



ROTTNEROS

PRESS RELEASE

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# Rottneros changes clothes after 47 years

**Rottneros is now taking another step to meet the future. In conjunction with the Annual General Meeting on May 2 in Sunne, Värmland, the company's new logo is presented. A symbol that clarifies the company's focus on climate and environmentally smart products and equality.**

"With our new graphic profile, we want to show the forward-looking Rottneros. Now we harvest the fruits of our investments in the facilities, focusing on efficiency and sustainability - both ecologically, socially and economically", explains Lennart Eberleh, President and CEO of Rottneros AB.

Rottneros was founded in 1887. Over the years, a number of logos have passed by. The existing one has been around for 47 years. In 2018, Rottneros had sales of SEK 2.3 billion with about 300 employees and the operating profit was record high of SEK 295 million.

## Products that are smart for the planet

Rottneros has factories for high quality pulp in Rottneros, Värmland, and Vallvik, Hälsingland. Of sustainable and renewable forest raw materials, fibres are produced with specific properties that are demanded worldwide. The pulp is used, for example, for products such as air filters, transformers, tissue and cardboard.

The newcomer in the group is Rottneros Packaging, a newly-started factory in Sunne, which manufactures climate-smart packaging for primarily food. The packaging is made from pure forest raw material and replaces the traditional fossil-based plastic packaging.

"Much of our success depends on our ability to be innovative and develop in step with time. Our corporate culture is based on the fact that we respect everyone, are committed and are professionals. Rottneros can and wants to offer products that are smart for the planet. We also want to clarify this by renewing our logo", explains Lennart Eberleh.

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*Rottneros is an independent producer of market pulp. The Group comprises the parent company Rottneros AB, listed on Nasdaq Stockholm, and its subsidiaries Rottneros Bruk AB and Vallviks Bruk AB with operations involving the production and sale of market pulp. The Group also includes Rottneros Packaging AB, which manufactures fibre trays, and the wood procurement company SIA Rottneros Baltic in Latvia. The Group has about 300 employees and had a turnover of approximately SEK 2.3 billion in the 2018 financial year.*

