





SUSTAINABLE PACKAGING

RENEWABLE
BIODEGRADABLE
RECYCLABLE

FOR A
TRULY FUNCTIONING CIRCULAR ECONOMY

NO. 3/2018

AWARD-WINNING SUSTAINABILITY



Ladies and Gentlemen, Dear business partners,

Sustainability is the key theme for our times, and MM Karton is at the pulse of time.

High performance and environmental sustainability in harmony: Our new combined gas and steam power plant which has gone into operation in MMK's Frohnleiten mill in Austria, combines different technologies not only to achieve peak performance in terms of power generation but also environmentally-friendly energy efficiency. The focus on energy efficiency is a primary objective among all MMK mills, as illustrated by our Dutch mill in Eerbeek, which has already been awarded the Royal Association of Dutch Paper and Cartonboard Manufacturers' Energy Cup for the third time in succession. A great success that also motivates us!

Our FOODBOARDTM virgin fibre, a barrier cartonboard against mineral oil migration, also recently received an award for sustainability. FOODBOARDTM stands for safe food packaging and at the same time environmental friendliness because FOODBOARDTM is recyclable and biodegradable. These aspects were honoured with an award in the "Recyclable Packaging" category at the 2018 Sustainability Awards. However, the best reward for us is to guarantee permanently high consumer confidence through the sale of FOODBOARDTM.

The unique properties of FOODBOARDTM also make applications possible which were previously inconceivable for paper-based packaging. Young's Seafood has recognised this and is relying on MMK cartonboard for a combined moisture and grease barrier for its frozen fish dishes for the North American market in order to provide protection against moisture and annoying grease stains. This enables them to dispense with PE lamination.

We have also developed a special product from a sustainability perspective for fast food and food service applications. Our new Topcolor™ Grease 5-7 is the only recycled cartonboard with an effective and environmentally-friendly grease barrier certified for direct contact with dry and greasy food. The barrier is fluorine-free and no Optical Brightening Agents are used.

We will be happy to support you in the long-term pursuit of your sustainability targets and we will be with you all the way from the conceptual and design stage in implementing sustainable solutions.

Franz Rappold Member of the Board 3

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YOUNG'S SEAFOOD AND PURE CARTON, KEEPING THE SEA CLEAN

Young's Seafood's passion is to inspire people to love fish; therefore, a clean sea is a main priority. Their latest frozen fish meals for the North American markets are now packed in a pure cartonboard with an environmentally friendly freeze-grease barrier instead of using Polyethylene (PE) lamination. Accurate™ Freeze Grease – a product of MMK Eerbeek mill – is grease-resistant, tailor-made for freezing temperatures, a mono-material and recyclable.

Young's sources fish from five continents and with it, their brand creates 225 million seafood dishes in the UK every year. As the UK's biggest producer and distributor of frozen, fresh, and chilled seafood, it focusses intensively on responsible sourcing. Their challenge is constantly working on creating a secure and sustainable future for their business, seafood and the planet. As part of the program, called "Fish for Life", Young's is striving to reduce the company's environmental impact. To provide product protection and preservation, as well as optimum environmental sustainability, AccurateTM Freeze Grease is their packaging material. Helen Nickells, Head of Packaging Development of Young's, explains the company's quality standards and the reasons why they count on AccurateTM Freeze Grease.

Young's Seafood

Young's Seafood Limited is the UK's leading fish and seafood business, inspiring consumers to love fish through its fresh, frozen, own-label and branded products. Proudly making delicious fish dishes for over 200 years, the company is home to the Young's brand – famous today for making family favourites such as Chip Shop and the UK's number 1 premium seafood brand, Gastro. Young's is a leading supplier of seafood to the hospitality industry offering an extensive portfolio of products through its Young's Foodservice and Kingfrost brands. Proudly British, Young's International offers its exceptional quality frozen fish and stand out innovation to countries around the world.

Young's believes in doing the right thing by its people, planet and partners. Through its Fish for Life programme, it is dedicated to doing this in a responsible and sustainable manner that protects the industry and the environment.







GRIMSBY, ONE OF
EUROPE'S OLDEST FISHING
PORTS, HAS BEEN HOME
TO YOUNG'S FOR MORE
THAN FIFTY YEARS



1

HOW ARE "QUALITY" AND "RESPONSIBLE SOURCING" LIVED AT YOUNG'S SEAFOOD?

Everyone at Young's shares a passion for inspiring people to love fish, and doing it in a responsible, sustainable manner. Put simply, we believe in doing the right thing, now and for generations to come.

2

YOUNG'S RUNS THE "FISH
FOR LIFE" RESPONSIBLE SOURCING
PROGRAM TO IMPROVE THE COMPANY'S
IMPACT ON THE ENVIRONMENT. CAN
YOU TELL US MORE ABOUT IT? HOW
DOES THIS PROGRAMME AFFECT
PACKAGING?

The Youngs "Fish for Life" is about caring for our people, planet and partners. It's made up of 5 pillars:

- **1. By making fish for all –** we're passionate about bringing the tasty virtues of fish to more people and making it easier to enjoy two portions a week.
- **2. By having a sense of community –** our operations touch lives across the globe. So, it's our responsibility to treat everyone fairly wherever they work.
- **3. By sourcing seafood responsibly –** The marine environment is fragile. If we don't source responsibly, we will harm our planet permanently.
- **4. By looking after the environment –** as well as fishing as sustainably as possible, there's a lot we can do to reduce our impact on the environment.
- **5. By being honest about what we do and why –** building trust is critical. We want everyone to be confident that everything we do has been done for the right reason.

Within our programme, by 2020, we promise to reduce the use of plastic in our packaging by 10 %. And in the future, we'll aim for 95 % of our packaging to be widely recyclable. Without a healthy environment, we don't have a produce, so we're going to work harder than most to keep it safe and sustainable.

3

WHICH CRITERIA ARE MOST IMPORTANT TO YOU WHEN SELECTING THE PACKAGING MATERIAL FOR FROZEN FISH AND SEAFOOD?

The packaging we choose needs to protect our product through our frozen distribution channels all the way to the end customer, so they arrive in good condition. So our packaging needs to be strong enough to withstand frozen conditions but also be appealing for shoppers to buy our products. What is also important is that the packaging comes from responsibly sourced sources and can easily be recycled.

4

YOUNG'S HAS THOUGHT EXTENSIVELY ABOUT THE ENVIRONMENTAL IMPACT OF PACKAGING. WHY DID YOU CHOOSE CARTONBOARD WITH FREEZE GREASE BARRIER?

A grease resistant board protects the packaging from any grease staining which could potentially come through onto the front of the package, which would make the pack unattractive to customers. More importantly it would reduce the strength of the package and therefore not protect the product. We also chose Accurate™ Freeze Grease for its strength, which enables us to use less grammage of board for the same stiffness and the boards whiteness which enables our graphics to stand out.

TOPCOLOR™ GREASE 5-7 – NATURAL PACKAGING FOR FAST FOOD AND FOOD SERVICE

Put an end to annoying grease stains when consuming and transporting greasy food!

Topcolor™ Grease 5-7 is a tailor-made product for the growing segment of fast food and food service: Topcolor™ Grease 5-7 is the only recycled cartonboard with an effective and environmentally-friendly grease barrier certified for direct contact with dry and greasy food.

Application for greasy food

The trend towards eating or drinking on the go is unbroken. Takeaway and convenience foods are booming, but places high demands upon the packaging which ideally will be made from environmentally-friendly cartonboard.

Thanks to its fluorine-free grease barrier, Topcolor™ Grease 5-7 prevents annoying grease stains and discolouration with burger clamshells and chip packaging, thereby ensuring optimal presentation.

Presentation that is appetising and good for the environment

Topcolor™ Grease 5-7 is part of the Topcolor™ family, the highest-quality triplex cartonboard with the highest sales in the European market. It has a perfect top and reverse side and possesses a high level of stiffness. It is not only its visual

appearance that impresses but also its internal specifications. The barrier is fluorine-free, and no Optical Brightening Agents are added (OBA). This meets the requirements of customers for whom sustainability is an important factor.

Topcolor™ Grease 5-7 is completely recyclable as well as biodegradable, and thereby represents a unique, sustainable alternative to plastic boxes or polyethylene (PE) laminations. No special adhesives are required to convert it. So, chips, burgers, etc. reach the consumer efficiently and in a fashion that is environmentally-friendly and delivers a high quality of service.

Topcolor™ Grease 5-7 is produced in the Frohnleiten mill in Austria.

We are looking forward to your enquiries! Email: WLC@mm-karton.com



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TOPCOLOR™ GREASE 5-7 ENSURES
SUSTAINABLE PRODUCT PRESENTATION

FAST FOOD AND FOOD SERVICE – MMK BEST IN CLASS

Fast enjoyment meets sustainable, inspirational packaging. Three nominations for MM Karton's fast food applications for the Carton Excellence Award, Europe's most prestigious prize for folding carton packaging, prove it: Fast snacks between meals can give even greater enjoyment if they come from sustainable packaging materials.

McDonald's Signature Collection made of Browncolor

Strong brand identity and sustainability go hand in hand. The best proof is the packaging for McDonald's Signature Collection, produced from our recycled cartonboard, Browncolor. Browncolor picks up on the trend towards brown packaging material and ensures that burgers and chips enjoy a unique, natural presentation.

Nando's takeaway packaging from Browncolor

The international restaurant chain Nando's is also relying on Browncolor from MM Karton for its takeaway packaging. The packaging represents a homage to Nando's African roots and it captivates customers with colourful patterns, cut-outs and embossing. The back of the packaging also references the environmental friendliness of the packaging material used: sustainable, biodegradable and recyclable.

Burgerista chip box made of Topcolor™

Reconceiving packaging goes far beyond its pure functionality as the Burgerista's chip box shows. When you open it, the clever design folds out to form a perfect serving tray. The chips are attractively presented and taking them out couldn't be easier. The packaging is made from a single piece, can be easily stacked and quickly assembled without glue.

The Burgerista chip box won the 1st Carton Austria Award and is therefore officially the best folding carton solution in Austria! What makes the prize even more valuable to us is that the decision was taken both by a jury and by means of online voting by the public.

All the packaging has one thing in common: it is completely recyclable, biodegradable and therefore leaves no traces in the environment. After all, your conscience sits with you at the table.



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MCDONALD'S, NANDO'S AND BURGERISTA PACKAGING MADE IT TO THE FINAL OF THE 2018 CARTON EXCELLENCE AWARD THANKS TO THEIR INNOVATIVE USE OF MATERIALS AND WELL-CONCEIVED DESIGN.

MM BIB-LINER™ FOR SMURFIT KAPPA – GOOD WINE IN NEW SKINS

Bag-in-box solutions are an innovative packaging alternative for liquids or semi-liquid foods and an attractive eye-catcher on the shelf. Smurfit Kappa Uzerche – a specialist in this form of packaging – relies on our MM BiB-Liner™ for a stable and appealing presentation.

MM BiB-Liner $^{\text{TM}}$ – outstanding protection, excellent printability

Smurfit Kappa Uzerche has over ten years' experience in the production of bag-in-box solutions and occupies an important position in this segment: each pack is developed especially to preserve the particular liquid inside. The wide range of closures, dispensers and handles also meet specific requirements in terms of pouring and handling. With the production of filling and packaging machines, they can offer a fully integrated solution. When it comes to the material used for their bag-in-box packaging, the company has precise expectations. Benjamin Largenté, Administrator Offset at Smurfit Kappa Uzerche: "For bag-in-box packaging, two components in particular are decisive. On the one hand, the material must offer excellent protection during transport. On the other, the packaging must attract the attention of the customers with high quality printing. Both aspects are fulfilled by MM BiB-LinerTM."

Thanks to its unique fibre composition, MM BiB-Liner offers best BCT values (Box Compression Test) with the result that it provides exceptionally high package stability and protection during transport. The excellent surface of MM BiB-Liner offers ideal conditions for printing and finishing for individual brand and product messages thereby ensuring the best possible presentation of the products.

Bag-in-box packaging – practical, easily transportable, ecological

In the past few years, Smurfit Kappa Uzerche has also noticed a significant increase in demand for this packaging solution: "The bag-in-box market is growing – due to three good reasons: bag-in-box packaging is more practical, more easily transportable and more ecological than glass bottles" says Benjamin Largenté. The big advantage of the bag-in-box system in comparison to bottling is the extended shelf life of products: Since no air comes into contact with the liquid after opening, consumers can store the contents for up to six weeks. Bag-in-box solutions are highly efficient during transport: the packaging is delivered flat.

This reduces storage space and transport costs. This means a "high product volume" can be handled with a "small transport volume". This form of packaging is environmentally sustainable, has a significantly lower carbon footprint than plastic bottles and has also an advantage over glass.*

MM BiB-Liner™ was developed especially for bag-in-box applications but is being used for other purposes such as fruit and vegetable baskets, gift boxes or premium packaging for spirits. Offset printing is one of the pillars of Smurfit Kappa Uzerche who saw in MM BiB-Liner™ a replacement for kraftliner paper to achieve low grammage. Thanks to the close cooperation of Smurfit Kappa Uzerche and MM Karton, tailor-made packaging solutions for consumers will be developed – now and in the future.



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SMURFIT KAPPA UZERCHE COUNTS ON
MM BIB-LINER™ FOR BAG-IN-BOX PACKAGING



MM BIB-LINER™ IS ALSO SUITABLE FOR OTHER

APPLICATIONS (E.G. FRUIT AND

VEGETABLE TRAYS)

FOODBOARD™ VIRGIN FIBRE – AWARD-WINNING SUSTAINABILITY

Safe, environmentally-friendly food packaging guaranteeing high consumer confidence is the great achievement of our FOODBOARD™ product line.

This innovation from Mayr-Melnhof Karton has now been recognised with the Recyclable Packaging Award.

Pure cartonboard solution - recyclable and biodegradable

Since mid-2017, a solution for the subject of "mineral oil migration from packaging to food" has also been available for virgin fibre cartonboard in the shape of FOODBOARDTM virgin fibre. MM Karton is the only producer with a comprehensive range across all types of cartonboard (GT1 and GT4 recycled cartonboard as well as virgin fibre cartonboard).

Standard virgin fibre cartonboard or standard plastic packaging cannot prevent the migration of mineral oils, phthalates, bisphenol A or other defined, unintended substances. Only an integrated functional barrier – as offered by our FOODBOARDTM product portfolio – represents an effective solution. FOODBOARDTM protects the food and constitutes the best solution for the environment. FOODBOARDTM is a monomaterial – not an extruded composite or laminated compound – and therefore recyclable and biodegradable.

Recyclable Packaging Award from Packaging Europe

As part of its Sustainability Awards, Packaging Europe has for the fourth time in succession presented awards to companies in the paper and packaging sector which achieve the best solutions to ecological challenges. Packaging Europe calls itself the "leading intelligence resource for European packaging professionals".

The Recyclable Packaging Award recognises innovative materials or packaging solutions that are optimised from an ecological perspective and at the same time show the best recycling capability. The submissions were assessed by an independent, professional jury consisting of experts from the entire value added chain, among them Virgine Helias (P&G), Arno Melchior (Reckitt Benckiser), Bruno van Gompel (Coca-Cola Western Europe) and Kevin Vyse (M&S). The award ceremony was held in Gothenburg on 23 October 2018 as part of Scanpack.





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FOODBOARD™ VIRGIN FIBRE WON THE PRIZE IN THE "RECYCLABLE PACKAGING" CATEGORY.



HORST BITTERMANN, HEAD OF MARKETING, AT THE OFFICIAL AWARD CEREMONY
IN GOTHENBURG ON 23 OCTOBER 2018.

MMK digital WITH EXTENDED FUNCTIONS

Since the beginning of the year, MMK digital has been revolutionising the daily business of our customers in the packaging industry. MMK digital reduces the amount of time and effort spent on administrative tasks as a result of simplified processes, and it provides support through practical functions. And best of all, our new sales and service channel is steadily growing and offering innovative, helpful options.

MMK digital – buy board online!

The following new features are available to you:

MULTIPLE BOOKINGS - SINCE SEPTEMBER 2018

The booking procedure has been made even more efficient and considerably speeded up. With immediate effect, you can book several products – even from different mills – online at the same time with just a few clicks, thereby saving time. Seamless processes mean a genuine saving in time for our customers.

INDIVIDUAL USER RIGHTS -BY THE END OF 2018

Customers themselves can use MMK digital to define individual rights for their employees, thereby determining the various menu items they are allowed to use or actions they are allowed to take. This facilitates tailor-made usability for every user.

SPECIAL OFFERS - 1ST HALF OF 2019

Next year will see the start of the big bargain hunt in MMK digital. It will be possible to buy sideruns and stocklots online at any time on particularly favourable terms.

In November 2018, we invited our customers through a survey to improve MMK digital still further. The focus was on the platform's usability and efficiency.

Should you have further suggestions for improving MMK digital, we look forward to receiving a personal message from you (mmkdigital@mm-karton.com). Your ideas are important to enable us to offer you now and in the future sustainable cartonboard solutions with attractive service. We will be happy to put that into practice for you!















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MMK digital HAS BEEN IMPROVED FOR YOU AND IS NOW EVEN MORE EFFICIENT.

MULTIPLE BOOKINGS HAVE BEEN POSSIBLE SINCE SEPTEMBER.



LEAN BACK AND ENJOY A CUP OF COFFEE! BECAUSE YOU KNOW THAT WITH MMK digital YOU CAN MAKE FULL USE OF THE POTENTIAL FOR SIMPLER AND MORE EFFICIENT HANDLING OF YOUR DAILY WORK. SEND AN EMAIL TO MARKETING@MM-KARTON.COM
THE FIRST TEN ENTRIES WILL RECEIVE ESPRESSO CUPS.

NEW, HIGHLY EFFICIENT COMBINED GAS AND STEAM POWER PLANT IN FROHNLEITEN

It has long been the aim of MM Karton to use energy resources as efficiently as is technically possible. Our combined gas and steam power plant (CCPP for short) which has been in operation in our Frohnleiten mill since the beginning of January 2018, is an ideal current example.

One power plant, two processes

The CC power plant works on the principle of heat and power cogeneration, and it combines the principle of a gas turbine power plant with that of a steam power plant. In generating electricity, hot exhaust gases are created in the two gas turbines. This waste heat is used to generate steam in the downstream waste heat boiler and this steam in turn generates electricity in a steam turbine, thereby making the power plant highly efficient. This dual method of operation achieves a very high level of efficiency. In ideal circumstances, over 90 % of the energy contained in the natural gas primary fuel is used. Part of the waste heat extracted from the flue gases of the waste heat boiler is fed into the district heat network and so to the households connected to it.

Partners in renewable energy

The combined cycle power plant went into normal operation at the end of October 2018. It guarantees high, long-term operational security in terms of energy supply for the Frohnleiten mill. The energy-efficient generation of steam and power by means of heat and power cogeneration is economically and ecologically the right approach for reliably meeting current emission thresholds and environmental targets.





1 + 2

15 MILLS

MAYR-MELNHOF EERBEEK WINS ENERGY CUP

For the third time in succession, Mayr-Melnhof Eerbeek has been awarded the Energy Cup of the Royal Association of Dutch Paper and Cartonboard Manufacturers (VNP).

This prize honours companies in the paper industry, which show excellent performance in the following areas:

- efficiency in the production and consumption of energy
- implementation of effective measures aimed at saving energy
- sustainability in the use of energy

The Energy Cup has been awarded by VNP every year since 2011 to one of its member companies. Mayr-Melnhof Eerbeek is proud to receive it for the third time in succession.

In times when the significance of sustainability in the power industry is rapidly rising and energy costs increasing, this award is a sign that MM Eerbeek is taking the right decisions to shape its future. This is also an important signal for the future viability and competitiveness of the mill.

Michael Schrameyer, Mill Manager of Mayr-Melnhof Eerbeek

The cup was presented to Mayr-Melnhof Eerbeek at the general Shareholders' Meeting of VNP at the end of May 2018. A further major success on the part of the Eerbeek mill which motivates the whole team to keep working on innovative ecological and economic improvements on our customers' behalf.



MICHAEL SCHRAMEYER,

MILL MANAGER OF

MAYR-MELNHOF EERBEEK,

WITH THE AWARD

MMK ON LOCATION – THE MOST IMPORTANT INDUSTRY EVENTS IN THE 3RD QUARTER OF 2018

Sustainability – the subject dominated the debate both at the ECMA Congress and at FachPack.



ECMA CONGRESS

20-21 SEPTEMBER 2018, RIGA

This year's ECMA Congress (European Carton Makers Association) in the Latvian capital of Riga, was held under the banner "Thinking Beyond the Board, Performance in a Changing Market". The clear focus lay on the topics of sustainability and new technologies.

Awareness of the environment is increasing with consumers, the trade and in companies. As well as the appearance, protective function and price of the packaging material, its ability to be recycled and to degrade biologically is assuming a higher and higher status – people's consciences influence the purchasing decision. At a European level, legislators are setting the stage for greater sustainability. Cartonboard has a natural advantage here, and the challenge is to communicate if effectively. The presentation by Maria Westerbos, founder of the Plastic Soap Foundation, one of the leading stakeholders in the fight against plastic pollution, provided much food for thought. The current debate about the pollution of the world's oceans with plastic will lead to materials being replaced by cartonboard. The Directive planned by the EU Commission on single-use plastic products will lend additional impetus to the trend.

Many further presentations described sustainable growth strategies based on the renewable, recyclable and biologically degradable packaging material of cartonboard. Ian Schofield, Iceland Foods, explained how the British supermarket chain intends to shape its future free of plastic packaging. The target set is to replace plastic packaging for all own-brand products with sustainable alternatives by the end of 2023. "Consumers' reactions to this decision have been overwhelming", says Schofield. Stuart Goldsmith and Duncan Bond, Nomad Foods Europe, emphasised that minimising waste and the sustainable handling of resources were top priorities which would dominate the agenda in the future.

The effects of digital transformation on the future of the packaging sector were also explored at the ECMA Congress. With the launch of our TÜV-certified sales and service channel MMK digital, MM Karton is also a pioneer when it comes to technology.

The presentation of the European Carton Excellence Award was the ceremonial highlight of the event. We congratulate the winners once again.



FACHPACK

25-27 SEPTEMBER 2018, NUREMBERG

FachPack once again underlined its significance as the most important packaging trade fair for German-speaking markets. Under the motto "Tomorrow begins when you create it", the focus was on future developments and opportunities in the packaging industry. Discussions among the roughly 40,000 trade visitors were dominated by the subject of sustainability and the replacement of non-sustainable packaging in favour of recyclable packaging solutions.

On MM's stand, too, we could perceive the growing interest both of the branded goods industry and the retail trade in sustainable packaging. Barrier solutions made of cartonboard represent a natural alternative to much existing plastic packaging, and they

were heavily in demand. For example, cartonboard with a grease barrier prevents annoying grease stains and the discolouration of packaging while cartonboard with a moisture barrier is ideal for frozen products, and environmentally-friendly barrier solutions prevent the migration of mineral oil – replacements are feasible in many areas.

Groundbreaking content was presented at the PackBox forum which accompanied the fair. Danijela Jovic, MMK Project Manager Digital Business, stood out with her presentation on the innovative aspects of our new platform MMK digital which takes business relationships with customers to a new level – at the touch of a button.







MM STAND AT FACHPACK 2018



18 ART

PASSION FOR CARTONBOARD: MM KARTON ART CALENDAR 2019

We're not the only ones to focus on cartonboard. Many international artists have discovered the limitless applications for cartonboard for themselves. Their passion for the most sustainable packaging material is graphically displayed in the new MM Karton 2019 wall calendar

This year, too, 14 artists show the versatility of cartonboard: From mosaic-like images via folded creations to 3D sculptures – each month brings its own inspiration, showing what is possible with cartonboard. The result is a wall calendar that inspires.

Order your 2019 calendar at marketing@mm-karton.com







(1) + (2) + (3)

2019 WALL CALENDAR WITH

IMPRESSIVE WORKS BY

INTERNATIONAL ARTISTS

The cover of this issue was printed on Topcolor $^{\text{TM}}$ 300 gsm:

- Metal FX, CMYK and pantone colours
- Screen printing
- Partial UV coating
- Full-surface dispersion varnish, silk-matte



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