

## ENGLISH SUMMARY

# The renewed Paperinkeräys at your service

**PAPERINKERÄYS GROUP** has simplified its operations, by centralising production and CRM responsibilities. At the same time, the Group dismantled its subsidiary structure and invested in innovative development efforts, recounts Managing Director **Kyösti Pöyry** in his editorial.

Since the processing of paper, carton and cardboard fibre accounts for some 60 per cent of turnover, the traditional name Paperinkeräys (paper recycling) remains justified. The company has also significantly increased its

turnover in the field of processing secure material, beverage containers, loading pallets and office furniture, and as a provider of producer responsibility services and fuel.

This year, Paperinkeräys reformed its organisation, visual identity, products and services, as well as customer relationship management methods. Paperinkeräys identified plenty of new internal know-how and believes that its customers will also be inspired by this innovative reform.

» Reducing waste amounts by charging the true costs

**THE CITY OF HELSINKI** Whole Sale Market is a centre of food and flower wholesalers and food industry production facilities. About 125 companies operate in the area. Dozens of companies use the market's common waste disposal station.

Approximately 800 tonnes of waste are generated annually at the Whole Sale Market. Until June 2010, the waste station was entirely open and the city paid all waste costs. In addition, waste containers placed out in the open posed a hygiene problem.

The city therefore took the decision to invest in a new indoors waste station. Paperinkeräys Oy was chosen to implement the system.

The waste disposal station is now located behind locked doors. Everyone bringing waste must identify themselves and companies pay for their own waste. Companies can obtain a detailed report of their own waste, even broken down by individual waste weighings. The compactors are equipped with a filling status sensor which automatically notifies the transporter when the press is full. This helps to avoid unnecessary waste transports, as well as overfilling. The waste recovery rate is 73% of all waste.

With less waste being brought in by outsiders and now that companies have rationalised their operations, the amount of waste has been reduced by 11%. On an annual level, the city saves tens thousands of euros in waste costs.

## Encore Ympäristöpalvelu merges with Paperinkeräys

**IN SEPTEMBER**, Encore Ympäristöpalvelu merged with its parent company Paperinkeräys. Encore's contracts have been transferred to Paperinkeräys in their current form. The name Encore will remain in use as a product and service name. As a result of the

merger, operations and services will be made clearer for both customers and staff: versatile services and products are now even more easily available.

In addition, a new service channel, Palvelukeskus, has been established. This is aimed at smaller customers who use

Paperinkeräys' basic services.

Name changes following the merger will also affect email addresses. New, already operational email addresses are in the format `firstname.lastname@paperinkerays.fi`. For the time being, old Encore email addresses will be used alongside the new ones.

## New look for the Paperinkeräys website

**THE PAPERINKERÄYS WEBSITE** has been given a new, fresh look. Versatile products provided by the Group can now be found easily and quickly from the familiar address `www.paperinkerays.fi`. The Group's logo and visual identity were also redesigned.

The new website is easy to navigate, with all

Paperinkeräys services and products conveniently available on the front page. Following the merger of Encore's business operations into the parent company, material previously on the Encore website can now be found at `www.paperinkerays.fi`. There is also a direct link to the Hyötypaperi website.

The digital agency White Sheep is responsible for the redesign.

– We wanted to preserve the recognisable elements of the previous visual identity. The new logo is a stylized version of the old one, and the colour scheme is unchanged, says graphic designer **Samuli Ollikainen**.

## From recycled cardboard to laminate

**LOCATED IN KOTKA**, the new recycled fibre production line at the Kotkamills Oy paper factory is the only one in the world to manufacture laminating paper from sawdust and corrugated cardboard. Inaugurated in April 2011, the production line represents Finnish design and execution. Now Kotkamills Oy is able to produce all of the recycled fibre pulp it needs.

– Kotkamills is an important customer for us. We particularly value their innova-

tive approach, as they are always thinking of new ways to add even more recycled fibre to their laminating paper, says **Jaana Jäppinen**, Customer Group Manager at Paperinkeräys Oy.

A result of the firm's own product development is Absorbex Eco laminating paper, manufactured by the Kotka factory.

– Recycled fibre currently accounts for 20 per cent of the raw material used for Absorbex Eco. The rest is pulp made of

saw dust. This sawdust comes, for example, from the company's own sawmill, while recycled fibre is transported from various parts of Southern Finland by truck, explains **Tuija Suur-Hamari**, President of Kotkamills Oy.

The share of exports at the Kotka factory is 90%. Central Europe is the key market area for Absorbex Eco laminating paper.