

White Paper

WHY WE USE FRESH FIBRES

HOLMEN
IGGESUND

Holmen Iggesund is dedicated to producing paperboard for the most demanding packaging purposes in the world. The raw materials for all products are fresh wood fibres. This document outlines our take on paperboard making and how our products relate to the recycling of paper in the world and the use of recycled fibres.



OUR PRODUCTS

Holmen Iggesund's production is based on the resources of the forest and its ability to provide us with fresh wood as a raw material. Fresh wood fibres are the best performing raw materials for papermaking purposes. Fibres from specific tree types can help paper engineers tailor the paperboard products according to the highest standards and market demands. It would not be possible to produce products like Invercote, Incada and Inverform using recycled fibres.

Stiff centre and smooth surface

Both Invercote, Incada and Inverform are multi-layered products where the performance is provided by different fibres and fibre composition in the different layers. By using specific short fibres in the outer layers and selected long fibres in the centre layers we are able to produce paperboard with optimum stiffness combined with good surface smoothness and excellent print results. Comparable recycled paperboards often have 40-50 percent lower stiffness and significantly rougher surface.

Slender and flexible

Thanks to the use of long fibres in the centre layer, the Holmen Iggesund products are significantly less likely to crack on folds and creases compared to recycled products. The long fibres also build bulk into the paperboard making it a lighter weight construction compared to recycled paperboards of the same bulk.

Safe, pure and odourless

Invercote, Incada and Inverform are used in many applications where purity, taste and smell neutrality are needed, something that requires clean fresh fibres without any contamination. This is not the case even in the very best recycling processes as they cannot totally remove all ink residue and other impurities related to the primary use of the fibre. Government regulatory bodies in many countries do not allow recycled paperboard in direct contact with food products.

Consistent and well specified

The fresh wood fibres used for Iggesund's paperboards have very stable fibre properties compared to recycled fibres, where there is a lot of variation. As a result, our paperboards behave consistently batch to batch and month to month. This leads to fewer print and conversion production stoppages due to damaged or unattractive packages and helps filling lines

to run faster and more efficiently.

The stable raw material also means that specifications can be set on many parameters and tolerances can be set much tighter compared to if recycled fibres were used. This results in stable and predictable performance in all packaging production steps.

Used to decrease the climate impact

By providing a first-class packaging material with an extremely low climate impact the fresh fibres in our paperboards are the renewable option for many fossil based plastic packaging solutions, helping to mitigate climate change. The energy we use for production comes from wood, whereas a recycling mill would have to source energy externally, resulting in a greater climate impact.



OUR MUTUAL BASE

After use as packaging material, all paperboard products produced by Holmen Iggesund are very well suited for recycling. The long strong fibres used in our paperboards are highly valued additions to the recycled fibre pool for any producer of recycled paper products. This means that the fibres that started their lives as young trees or saplings in our forests end up as being raw material for recycled paper products across the world.

Renewable from the start

Paperboard from Holmen Iggesund is produced from wood, a renewable raw material. It is essentially produced from leftovers from the production of sawn timber used in the construction of buildings and furniture, for example.

100 percent recycling impossible

There are several paper products that are not collectable or intended for recycling. Most books are meant to be sitting in bookshelves somewhere and papers for hygiene products, cigarette papers, coffee filters etc., are consumed when used. Fastfood containers are not suitable for recycling because of contamination from grease or food. Unfortunately, there is also a lot of paper that is lost to landfill or discarded as litter in nature.

This means that 100 per cent recycling is unrealistic. The recycling rate for paper in Europe has been stable for 10 years at just above 70 percent. (Source: European Paper Recycling Council).

Aging fibres lose quality

Recycled paperboard is only as good as the raw material that is put into it. With each recycling process the fibre is damaged and aged. Unlike for example metal, a recycled wood fibre has a defined lifespan. The reduced strength of recycled fibres means that the packaging needs to use heavier paperboard, up to 30 percent, to achieve the same protective performance as a fresh fibre-based alternative. This means more transport and higher fossil emissions.

Less to landfill

Producing from fresh fibre creates almost no waste that goes to landfill. The recycling process creates a lot of waste, rejects and de-inking sludge that normally goes into landfill.

Fresh fibre input needed

As stated above, 70 per cent of the paper is recycled, and recycled fibre eventually reaches the end of its life. Therefore, the whole recycling paper process relies on continuous fresh fibre input to keep it going. Without it, it would stop functioning within months rather than years.

The perfect source of fibres

High-end paperboard is an excellent source of fibre for the recycling process because of the high proportion of long, strong fibres and the absence of mineral fillers that many paper products are full of.



OUR RESPONSIBILITY

Holmen Iggesund uses exclusively fresh wood fibres. For this reason, it is our responsibility to make sure that the fibres coming into our factories are sourced from sustainably managed forests where biodiversity is a top priority. In order to ensure this, we have our own strict procurement protocols and we also source our wood from third party certified forests (FSC and/or PEFC).

Zero deforestation

All harvested areas are without exception replanted with seedlings to maintain tree coverage, avoid deforestation and make sure future generations also have access to first class fibres.

Maintained biodiversity

When harvesting timber, significant efforts are spent to minimize the effects on the forest and to ensure continued biodiversity and a sound ecosystem. Between 5-10 percent of the land is set aside for nature conservation purposes.

Low environmental footprint

We are committed to making good use of the wood fibre, and are actively working on decreasing our total environmental footprint in terms of reduced water usage,

decreased energy use and lower climate impact from our operations. All of these areas are covered by the Holmen Iggesund sustainability goals.

Using the whole tree

Our factories are modern, and the processes used are energy efficient and designed to produce products of the highest quality whilst making use of 100 percent of the wood. The thick part of the tree is used for sawn timber, e.g. house building, the thinner parts for paperboard and the bark, branches, sawdust etc. are used for energy. Both our mills are biopowered using energy coming from wood to run the processes. Our ambition is to keep our environmental footprint as low as possible, in the forest and in our other production processes.

Promoting recycling

Even though we only produce paperboard from fresh fibres, we strongly encourage recycling of our products. To support paper recycling we are directly involved in companies collecting waste paper as part of our producer responsibility. The beauty of the cellulose fibre is that it can be used several times over in different applications – all in the interests of sound and safe distribution of goods from the producer to the consumer.

Questions or input?

Please contact our Sustainability Director Johan Granås,
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Want to know more about our sustainability work?

Go to iggesund.com/sustainability

Holmen Iggesund uses fresh fibres for our paperboard products because of their superior performance in packaging applications and the good access to sustainably managed forests in the vicinity of our mills.

Our high performing products are, after their initial use as packaging material, a valuable input to the global recycling systems. Holmen Iggesund offers highly functional, recyclable products from a renewable raw material which support efficient use of much-needed resources and a low environmental footprint.

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