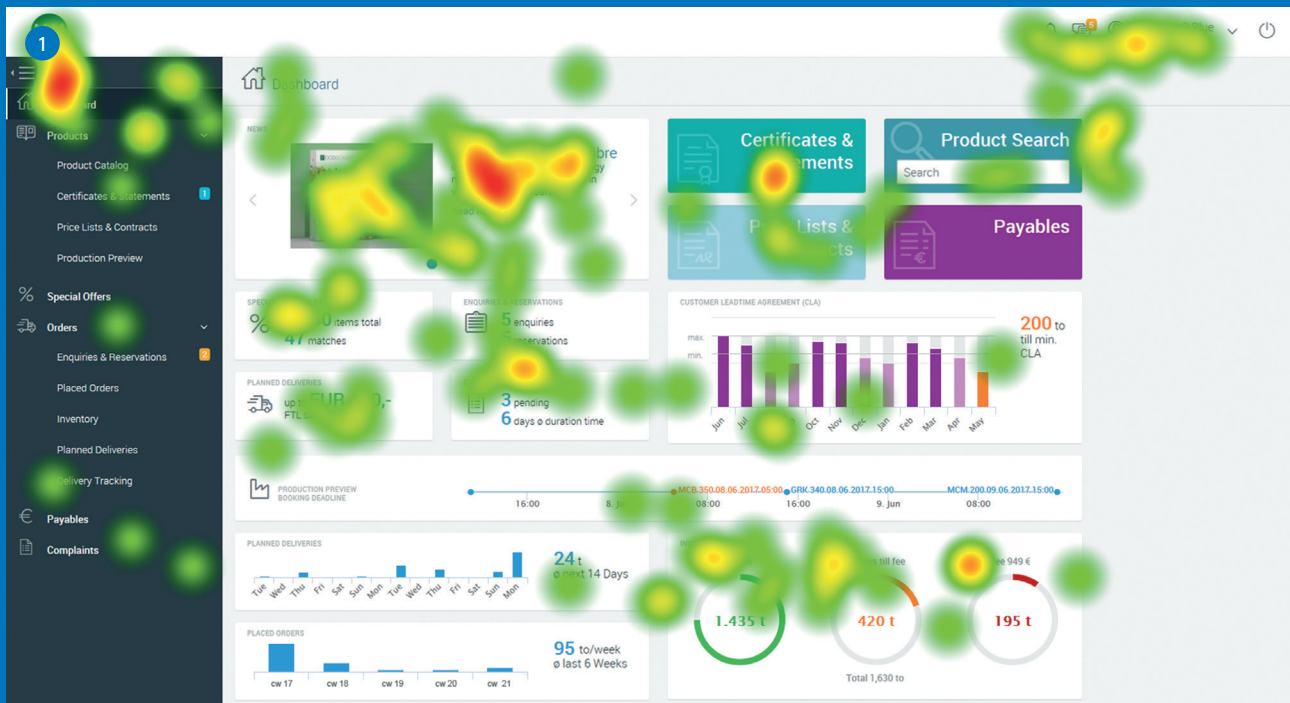
A perfect user experience does not just happen by accident: In order to make the usability and user experience of the platform the best it could be at all levels, we chose the human-centred design process, a framework we applied all through the course of the project. Users were actively involved right from the be-

ginning of the project, and also during the different phases of development. The permanent feedback was consistently taken into account in the processes as well as the visual design of the platform. This was an iterative process that ran for 18 months – it is rare that companies focus this closely on the ideal process during product development. The result speaks for itself!

Can you describe the concrete sequence of this process?

The conceptual development of MMK digital essentially consisted of three phases: First was the analysis, in which the scope was defined: What users and user groups will be using the MMK business platform? What tasks do the customers need to accomplish? In what context will the MMK platform be used? In more than 25 usability workshops, we analysed existing business processes, and the benefits and target processes of the new platform were defined. The top management of MM Karton gave us an absolute free-hand at this phase. The focus was 100 % on customer-centred processes. After that came a specification phase, during which we developed a prototype in close cooperation with the specialist departments and users. This was done in several loops, during which the requirements of the product were continuously adapted down to the last detail. The third phase was dedicated to evaluation. By means of numerous usability tests with more than 20 of Mayr-Melnhof Karton's customers, we identified and implemented optimisation potential.

By using the human-centred design (HCD) approach, we were able to produce results within a relatively short period of time – considering the level of complexity of the project. These were quite well received by the customers even during the development phase. The goal of developing a user-oriented online platform that places the customer at the centre was achieved 100 %.



(early pilot phase)

①

BY USING EYE-TRACKING, A PERSON'S EYE MOVEMENT WAS MADE VISIBLE IN THE USABILITY TESTS. HEATMAPS VISUALIZE HOW LONG OR HOW OFTEN CERTAIN AREAS WERE VIEWED.

THE THREE DEVELOPMENT PHASES
OF THE MMK BUSINESS PLATFORM

HCD PROCESS PHASE	ACTIVITIES	RESULTS
1 ST PHASE: ANALYSIS	Over 25 UX workshops: Analysis of existing business processes; definition of benefit of the new platform; inference of new, ideal processes from the customer's viewpoint	"Personas" ACTUAL processes Benefit definition TARGET processes
2 ND PHASE: DESIGN	Iterative design and coordination with specialist departments and users, visual design and IT development	Concept design Prototypes Visual design
3 RD PHASE: EVALUATION	Fine-tuning with the specialist departments, extensive usability tests with over 20 customers, start of IT implementation	Feedback from customer view Optimisation potential of the design Start of IT implementation

Usability

describes the quality of use experienced by the user during the interaction with a system. A particularly simple operation that fits the user and his tasks is considered user-friendly.

User experience (abbreviated: UX)

encompasses the entire experience of a user in handling a product or service, such as a web site.

User interface design

refers to designing user interfaces to be stimulating and motivating.

User experience management

includes all aspects of the user experience, usability, and human-centred design, to professionally develop and establish user-friendly products through user-oriented development processes.

Human-centred design process (abbreviated: HCD)

is a framework that can be used in any development project. An ISO standard (DIN EN ISO 9241-210) provides guidance as to the nature and application of the process. A basic feature of this method is that the various phases are conducted repeatedly – if necessary. This allows for optimum results.

THE NEW GATEWAY TO MMK digital:

WWW.MM-KARTON.COM

INNOVATIVE, INFORMATIVE, RESPONSIVE

Our new website www.mm-karton.com is oriented along the latest web design trends and user needs.

The focus of the relaunch, as with MMK digital:
intelligent user guidance, high level of user
friendliness, and responsive design.

A one-of-a-kind user experience awaits!

Clear structure

The home page presents the user with all important content at a glance. In five categories, users from every target group will find what they are looking for:

PRODUCTS

Recycled cartonboard – virgin fibre cartonboard – white top coated recycled liner – FOODBOARD™ – mechanical pulp. Get information on our comprehensive product portfolio, order product catalogues and cartonboard samples, and let us inspire you.

APPLICATIONS

What are the requirements of cartonboard for dry foods? What is important for pharmaceuticals packaging? Find out more about the best cartonboard for your specific application.

UNFOLDED NEWS

What's new? Read up on industry news and information on MM Karton in this clearly structured area. You can order our Unfolded magazine here or read it online.

COMPANY

Get detailed information about MM Karton, our mills, and our successful company history.

CAREERS

Applicants and potentials can find out about possible career options in the organisation, or start the application process online.

The content texts are visually supported with videos, photos, and graphics. Links within the texts and information boxes at the sides of the pages let you navigate quickly. The sub-pages are kept slim with excellent usability for website visitors.

Innovative Navigation

Both the content and the navigation of the website were subjected to rigorous tests: On mobile end devices like tablets and smartphones, horizontal scrolling from left to right has long been the norm. Horizontal scrolling on the monitor of a desktop PC has a stunning visual effect, and inspires with large-scale content and imagery. In our usability tests, the

horizontal scrolling was very well received and also considered intuitive. Uniquely innovative!

We look forward to presenting our number one driver even more effectively from now on: our passion for cartonboard.

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MM KARTON

PRODUCTS APPLICATIONS NEWS UNFOLDED COMPANY CAREER CONTACT DE / EN SEARCH MMK digital LOGIN

OUR PRODUCTS

Recycled cartonboard, virgin fibre cartonboard, liner, barrier cartonboard, mechanical pulp.
This comprehensive product portfolio guarantees tailor-made consulting with world-wide delivery.

PRODUCTS WHY MM KARTON?

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MM KARTON

PRODUCTS APPLICATIONS NEWS UNFOLDED COMPANY CAREER CONTACT DE / EN SEARCH MMK digital LOGIN

ALL PRODUCTS

WHY MM KARTON? ALL PRODUCTS NEWS UNFOLDED

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BORN AGAIN. AND AGAIN.
RECYCLED CARTONBOARD

Cartonboard made of recycled fibres is the embodiment of sustainable packaging. Mayr-Melnhof Karton is one of the world's leading producers.

THE FASCINATION OF CARTON...
VIRGIN FIBRE CARTONBOARD

Cartonboard from virgin, certified wood fibres for high-class packaging. Mayr-Melnhof Karton stands for tailor-made solutions with short delivery times.

PRECISION AND EXCELLENCE
WHITE TOP COATED RECYCLED LINER

Liner for highest conversion performance in corrugated board offset and flexo printing. Mayr-Melnhof Karton produces consistently high quality.

PROTECTS YOUR FOOD
FOODBOARD™

Cartonboard with functional barrier for safe food packaging. Mayr-Melnhof Karton sets a milestone in protection against mineral oils.

TAILOR-MADE PURITY
MECHANICAL PULP

High-grade CTMP and BCTMP, optimised for every application from cartonboard to tissues. Mayr-Melnhof Karton's decades of experience in paperboard production form the basis for tailor-made mechanical pulp.

① + ②

UNDER "PRODUCTS" YOU WILL FIND
ALL IMPORTANT INFORMATION ABOUT
OUR EXTENSIVE PRODUCT PORTFOLIO

3

MM KARTON

PRODUCTS APPLICATIONS NEWS UNFOLDED COMPANY CAREER

CONTACT DE / EN SEARCH MMK digital LOGIN

APPLICATIONS

The comprehensive range of cartonboard and liner from Mayr-Melnhof Karton offers the optimal packaging solution for every application, e.g. folding carton, sleeve, bag-in-box, multipack, tray and blister solutions.

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APPLICATIONS FOOD / NON-FOOD

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MM Group

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MM KARTON

PRODUCTS APPLICATIONS NEWS UNFOLDED COMPANY CAREER

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FOOD

DRY FOOD

DRY FOODS INCLUDE:

- ✓ Biscuits, pastries
- ✓ Cereals, cornflakes, muesli
- ✓ Coffee (capsules, instant)
- ✓ Powders (baby food, cocoa, sauce thickeners)
- ✓ Rice, noodles, farina
- ✓ Sugar, salt

FOR FURTHER QUESTIONS:
applications@mm-karton.com

Cartonboard packaging for dry food is as different as its contents. The best choice of packaging material depends upon a number of factors: the state of the respective food (dry, moist, greasy), the required barrier properties, and whether there is direct or indirect contact between the food and the cartonboard. MM Karton's well-founded know-how in all aspects of primary and secondary packaging ensures compliance with all product-specific requirements.

Cartonboard solutions for dry food must fulfill a number of requirements:

- **Guaranteed product safety** e.g. by a functional barrier against mineral oils
- **Protection** against breakage, spillage and influences on taste and odour
- **Good performance with converting and packaging** facilities for efficient production
- **Grease barrier** for protection against annoying grease spots and discolourations
- **Freeze barrier** for maintaining packaging stability

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DRY FOOD NEWS UNFOLDED

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3 + 4

UNDER "APPLICATIONS" YOU WILL
FIND OUT WHAT REQUIREMENTS YOUR
PRODUCT IMPOSES ON CARTONBOARD
PACKAGING

MMK digital: INITIAL POSITIVE FEEDBACK

In numerous usability tests,
MMK digital was critically tested in advance
by selected customers of Mayr-Melnhof Karton.
Read on for some user comments ...

INTUITIVE OPERATION AND
APPEALING DESIGN

The new online platform offers a lot of detailed information and seems quite simple to use with various filters and search functions available. It provides information on various products and their specifications. The instant order confirmation and delivery tracking will be very beneficial. It is easy to use, with a good overall design.

Julie Davey,
Huhtamaki Foodservice Delta Limited.

SUPPORT IN STRATEGIC AND
OPERATIVE PURCHASING

The new online platform by MMK is by no means just a new version of the familiar "Cartonette". It offers both strategic as well as operative buyers a multitude of information and research options, as well as support with the processes.

Herbert Koch,
August Faller GmbH & Co. KG.

AVAILABLE AROUND
THE CLOCK

MMK digital platform does it all – you can search, purchase, call off and see the invoice in one place! Also, when you need to compare something it's very useful. All this in one tool and it's available 24 hours a day, 7 days a week.

Monika Zach-Liminowicz,
MMP Neupack Polska sp. z o.o.

ALL INFORMATION FOR
THE DAILY BUSINESS

The MMK digital platform is an easy to navigate system which can provide clear, accurate information regarding all aspects of your day to day dealings with Mayr-Melnhof Karton. From online call-offs and delivery tracking to placing new orders and checking current stock, everything is easily available whenever you need it.

Ian Bedwell,
Varsity Packaging Ltd.

DETAILED
INFORMATION

Detailed information – production preview, product descriptions, delivery tracking – all quick and easy to find. With just a few clicks you have all the information and processes you need clearly displayed in front of you.

Doris Milla,
Keminer Remmers Spiehs
Kartonhandels GmbH.

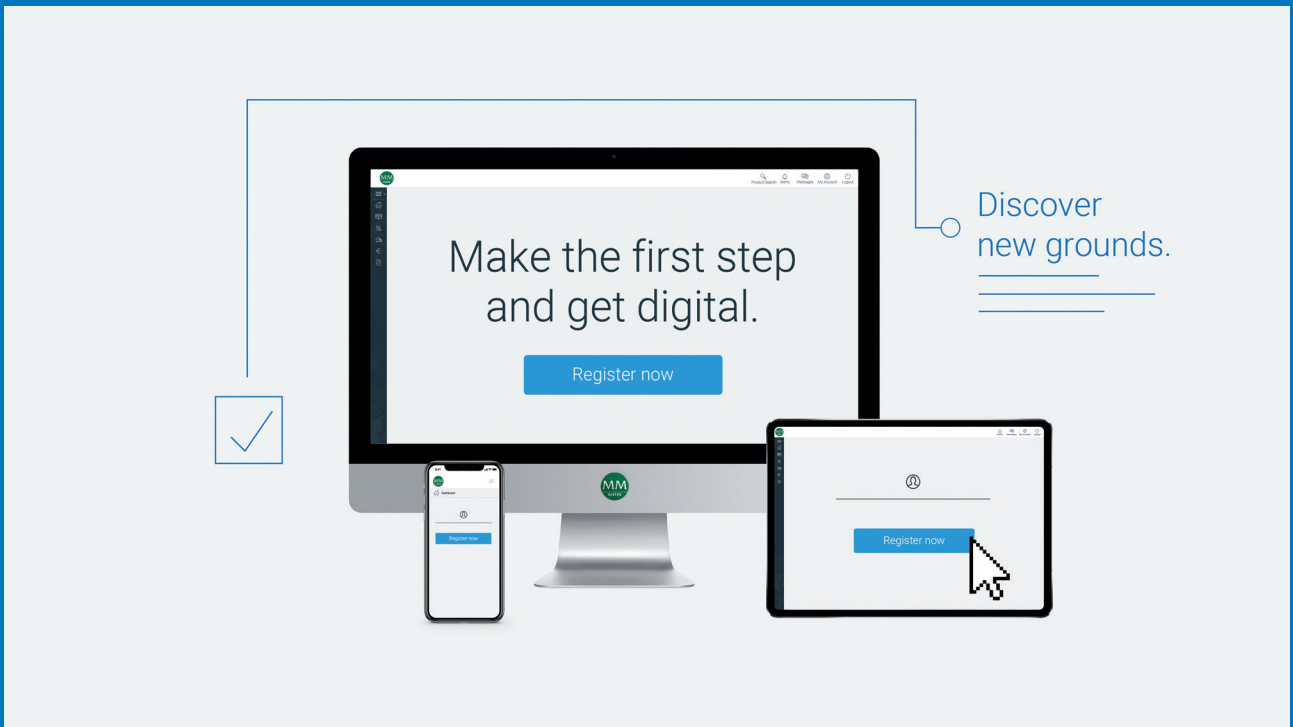
REGISTER NOW

Interested?
Register now at:

W W W . M M - K A R T O N . C O M

For further information or if you have questions
about MMK digital, your sales contact
will be happy to help any time.

You can also send your enquiry
to the following e-mail address:
mmkdigital@mm-karton.com



MMK digital CREATES TRANSPARENCY

The cleaning surface of the cleaner gives you a clear view of the display of your smartphone or tablet. The cleaner is self-adhesive, washable with cold water, re-usable, and leaves no residue on your device.

1

1

THE DIGI CLEANER
CREATES TRANSPARENCY



The new Sales & Service Channel of Mayr-Melnhof Karton

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