

UNFOLDED

A PAPER ABOUT CARTONBOARD



FOODBOARD™

Available as Recycled Cartonboard (GT1, GT4) and Virgin Fibre Cartonboard (GC).

HIGHEST PRODUCT SAFETY ACROSS ALL TYPES OF CARTONBOARD

Ladies and gentlemen,
Dear business partners!

With the launch of FOODBOARD™ virgin fibre, we are now for the first time offering the well-known, innovative MM Karton barrier protection from mineral oils and other defined unintended substances in virgin fibre cartonboard. The MM Karton FOODBOARD™ product portfolio is now rounded off and includes FOODBOARD™ based on recycled fibres as well as the new quality FOODBOARD™ based on virgin fibres, developed in reaction to strong demand from customers. Like no other provider MM Karton can offer now – when it comes to barrier cartonboard – comprehensive, functional solutions across all types of cartonboard. FOODBOARD™ stands for safe food packaging: By the use of FOODBOARD™ there is no MOAH migration into food (detection limit 0.15 mg/kg). The annually recurring discussion about mineral oils in Advent calendars can also be considered ended when FOODBOARD™ virgin fibre is used. Friefinger Mühle, one of Germany's leading industrial mills, focuses on quality and product safety and therefore switched to FOODBOARD™ for their products durum wheat semolina and sauce thickener.



Mayr-Melnhof Karton was awarded the title of Superbrand 2017 by Superbrands Austria. This honour illustrates that Mayr-Melnhof Karton is an appreciated, innovative, and successful brand with a high degree of awareness in Austria. Our goal remains to offer our customers sound products and the best possible service, and to maintain Mayr-Melnhof Karton brand's high level of success!

We understand our customer relationships as a partnership which is characterised by a constant dialogue. Together with you, we would like to further optimise our product portfolio and our service in order to meet your requirements and wishes even better and to live up to our goal of being "Best in Business". In November 2017, we will therefore again conduct a MMK customer survey, to which we cordially invite you. I am looking forward to your active participation! By way of thanking you each respondent receives a summary of the study with valuable insights into the packaging supply chain. This is how we can successfully shape the future with your input!

A handwritten signature in black ink, consisting of a large, sweeping loop at the top and a smaller, more complex scribble below it.

Franz Rappold
Board Member

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FOR SAFE FOOD PACKAGING



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OUTSTANDING COMMITMENT
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SUCCESS FACTOR CUSTOMER SATISFACTION –
MMK CUSTOMER SURVEY IN NOVEMBER 2017

FOODBOARD™ virgin fibre

FOLDING BOX BOARD NOW ALSO AVAILABLE WITH FUNCTIONAL BARRIER FOR SAFE FOOD PACKAGING

Mayr-Melnhof Karton once again confirms its leading role when it comes to highest product safety: In FOODBOARD™ virgin fibre, the well-known innovative MMK barrier technology protecting food from mineral oils and other unintended substances is now for the first time globally available for virgin fibre cartonboard.

FOODBOARD™ stands for safe food packaging – as recycled as well as virgin fibre cartonboard

The new Folding Box Board (FBB) FOODBOARD™ virgin fibre now significantly extends our FOODBOARD™ product portfolio: It consists of FOODBOARD™ based on recycled fibres with a brown reverse side (GT4) or a bright reverse side (GT1) and now also includes the new FOODBOARD™ virgin fibre made completely of virgin fibres. MM Karton is the only provider with a comprehensive solution for all cartonboard grades.

The core element of FOODBOARD™ is an innovative barrier on the food contact side of the board which offers protection against the migration of defined unintended substances into the food. Harmful mineral oils can no longer penetrate into packed food. The use of FOODBOARD™ virgin fibre prevents MOAH migration into food (detection limit of 0.15 mg/kg) and is therefore the most effective solution to stay below the maximum migration limit of 0.5 mg/kg MOAH, which is claimed by the fourth draft of the German Mineral Oil Ordinance, and to be well prepared to face the challenges the future will bring or possible stricter limits. The barrier cartonboard is ideal for use in a variety of food segments especially in highly critical such as chocolate and confectionery, as well as for challenging designs such as Advent calendars and telescope boxes.

Just like our FOODBOARD™ GT from the Frohnleiten mill in Austria, FOODBOARD™ virgin fibre is a pure cartonboard solution and is produced inline on the board machine in the German virgin fibre mill Baiersbronn. The annual available FOODBOARD™ capacity of both mills is currently more than 400,000 tonnes

Cross-contamination as the cause of mineral oil migration no longer an issue also for virgin fibre cartonboard

At the beginning of the “mineral oil debate”, inks containing mineral oils used for folding cartons were identified as the main cause of mineral oil migration. Now, a series of further sources of entry have been identified. One source of migration of unintended substances is cross-contamination during storage and transport. Unintended substances can migrate from the environment (e.g. exhaust fumes) and from secondary or corrugated packaging made of recycled fibres, into packed food. Mineral oil analyses of a great number of different food products from supermarket shelves, packed in virgin fibre or recycled cartonboard, have shown significant cross-contamination. At the Cantonal Laboratory Zurich, which put the issue of mineral oil migration on the agenda of the food supply chain in 2009 with its high-profile publications on the subject, chemists found traces of mineral oils in food packed in virgin fibre cartonboard. Prof. Dr. Thomas Simat of TU Dresden arrived at the same result: “Migration of MOH from corrugated board into food packed in virgin fibre boxes takes place and is foreseeable!” Dr. Sieglinde Stähle, scientific head of the German Federation for Food Law and Food Science (BLL), presented clear evidence of mineral oil in food packed in virgin fibre cartonboard during her presentation at the Food Safety Congress in Berlin on 7 June 2016. Upon request of the parliamentary group Die Linke, why the 4th draft regulation only covers recycled paper packaging and does not take cross-contamination into account by means of outer packaging or transport and storage packaging, the German Federal Government clarifies in May 2017: “*The scope of the draft regulation covers food contact materials made from*

recycled paper. Not only packaging is covered, but also food contact materials in general. (...) In the opinion of the Federal Government – subject to a different view of the competent state authorities – if MOAH migrate into food from transport or outer packaging or alike, they can be considered as food contact materials due to the release of substances into food.“

German authority BMEL confirms the need for the Mineral Oil Regulation – Interdepartmental coordination within the German Federal Government is on its way

On 4 July 2017, another hearing of the German BMEL (Federal Ministry of Food and Agriculture, German: Bundesministerium für Ernährung und Landwirtschaft) took place about the fourth draft of the Mineral Oil Ordinance. All fibre-based food contact materials are part of the future regulation as they may contain unintended substances which possibly migrate into food. Therefore all types of packaging – not only the primary and secondary packaging – are included because of the effect of cross-contamination. Protection on the food contact side of the packaging is therefore considered to be the most efficient solution. It is to be assumed that, apart from some editorial adjustments, the authority is not planning a fundamental change to the current draft regulation.

Among others, the BMEL confirms the maximum permissible migration value into food of 0.5 mg/kg MOAH. The German

ministry has confirmed its intention to submit the draft to the EU Commission for the notification procedure immediately after the interdepartmental coordination of the mineral oil regulation within the German Federal Government.

Functional barrier – the only sustainable solution

Mineral oil migration cannot – contrary to previously claimed statements – be prevented by using standard virgin fibre cartonboard or standard plastic packaging. The only effective solution is a functional barrier between food and the environment, which will make it possible to consistently comply with the legal thresholds currently under discussion.

Since early 2016, food packed in FOODBOARD™ with a brown reverse side (GT4) and with a bright reverse side (GT1) have been available in European supermarket shelves, ensuring the consumers' lasting confidence. FOODBOARD™ virgin fibre is available to order immediately. The topic of “mineral oil migration from packaging to food” can be now regarded as solved for virgin fibre cartonboard as well thanks to the innovation by Mayr-Melnhof Karton!

For further information, please contact our team of experts:

FOODBOARD@mm-karton.com



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PRODUCTION OF FOODBOARD™ VIRGIN FIBRE
IN THE MMK MILL BAIERSBRONN

②

IDEAL FOR USE IN VARIOUS
FOOD SEGMENTS

O DU FRÖHLICHE ... SAFE ADVENT CALENDARS THANKS TO FOODBOARD™ VIRGIN FIBRE

As regularly as we celebrate Christmas on December 24th, and children expectantly open the little doors on their Advent calendars for the 24 days leading up to that special day, no pre-Christmas season seems to go by without critical reporting about traces of mineral oil and related substances being detected in the Advent chocolate. With FOODBOARD™ virgin fibre and a specially developed calendar construction, we can offer an all-around safe solution.

Consumer magazines draw attention

The German consumer magazine Stiftung Warentest first rang the alarm bells in late 2012. In their test “Adventskalender mit Schokoladenfüllung: Mineralöl in der Schokolade” (Advent calendars with chocolate filling: Mineral oil in the chocolate), testers had found a high content of mineral oil saturated hydrocarbons (MOSH) and mineral oil aromatic hydrocarbons (MOAH) and had caused quite a stir in the sweets industry. Since then, the topic of mineral oil migration has repeatedly been discussed in the media, as testers regularly check for mineral oil substances during food safety inspections (see chronology p.9).

Advent calendars made of virgin fibre are only safe with a barrier

The results of the above mentioned study by Stiftung Warentest correctly pointed out that there is a multitude of sources of mineral oils in foods. However, the assumption was raised that the concentrations found come from recycled cartonboard. In fact, however, the Advent calendars inspected were almost exclusively made from virgin fibre cartonboard.

Mineral oil migration can only be stopped by using a functional barrier between the food and the packaging. This also ensures comprehensive protection against cross-contamination with mineral oils and other defined unintended substances from the transport packaging. Thanks to fascinatingly simple

calendar construction developed by MM Karton and the use of FOODBOARD™ virgin fibre, the chocolate behind the little calendar doors is safely protected from migration of unintended substances.

Creating trust and informing consumers with labelling

Ongoing reporting by consumer magazines (Stiftung Warentest, Öko-Test) and NGOs (foodwatch) attracts the attention of consumers, who demand solutions they can recognise at a glance at the supermarket.

By using the FOODBOARD™ logo on their packaging, food producers can communicate their commitment to product safety, and provide information about the functional barrier right on the grocery shelf, thereby strengthening consumer trust.

The problem of mineral oil migration from packaging into food must be taken seriously and justifiably receives media attention. With FOODBOARD™, Mayr-Melnhof Karton has provided the solution.

In addition to Advent calendars, we can offer safe solutions for other special packaging constructions (e.g. telescope boxes). We look forward to your inquiry!

E-Mail: FOODBOARD@mm-karton.com

1

SEPT 10

ÖKO-TEST -
"SCHWARZ AUF
REIS"(BLACK ON
RICE): PROOF
OF UNINTENDED
SUBSTANCES
IN RICE

FEB 12

ÖKO-TEST -
"ROT FÜR
GRÜN"(RED FOR
GREEN): PROOF
OF UNINTENDED
SUBSTANCES
IN TEA

NOV 12

STIFTUNG
WARENTEST
- "ADVENTS-
KALENDER MIT
SCHOKOLADEN-
FÜLLUNG"(AD-
VENT CALENDARS
WITH CHOCOLATE
FILLING): PROOF
OF MINERAL OIL
IN ADVENT
CALENDARS

NOV 14

ÖKO-TEST -
"MIR KRAUT VOR
DIR": PROOF OF
UNINTENDED
SUBSTANCES
IN TEA

NOV 14

STIFTUNG
WARENTEST -
"SCHWARZER TEE
IM TEST"(BLACK
TEA TEST):
PROOF OF
UNINTENDED
SUBSTANCES
IN TEA

DEC 14

STIFTUNG
WARENTEST -
"PRALINEN IM
TEST" (PRALINE
TEST): PROOF
OF UNINTENDED
SUBSTANCES IN
PRALINES

SEPT 15

ÖKO-TEST -
"SCHOKOMÜSLI.
HALLO, MEINE
SÜSSEN!"
(CHOCOLATE
MUESLI. HELLO,
MY SWEET!): PRO-
OF OF UNINTEN-
DED SUBSTANCES
LIKE PESTICIDES
AND MINERAL OIL
IN CHOCOLATE
MUESLI

OCT 15

FOODWATCH -
PROOF OF
MINERAL OIL
IN FOODS

JUL 17

ÖKO-TEST -
"MINERALÖL IN
SCHOKOLADE"
(MINERAL OIL
IN CHOCOLATE):
PROOF OF
MINERAL OILS
IN CHOCOLATE

1

REPORTING NGOS AND
CONSUMER MAGAZINES ON
UNINTENDED SUBSTANCES
IN FOOD

2

A SPECIALLY DEVELOPED
CALENDAR CONSTRUCTION BY MM KARTON
MADE OUT OF FOODBOARD™ VIRGIN FIBRE
PREVENTS MINERAL OIL MIGRATION
IN ADVENT CHOCOLATE

2





FRIESSINGER MÜHLE PROTECTS ITS PRODUCTS WITH FOODBOARD™

Frießinger Mühle, one of Germany's leading industrial mills, has decided to switch to FOODBOARD™ in the interest of highest product safety. The decision demonstrates the company's commitment to responsible safety management along the entire supply chain.

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THE FRIESSINGER MÜHLE RANGE OF DURUM WHEAT SEMOLINA AND SAUCE THICKENERS IS SAFE FROM MINERAL OIL MIGRATION THANKS TO FOODBOARD™

②

THE FRIESSINGER MÜHLE MILL IN BAD WIMPFEN



Since the beginning of 2017, packaging for products like durum wheat semolina and sauce thickener are made from FOODBOARD™. Willi Erich Frießinger, Junior Manager of Frießinger Mühle, explains the company's quality standards and the reasons for the switch:

1

HOW ARE
"QUALITY" AND "PRODUCT
SAFETY" PRACTICED
IN YOUR ORGANISATION?

We can guarantee the high quality and safety of our Frießinger Mühle products by conducting consistent quality checks during the entire production process (random sampling, analyses), as well as through certifications (e.g. IFS Food) with unannounced audits, and through corresponding employee training.

2

WHAT ASPECTS ARE MOST
IMPORTANT TO YOU
REGARDING YOUR SELECTION
OF PACKAGING MATERIAL?

Crucial factors for choosing a packaging material are primarily the supplier's reliability, quick availability and short delivery times of the packaging material, and its "runnability" on our production systems. Product safety is of course a basic prerequisite: The material has to comply with the standards of the fourth draft of the German Mineral Oil Regulation for MOAH.

3

THE COMPANY FRIESSINGER
MÜHLE HAS DEALT
INTENSIVELY WITH THE TOPIC
OF PACKAGING SAFETY.
WHAT WAS THE MAIN REASON?

We wanted to be pro-active in anticipating German legislation. The topic is discussed in the media more and more, so customers who justifiably have high product safety standards inquire about it frequently.

4

WHAT SOLUTIONS
WERE CONSIDERED?

We inquired about alternatives from other cartonboard converters. However, no other supplier was able to guarantee the degree of product safety that FOODBOARD™ offers.

5

WHAT ARE THE
EVALUATION PROCESSES
FOR FOODBOARD™?

Our product packaging and processes were evaluated and adapted in close cooperation with Mayr-Melnhof Karton, and we conducted extensive tests. The process was complex, but it was the only way to ensure that no migration of mineral oils and other unintended substances occurs.

6

WHAT WAS THE REASON FOR
SWITCHING TO FOODBOARD™?

One reason was that by switching to FOODBOARD™, we are taking on a pioneering role in the German mill industry and thus getting one step ahead of the competition with regard to product safety. There is hardly any price difference, since we previously used packaging made of virgin fibre which did not always protect the contents 100 % either. Now we can use a recycling material, which contributes to environmentally-friendly and resource-oriented production.





7

WAS CONSISTENT
TRACEABILITY OF THE
PACKAGING THROUGHOUT
THE ENTIRE PRODUCTION
PROCESS AN ARGUMENT
FOR SWITCHING?

Certainly the fact that the entire conversion process is documented and controlled was a contributing factor, and that the customer can trace the package by means of the EAN code.

8

WHY DID YOU SWITCH TO
FOODBOARD™ ALREADY,
EVEN BEFORE THE GERMAN
LEGISLATION COMES
INTO EFFECT?

Our customers' requirements and requests are increasing, even without legislation. It is a very good selling point for us, and keeps us ahead in the market.

Frießinger Mühle GmbH

The Frießinger Mühle company has been family owned since its foundation by Johann Jakob Frießinger in 1859. While the grain used to be ground with wind and water power, the modern operation in Bad Wimpfen is a high-performing industrial mill. With its own shipping port on the Neckar River, it is connected worldwide via European waterways. In addition to high-quality milling products, the company offers a broad range of ingredients for anything from pasta production to convenience products for industry, bakeries, and private households. To guarantee the quality of its products, the mill uses only carefully selected raw materials. Frießinger Mühle believes in buying locally and covers 90 % of its requirement for quality wheat and spelt from farms in the surrounding area. The mill is certified for its energy management, the International Food Standard, feed and organic production, and kosher production, with a worldwide export portion of 25 %. The expansion opportunities available in Bad Wimpfen allow the mill to grow steadily. Currently, Frießinger Mühle has a staff of 220 employees and processes more than 800 tons of grain per day.



FUTURE-ORIENTATED INVESTMENT: INSTALLATION OF A FILM PRESS AT THE MMK EERBEEK MILL

Performing even better with state-of-the-art technology and thereby increase our competitive edge – this is an essential cornerstone of our corporate strategy. At our mill in Eerbeek, the Netherlands, we have invested in a new film press and therefore in quality improvement, performance and product development possibilities.

Achieving a lot with one step

The installation of a state-of-the-art film press pursued several goals: quality optimisation, process improvements, preservation of resources and extension possibilities of our product portfolio. The new film press allows us to specifically impact the technical properties of the cartonboard by means of precisely adjustable application quantities of binder. Apart from the qualitative advantages of the cartonboard produced and the significant improvement of processing stability on the board machine, this is also a benefit to the environment: Thanks to the much higher solids content of the binder, the amount of water to be vaporised is reduced, which saves substantial amounts of energy. In addition, it is possible to apply film-forming substances on the cartonboard with special properties such as barriers. The conversions also resulted in a slight increase in productivity.

Efficient project management enabled the successful project implementation up to full operation

The installation of the main equipment was completed in less than two weeks, and the movements and drying groups were tested successfully. For the Eerbeek mill, the installation of the film press is only one of many projects that were conducted simultaneously, as for example the installation of a gas turbine and a 10 kV voltage distribution system, as well as the conversion of the rewinder.

The mill is already operating at full capacity. Further set-up and optimisation tasks are still ongoing, but we can safely state that this investment has strengthened the position of the Eerbeek mill in the European virgin fibre cartonboard market. The outstanding commitment of our MMK Eerbeek team made this ambitious conversion a success.



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START-UP OF THE BM3
AFTER THE CONVERSION

MMK ON LOCATION – THE MOST IMPORTANT INDUSTRY EVENTS IN Q2/Q3 2017

In 2017, the Interpack once again impressively cemented its claim of being the most important event and innovation platform for the packaging industry every three years. For MM Karton as well, it was the highlight of the year.



INTERPACK

MAY 4 TO 10, 2017,
DÜSSELDORF

The Interpack is one of the absolute “must-attend” events for companies in the packaging industry and is known to be a key trendsetter. It is the place where providers and customers from all over the world come together to exchange ideas and start collaborations. As in the past, the 2017 Interpack filled Düsseldorf’s trade fair venue to capacity: About 2,900 exhibitors presented 170,000 visitors from around 170 countries with important industry and environment information, and showed a multitude of innovative products and processes. Among the key trends at the fair were digitalisation of production processes on the road to Industry 4.0 applications on the one hand, and sustainability on the other. “Save Food” remained the main topic at the show and formed its focus, as it had in 2011 and 2014.

The MM both could justly be called an “eye catcher”, as the booth design “literally” revolved around our core business, cartonboard packaging. Cleverly presented as a rotating DNA installation, it attracted a great deal of attention. Our presentations on the topic of food safety, which informed visitors about legal fundamentals and regulatory changes regarding food packaging, and our new arrival in the barrier product portfolio, FOODBOARD™ virgin fibre, were also met with keen interest. Once again, the Interpack has proven its worldwide leadership role in the packaging industry. MM Karton was able to demonstrate how intelligent packaging solutions can make an important contribution to mastering the social challenges along the entire supply chain.



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INTERPACK - MM TRADE FAIR EXHIBIT

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IMPRESSIVE INSTALLATION OF MM DNA



FRESENIUS-CONFERENCE:
RESIDUES OF MINERAL OIL AND SYNTHETIC HYDROCARBONS IN FOOD

MARCH 28 TO 29, 2017,
DÜSSELDORF

The sources of mineral oil hydrocarbons are many (e.g. raw materials, production processes, environment, transport, packaging) and present great challenges to analysis and quality management. During the international Fresenius Conference in Düsseldorf at the end of March, representatives of the food and packaging industries (Nestlé, Bundesverband der Deutschen Süßwarenindustrie, (Federal Association of the German Sweets Industry)), politics (Bundesinstitut für Risikobewertung (Federal Institute for Risk Assessment), Sächsisches Ministerium für Verbraucherschutz (Saxony Ministry of Consumer Protection)), and science (Cantonal Laboratory Zurich, TU Dresden, ADM Research) came together to discuss current insights from monitoring and research. They also exchanged practical experiences with analytics and toxicology, and talked about problem solving strategies.

In the fourth draft of the mineral oil regulations by the German Bundesministerium für Ernährung und Landwirtschaft or BMEL (Federal Ministry of Food and Agriculture), which was published in February 2017, the authority exclusively targets mineral

oil aromatic hydrocarbons (MOAH) and their transfer from food utility items to the food itself. The maximum permissible migration value into the food has been redefined – until further notice – at 0.5 mg/kg MOAH (C16 to C35). The “distributor” of the food contact material (= packaging) must guarantee that this specific migration value is not exceeded.

Dr. Sieglinde Stähle, scientific head of the German Bund für Lebensmittelrecht und Lebensmittelkunde or BLL, (German Association for Food Law and Food Science) was of the opinion that the topic of migration must finally be underpinned by a solid legal basis by providing the necessary toxicological foundation. Koni Grob, Cantonal Laboratory Zurich, criticized that the concentration on MOAH alone is insufficient. Other unintended substances must also be taken into account. Ultimately, Prof. Dr. Thomas Simat, TU Dresden, confirmed that cross contamination is a source of migration. Research has shown that even foods packaged in virgin fibre cartonboard are showing MOAH values caused by cross-contamination.



NIAS AND MINERAL OILS IN FOOD

MARCH 29 TO 30, 2017,
MÜNCHEN

The aim of the Munich conference was to give an overview of the hot topic of migration of unintended substances (NIAS, Non-Intentionally Added Substances) and mineral oils, and to promote exchange about the issues of unintended substances within the food packaging chain.

Both the VTT Technical Research Centre of Finland, which conducted a comprehensive migration study commissioned by Scandinavian cartonboard producers, and Udine University, who also examined the effects and parameters of migration through cartonboard for the company Barilla, confirm cross-contamination from transport packaging as a source of migration. Eddo Hoekstra, Directorate General Joint Research Centre, Food Contact Materials Group, JRC, made it clear that the EU intends to pursue this topic strongly and issue appropriate regulation.



GLOBAL FOOD CONTACT 2017

MAY 15 TO 17, 2017,
ROME

Over 180 participants came to Rome in mid-May to discuss important updates regarding global legislation on food contact materials, food safety, and appropriate traceability along the entire supply chain. The conference gave a good overview of the worldwide legal situation – from Canada via Latin America all the way to Japan. Particularly the talks by Lionel Spack, Manager for Packaging Chemical Safety of Nestlé, and Eugenio Cavallini, Technical Manager of CEPI (Confederation of European Paper Industries), were received with keen interest. Lionel Spack explained that food producers are faced with ever increasing national requirements. In light of progressing globalisation, this presents difficult challenges. The Nestlé company, for example, has taken the initiative to establish a risk assessment process for different foods and has inferred the

optimum packaging parameters for Nestlé.

Eugenio Cavallini focused in detail on the current situation in Europe and the lack of clear EU-wide legislation. The increasing international attention to the issue of mineral oil migration is intensifying the political pressure to create clear regulations at the European level to legally define the issue. MM Karton's experience and solutions regarding food safety were in high demand and were received with great interest by the professional audience. Our innovative FOODBOARD™ – recycled as well as virgin fibre – with its barrier properties protects foods from mineral oil and other unintended substances, so our customers across the world are well equipped to handle the challenges of the future.



AFCO CONGRESS 2017

MAY 24 TO 27, 2017,
GIJÓN

Around 200 representatives and suppliers of the corrugated board industry came together at this year's congress of the AFCO, the Spanish Association of Corrugated Board Producers. MM Karton was present with its compelling liner product palette and drew particular attention with its new development MM BIB Liner™, the tailor-made quality for the growing bag-in-box market. With its innovative fibre structure, MM BIB Liner™ has outstanding BCT values (box compression test) – highest processing performance and attention on the store shelf are guaranteed.



ROSUPACK 2017

JUNE 20 TO 23, 2017,
MOSCOW

With over 500 companies from 33 countries, the annual RosUpack is the largest packaging trade fair in Russia, the GUS and Eastern Europe. A number of significant converters as well as pulp, paper, and cartonboard producers present new production techniques and innovative technology and trends in four exhibit halls. A large variety of innovative products for packaging solutions was introduced.

In particular our most recently developed qualities, the new virgin fibre Kraft quality Excellent Top™ Kraft with top surface and brown Kraft reverse side, as well as UD Braun with brown top and reverse sides attracted a great deal of interest among visitors. In addition, the MMK liner qualities were the topic of many intense conversations; not least because MM Karton is also the leading supplier of white coated recycled liner qualities in the Russian market.

VISIT US SOON AT THE FOLLOWING EVENTS:

FEFCO Technical Seminar | October 11 to 13, 2017, Vienna

TRAINING THE NEXT GENERATION AT MM KARTON

We see training the next generation as an investment in young, motivated employees. Our apprentices take on a central role in a broad working environment with diverse opportunities for development. They are the future strength of our company, and therefore extremely important.

Apprenticeship and education as a future opportunity

Only with the best employees will we be able to continue to provide the best performance and fulfil or exceed the expectations placed on us. We are glad that MM Karton is currently offering 53 apprentices an opportunity for the future. The range of apprenticeships is broad and addresses different talents – from office manager to paper technician.

During the apprenticeship programme, our trainees take part in a dual system that combines practical experience in the mill with theoretical education at a vocational school. Our “Young Professionals” programme offers a training track that goes far beyond traditional apprenticeships. The young employees are not only trained to become competent skilled professionals, but also receive support with their personal development. In order to facilitate their entry into working life and integration into the company, all participants are assigned a sponsor from a more advanced training phase to support them with their experience. The results achieved to date tell us we are on the right track.

Apprentice video from the Austrian Frohnleiten mill

And what do the people say who are immediately involved with

this topic? Our apprentices at the Austrian Frohnleiten mill have presented their experiences with training and education in a video, giving other young employees a personal glimpse of their training world. Here are some representative voices:

Jessica Kern (chemical laboratory technician trainee) and Kerstin Liebmann (industrial manager trainee): *There are a lot of internal education programmes to improve our “hard skills” as well as “soft skills”. There is the MM Academy, and we have English classes once a week. If you really work hard and truly want to exceed, you will go far.*

Markus Bauer (electronics technician trainee): *What I like best is that you work in many different areas – there is variety and diversity. Philip Nardon (metals technology trainee) adds: You gain new perspectives everywhere; I have worked in different departments, for example with the pumps, the controls, with hydraulics, and with welding.*

Visit www.mayr-melnhof.com/karriere for more information about our training programme and currently vacant positions.



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THE PASSION FOR THE PRODUCT CARTONBOARD
AND A LOVE OF DETAIL IS WHAT UNITES
OUR APPRENTICES

④

QR CODE FOR THE APPRENTICE VIDEO

TEA TIME WITH CLIPPER AND ACCURATE™

„Natural, fair & delicious“ – At Clipper every cup of tea is special, made from ingredients that have been ethically sourced and naturally produced. For Clipper’s Infusion gift box, our GC2 quality Accurate™ succeeds in creating the perfect combination of splendid natural tea and sustainable packaging.

Clipper – natural inside and outside

Guided by the mantra, ‘It’s what’s on the inside that counts’ Clipper was established in the UK in 1984, focusing clearly on what’s inside the bag. The result? A range of teas that was bright, bold, pure and natural, without any artificial ingredients in their products. Ten years later Clipper became the UK’s first Fairtrade tea company.

When it comes to the packaging material for their Infusion gift box, their focus on quality and attention to detail was matched by our “white” GC2 quality Accurate™, produced in the Dutch Eerbeek mill. In that case it’s what’s on the outside that counts.

Unique packaging for unique tea

The Infusion gift box, produced at the folding carton producer Qualvis Print & Packaging Ltd, is a completely new way of presenting tea – both visually as well as being tactile and delightful:

The unique shape and construction of the box is appealing on the shelf and makes it the perfect gift for special occasions. The packaging design is the best example that organic, natural brands and products take the environment seriously but they do not have to have a serious look and feel. Like the spirit of Clipper that a cup of tea should be a fanfare of flavour, the packaging is a fanfare of bright, vivid and stimulating colours. The natural content is highlighted by reverse side printing of Accurate™ leading to a natural haptic feeling and hand-made look complementing the organic tea content. Discreet silver foil blocking emphasizes the high-value content.

By the way: the packaging of the tea itself is also natural, as the Clipper tea bags are unbleached – creating delicious and natural beverages to be enjoyed at any time.



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CLIPPER INFUSION GIFT BOX
MADE OUT OF ACCURATE™

ACCURATE™

215–450 gsm
Mayr-Melnhof Eerbeek B.V., Netherlands

1

RECOMMENDED APPLICATIONS

Food, Chocolate & Confectionary, Pharmaceuticals & Personal Care

2

FOOD SAFETY

certified for direct contact with dry and greasy food

3

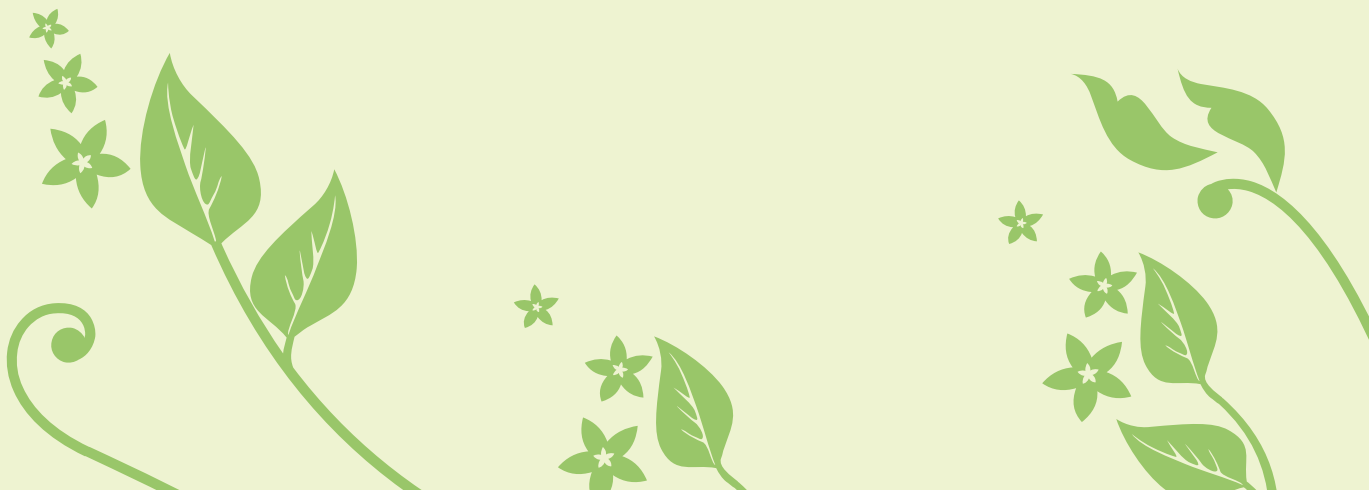
SPECIAL QUALITIES

- *Accurate™ Freeze*: increased moisture barrier, Cobb value max. 50 gsm (180 sec.)
- *Accurate™ Freeze Grease Kit 7–9 / 9–11*: combination of grease and moisture barrier, “Kit value” indicates the level of grease resistance
- *Accurate™ Top Natural*: special preparation on the top side for a matt, natural look, a pleasant haptic feeling and good printing results
- *Accurate™ Top Natural Freeze*: increased moisture barrier, Cobb value max. 50 gsm (180 sec.)

4

ADVANTAGES

- impressive brightness (90 % Elrepho)
 - high smoothness (1 pps)
 - brilliant gloss
- extremely attractive, white reverse side



OUTSTANDING COMMITMENT TO A SAFE WORKPLACE

The professional association of raw materials and the chemicals industry “Berufsgenossenschaft Rohstoffe und chemische Industrie” or BG RCI awarded the most generously endowed work safety prize in Germany in May 2017. Timo Wurster, employee at the MM Karton mill in Baiersbronn, was honoured in the Safety Technology category.

High safety standards continuously put to the test

Health and safety at the work place are a basic prerequisite for us, and we have a lasting commitment to the issue. Our idea of work safety is the best possible “prevention” to minimise the risk of accidents. With ongoing measures like training and evaluations, we optimise our safety standards continuously. Personal commitment and suggestions by our employees for improving processes, making routes safer, or eliminating potential causes of accidents, are particularly valuable. One such safety measure was contributed by Timo Wurster, work safety specialist and fire safety officer at the MM Karton Baiersbronn mill.

Outstanding idea for more safety

On the grounds of our cartonboard mill in Baiersbronn, pulp bales and cartonboard rolls are transported with bale clamp forklifts. With commonly used bale clamps, however, it is possible for cartonboard rolls to slip out of place or off the clamp altogether. To eliminate this hazard, Timo Wurster has developed a special

attachment that allows bales and rolls to be transported safely, without time-consuming refitting or changing forklifts.

Work safety “Oscar”

His commitment was now honoured with the most generously endowed work safety prize in Germany, awarded by the BG RCI: Timo Wurster won the prize for the Safety Technology category. For 20 years, the prize has been awarded on the best ideas for a safer workplace in seven different categories. Across Germany, around 600 people with about 230 contributions had participated in the 2017 competition. The awards ceremony was held on 5 May 2017 in Frankfurt’s Alte Oper.

We would like to take this opportunity to congratulate Mr. Wurster. We are glad to have such innovative and committed individuals at MM Karton, who contribute their ideas for the general benefit of the company but also of the industry and society at large.



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WOLFGANG DANIEL (LEFT),
ALTERNATING CHIEF EXECUTIVE
OF THE BG RCI, AND AWARD
RECIPIENT TIMO WURSTER

②

BALE CLAMP FORKLIFT WITH
SPECIALLY DEVELOPED
ATTACHMENT

MAYR-MELNHOF KARTON IS BUSINESS SUPERBRAND 2017

Mayr-Melnhof Karton was awarded the title of Superbrand 2017 by Superbrands Austria. With this honour, the independent panel of experts confirmed the outstanding development and success of the brand Mayr-Melnhof Karton.

The term Superbrand describes brands which have built a very good, sustainable image in their respective market segments or in the market overall. The comprehensive critical selection process of Superbrands makes this recognition especially meaningful to us. The Austrian B2B brands were pre-selected by a data base services provider according to economic criteria. The candidates were then evaluated by an independent panel consisting of experts and industry insiders. We were selected exclusively for our performance; an application would not have been possible.

We are delighted to have received this award and the associated positive feedback about our company. This honour illustrates that Mayr-Melnhof Karton is an appreciated, innovative, and successful brand with a high degree of awareness in Austria. Our goal remains to offer our customers sound products and the best possible service, and to maintain Mayr-Melnhof Karton brand's high level of success!



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SUPERBRAND SEAL

SUCCESS FACTOR CUSTOMER SATISFACTION – MMK CUSTOMER SURVEY IN NOVEMBER 2017

Strong cooperation and a shared understanding of the supply chain are key factors for success. We know that we can only consistently fulfil our customers' requirements and demands to the optimum if we keep on improving constantly. In November 2017, Mayr-Melnhof Karton will start an international online customer survey to again put the quality of our products and your acceptance and satisfaction with our services to the test.

Our primary goal is to measure your satisfaction with our services and performance and to determine where our customers see further important potential for improvement. The survey will be conducted by the independent market research institute marketmind on our behalf. As part of the survey, you will receive a questionnaire in November of this year via e-mail. We invite you to take part in the survey. Your answers will help us to gain important insights, so we can respond to your requirements even more precisely in the future.

By way of saying thank you for your participation and help, we will provide you with an exclusive excerpt of the study with interesting and important insights into the packaging supply chain.

This edition's cover was printed on Optimus Top™ 275 gsm:

- ANIVA and Pantone inks
- Embossing
- Partial UV varnish
- Full-surface dispersion varnish, silk-matte

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