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Billerud's green ideals on global TV channel

In November, Billerud will be featured on CNBC USA, CNBC Europe, Middle East & Africa and CNBC Asia Pacific – reaching more than 355 million homes with an episode of the “Responsible Business Television Series”. The documentary is produced in partnership with the United Nations Environment Programme UNEP.

Responsible Business highlights global corporations that are advancing the principles of the UN Global Compact and developing business-driven solutions to some of the greatest challenges facing our world today. Not only to improve corporate reputation or increase profits, but because it's the right thing to do. Responsible Business is a television series produced by Global Initiatives, in partnership with the United Nations Environment Programme, and broadcast globally on CNBC. The series features leading global corporations that, in partnership with government, NGOs and other international organizations, are transforming the way they operate by developing business driven solutions to some of the greatest challenges facing our world today.



Billerud has been invited to take part in Series 4 of the Responsible Business Television. The episode containing the Billerud story will premiere on the 12th of November 2011. Currently in its fourth successful year of production the series has featured some of the biggest names in global business in sectors ranging from agri-business and airlines to technology and mining.

“We are proud to be part of this global project”, says Per Lindberg, President & CEO at Billerud. “Awareness of environmental issues and replacing fossil packaging materials with a smarter sustainable alternative is an integral part of our daily work.”

Billerud's packaging paper from renewable forest raw materials is an alternative to fossil-based material. The paper packaging can be composed, recycled into new products or used as a source of energy through incineration. By using a material like Billerud FibreForm[®], the amount of plastic used in a tray can be reduced by around 65 per cent and thus lower the carbon footprint by up to 75 per cent.

The broadcast times for Billerud's Responsible Business Television episodes:
CNBC Europe, Middle East & Africa November 14, 15 16 (will be shown 6 times during weekday prime time slots)
CNBC Asia Pacific November 12 at 18:00 and November 13 at 09:30 (Singapore time)
CNBC USA November 13 at 18:00 EST

For more information about the TV-documentary, please contact:

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