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## Tikkurila launched a new line of sustainably packaged paint in the Baltic region

Tikkurila has launched a new product line with packaging that utilizes Post Industry Recycled (PIR) plastic in its Baltic market. Using recycled plastic reduces the need for virgin materials and lowers carbon dioxide emissions in the supply chain. The new packaging material is available for Vivacolor Green Line products in the Baltic region. Vivacolor is one of the leading paint brands in Estonia, Latvia, and Lithuania. The product line has been granted the Nordic Ecolabel and local allergy and asthma classifications.

### Great performance with reduced ecological footprint

The sustainable paint packaging solution is the result of a two-year development process with Emballator Lagan Plast, who supplies plastic cans and lids for Tikkurila.

– We have been working together for several years on improving the sustainability of paint packaging. Using PIR plastic cuts down material loss and waste generated from production and supply chains, considerably reducing the ecological footprint of packaging. PIR plastic fully meets our package quality and technical standards in performance and durability, which we have confirmed through extensive internal testing, says Tikkurila Oyj's Senior Sourcing Manager **Juha Pöllönen**.

### Sustainable solutions are a strategic choice

– We strongly promote environmentally friendly solutions in the Baltic countries. Based on our market research within the last years, the sustainability awareness and requirements of our customers have increased in all three Baltic countries. Our customers pay more and more attention to the sustainability of their purchase decisions. The new Vivacolor Green Line product line with recycled plastic packaging is a strategic choice for Tikkurila in the Baltics and it responds to the market demand, explains **Svea Altjõe**, Tikkurila's Marketing Director in the Baltics.

Sustainable development is a key factor for the entire Tikkurila Group: the company wants to continuously minimize the environmental impact of its operations and products, including packaging materials. The previous packaging innovation was a plastic bag for packaging paint used in Sweden and Finland. It has been an important step towards more environmentally friendly packaging solutions. The bag requires less raw materials, energy and water for its production than traditional paint cans. After use, the package can be rolled up and disposed of as combustible waste.

### Post Industry Recycled (PIR)

- A process to collect and reuse industrial waste
- Durability and performance similar to virgin plastics
- Reduces the need for virgin plastics
- Cuts down material loss, waste and carbon dioxide emissions

### For more information, please contact:

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### Sustainable Nordicness

*Tikkurila is a leading Nordic paint company with expertise that spans decades. We develop premium products and services that provide our customers with quality that will stand the test of time and weather. We operate in around ten countries and our 3,000 dedicated professionals share the joy of building a vivid future through surfaces that make a difference. In 2017, our revenue totaled EUR 582 million. The company is listed on Nasdaq Helsinki. Nordic quality from start to finish since 1862.*

[www.tikkurilagroup.com](http://www.tikkurilagroup.com)

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