

# EU Ecolabel Ambassador: UPM

**Company name:** UPM

**Product category:** Paper

**Country of origin:** Finland

**License holder since:** 2006

**Website:** <https://www.upm.com/>

*Available throughout the EU and worldwide*



UPM is the world's leading producer of copying and graphic papers and a supplier of magazines, newsprints and fine papers, amongst other paper products. The Finnish company was first awarded the EU Ecolabel in 2006 for its copying and graphic papers, demonstrating the sustainability of their processes.

*“ The EU Ecolabel has the widest scope of criteria for paper products and the most extended geographically coverage of all existing ecolabels, which is very important for a global company like UPM ”*

***Päivi Rissanen, Sustainability  
Director***

UPM's on-going research dedicated to environmentally-friendly innovation, along with its strong focus on eco-design has set new sustainability standards in the paper industry. For example, the company has developed a lighter paper which reduces the amount of raw material inputs and CO2 emissions during transportation, without compromising its quality and sturdiness.



*“ For UPM, the EU Ecolabel is a very good tool to demonstrate the environmental performance of our paper products ”*

***Päivi Rissanen, Sustainability  
Director***

UPM is particularly committed to promoting the circular economy with their “Zero Waste to Landfill by 2030” objective and has found a way to reuse the ash waste generated during paper production. In fact, UPM uses biomass (the combustion of organic material) as an energy source, which generates a high volume of ash, 94% of which is used in the cement and brick industry or as a fertilizer (it is an excellent source of lime and potassium, perfect for the soil).

UPM is the largest producer of graphic and copying papers awarded with the EU Ecolabel, and caters mainly to B2B consumers, who are particularly demanding with their sustainability requirements. Amongst the array of environmental certifications which have flooded the paper industry, UPM appreciated the comprehensiveness of the EU Ecolabel, which covers the product's entire life cycle. Acquiring the EU Ecolabel was very important to the company, who wanted to go beyond the existing legislation and assert its commitment towards sustainability.