

New communication concept highlights BillerudKorsnäs as change ambassador

Change often begins with a question. This fact forms the basis of BillerudKorsnäs' new communication concept "What if?" – with the ambition to inspire more to challenge conventional packaging for a sustainable future.

BillerudKorsnäs' mission, to challenge conventional packaging for a sustainable future, is based on the fact that innovative and sustainable packaging solutions have an important role to play in delivering solutions to some of the global challenges that we all face today. Through the communication concept "What If?", classic product positioning is replaced with open questions that invite reflection and dialogue.

"To contribute to a sustainable future, it's not enough for BillerudKorsnäs to be customer-centered. We must cooperate and build our business in a planet-centered way and understand the long-term consequences of our and our customers' operations. With "What if?" we aim at everyone who wants to make a difference. Achieving change essentially requires dialogue and cooperation arising from the questioning of common methods, principles and realities. We believe that fibre-based packaging materials and solutions can contribute to a sustainable future. But we don't have all the answers. Therefore, it is important to ask the right questions. This is our way of interacting with our customers and making them part of our pursuit," says Johan Dyrendahl, Director, Communication at BillerudKorsnäs.

The concept "What if?" builds on a new brand platform developed by BillerudKorsnäs in cooperation with the brand agency Grow and will, as from today, be used in company marketing, recruitment, brochures, web pages, banners, social channels, exhibitions and trade fairs and offices around the world.



D-Sack – innovative sack solution in collaboration with French LafargeHolcim



Paper Bottle – development project in collaboration with Danish ecoXpac



Food waste – a global challenge where packaging may be part of the solution

For further information, please contact:

Johan Dyrendahl, Director Communication, +46 703 657 327, johan.dyrendahl@billerudkorsnas.com



BillerudKorsnäs provides packaging materials and solutions that challenge conventional packaging for a sustainable future. We are a world-leading provider of primary fibre based packaging materials and have customers in over 100 countries. The company has 8 production units in Sweden, Finland and the UK and about 4300 employees in over 13 countries. BillerudKorsnäs has an annual turnover of about SEK 22 billion and is listed on Nasdaq Stockholm. www.billerudkorsnas.com