

PRESS RELEASE

19th May 2009

A new product from Billerud Primary-fibre hygienic board for paper cups

Billerud is strengthening its product range within paper packaging for drinks and liquid food through the launch of Billerud Pure Board. It is a white board made exclusively of primary fibre to meet strict hygiene requirements.

Billerud Pure Board is available in different PE coatings on one or two sides, which ensures a reliable liquid barrier. Billerud Pure Board is used to make paper cups. It is also suitable for paper plates, lunch boxes and products that come into direct contact with cooked meals and drinks.

Billerud Pure Board is made exclusively of primary fibre which produces a pure material better suited to contact with food than paper based on recycled fibre.

"We have several smaller machines that can produce this product. That increases our flexibility and means we can challenge other producers especially on the European market. We have already started regular deliveries to a number of customers," says Lennart Eberleh, business area manager, Billerud Packaging Boards.

Billerud Pure Board is produced at Billerud's Gruvön mill in Sweden. All of Billerud's Swedish mills have FSC and PEFC certification. The Gruvön mill also has BRC/IoP hygiene certification.

Stockholm 19th May 2009 Billerud AB (publ)

Per Lindberg President and CEO

For further information, please contact:

Lennart Eberleh, business area manager, Packaging Boards, tel: +46 555 410 37, mobile +46 70 667 10 37

Billerud's website: www.billerud.com

Billerud is a packaging paper company with a business concept to supply customers with innovative and high quality packaging paper. A consistent concentration on attractive market segments and a strong customer focus are cornerstones of Billerud's strategy. Billerud focuses on kraft paper and containerboard and has a world-leading position within several product segments. The company's production units are among the most cost-efficient in Europe for these products www.billerud.com