

UPM **BIOFORE**  
BEYOND FOSSILS 

# UPM BETULA

**UPM**PULP

UPM Betula is an advanced and amazingly compliant NBBK fibre. It's suitable for nearly every possible end use. Your local UPM Pulp representative will be happy to advise you on how to achieve the true potential of using UPM Betula.

## Take full advantage



### Savings in energy costs

UPM Betula requires relatively little refining energy to reach optimum performance. It offers the greatest possibilities in products that would normally require a lot of refining.



### Savings in raw material costs

You can substitute softwood pulp with UPM Betula and still reach good strength values and a compact structure.



### Exceptionally low porosity

Barrier papers such as food wrappers that require low porosity levels are especially good fit for UPM Betula.



Welcome to the fibres  
for the future at  
[upmpulp.com](http://upmpulp.com)

**Labels**

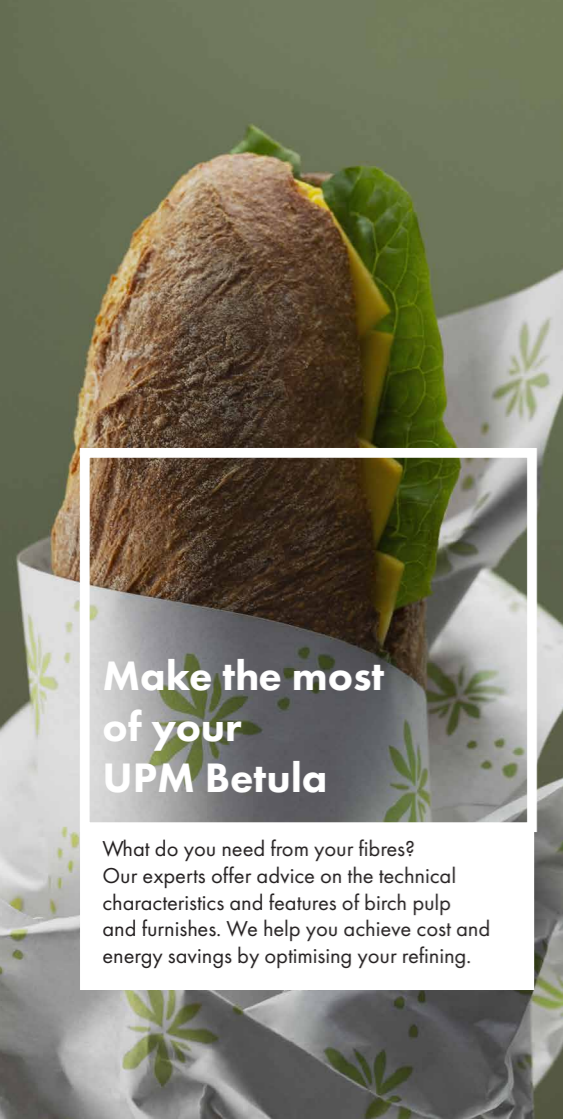
**Release liners**

**Greaseproof papers**

**Bag papers**

**Board and carton products**

**Printing and writing papers**



UPM Betula is our Northern bleached hardwood kraft pulp. Made from birch, UPM Betula is an extremely versatile fibre.

## Made to perfection

### Get to know the fibre

UPM Betula fibres are short and thin-walled, providing very high tensile strength for several paper applications. Birch fibres are longer than eucalyptus pulp's, yet shorter than in softwood pulp.

Birch has a high hemicellulose content compared to many other pulp grades, giving fibres natural stiffness, strength and easy refinability.

UPM Betula is a bright, premium grade fibre which requires very low refining energy. It rapidly develops tensile strength, bonding, high density and very low porosity.

### Make the most of your UPM Betula

What do you need from your fibres? Our experts offer advice on the technical characteristics and features of birch pulp and furnishes. We help you achieve cost and energy savings by optimising your refining.

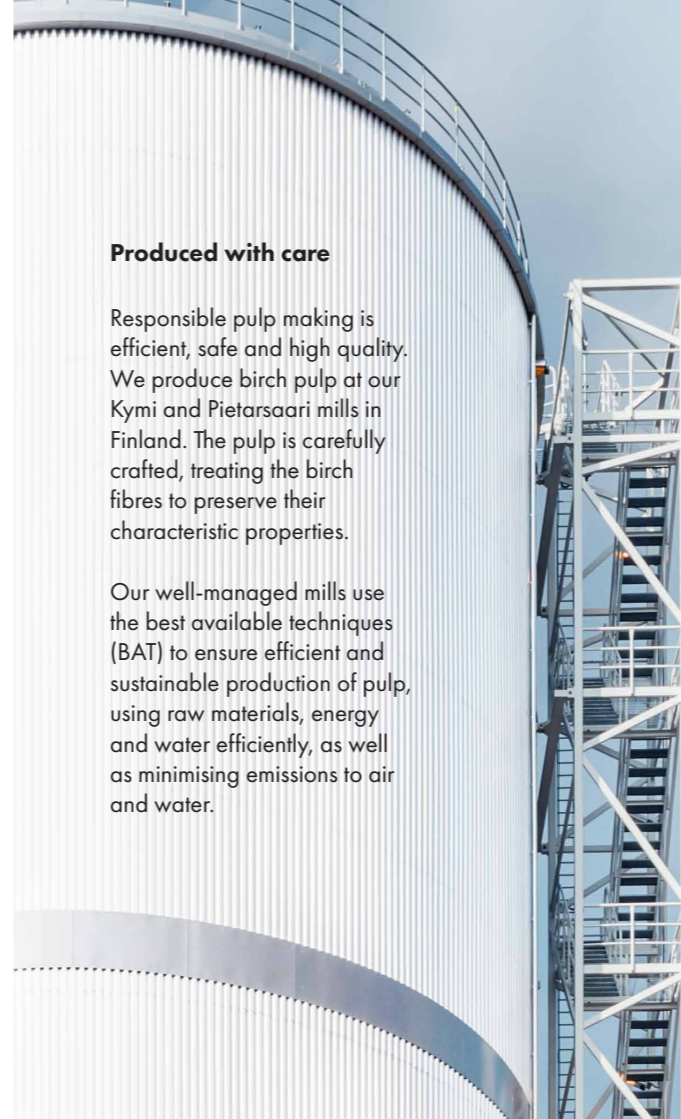
### Produced with care

Responsible pulp making is efficient, safe and high quality. We produce birch pulp at our Kymi and Pietarsaari mills in Finland. The pulp is carefully crafted, treating the birch fibres to preserve their characteristic properties.

Our well-managed mills use the best available techniques (BAT) to ensure efficient and sustainable production of pulp, using raw materials, energy and water efficiently, as well as minimising emissions to air and water.

### Verified and legal wood sources

We are committed to sustainable forest management practices based on internationally accepted forest certification standards. We trace and verify the origin and legality of all wood raw material.





**Our team is  
at your service**



We are your long term fibre partner. Secure supply of pulp and reliable deliveries are the cornerstones of UPM Pulp's operations.

## **Birch, the gift of nature**

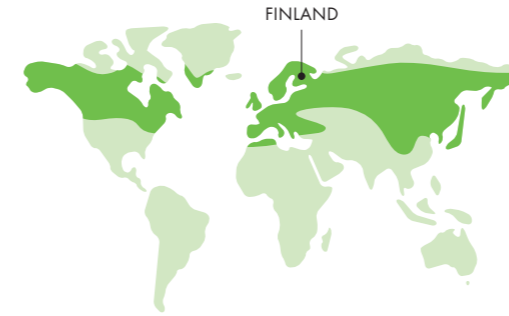
Imagine the lush green forests of Finland. As far as the eye can see, the landscape is dominated by trees.

Forests are tempered by the frost of long and dark winters – but also caressed by the almost endless daylight of Finland's short summers.

These extraordinary conditions of the northern region give birch trees their unique features – distinctive density, durability and strength.

Birch is also the perfect wood for our UPM Betula pulp. Birch fibre combines the best qualities of both hardwood and softwood pulps.

Birch prospers in northern temperature and subarctic climates, making it a resilient and strong raw material.



### **UPM Betula**

**Patiently nurtured.  
Carefully crafted.  
Reliably delivered.  
Smartly used.**

**To perfection.**



Among many other things, birch is also the source of xylitol. This natural sweetener provides many benefits in dental care, as discovered by the Finns.

Birch is the third most common tree in Finland after pine and spruce.

Birch is the national tree of Finland.



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