

UPM Betula

THE TOUCH OF NORDIC MAGIC

UPM PULP

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 give birch trees their unique features. Birch is built to withstand environmental aggression such as the cold and wind of the Nordic region. Birch grows slowly in responsibly managed forests to gain its distinctive density, durability and strength.

Birch is also the perfect wood for our UPM Betula pulp. We have patiently and tirelessly nurtured this raw material to suit your products. Birch fibre combines the best qualities of both hardwood and softwood pulps. It's nature's gift for you. A touch of Nordic magic.

UPM Betula

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

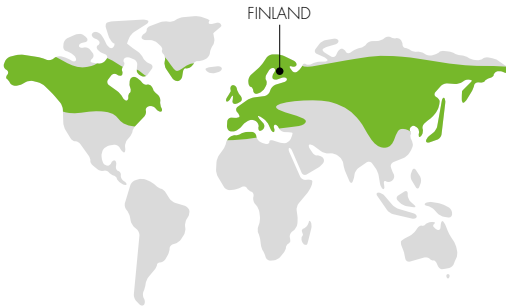
To perfection.



BIRCH IS THE NATIONAL TREE OF FINLAND.



BIRCH IS THE THIRD MOST COMMON TREE IN FINLAND AFTER PINE AND SPRUCE.



BIRCH PROSPERS IN NORTHERN TEMPERATE AND SUBARCTIC CLIMATES, MAKING IT A RESILIENT AND STRONG RAW MATERIAL.



AMONG MANY OTHER THINGS, BIRCH IS ALSO THE SOURCE OF XYLITOL. DISCOVERED BY THE FINNS, THIS NATURAL SWEETENER PROVIDES MANY BENEFITS IN DENTAL CARE.

Made to perfection

UPM Betula is our Northern Bleached Hardwood Kraft pulp. Made from birch, UPM Betula is an extremely versatile fibre. It will add a little bit of Nordic magic to your products.

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 that requires significantly low refining energy. It's fast to develop exceptional tensile strength and z-strength, high density and very low porosity.

UPM Betula is available in both ECF and TCF.

Produced with care

Responsible pulp making is efficient, safe and high quality. We produce birch pulp in our three modern 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.



UPM Betula comes from responsibly managed forests

We are committed to sustainable forest management practices based on internationally accepted forest certification standards. We use only birch from responsibly managed forests to produce UPM Betula. We trace and verify the origin and legality of all wood raw material. UPM Betula fulfils the criteria of the EU Ecolabel.

Take full advantage

UPM Betula is an advanced and amazingly compliant 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.

SMART WAYS TO USE UPM BETULA

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.

Examples of suitable end-uses

Labels	✓
Thin, polished and grease-proofed papers	✓
Tissue papers	✓
Board and carton products	✓
Bag papers	✓
Printing and writing papers to enhance printability	✓



Welcome to the amazing world of pulp at www.upmpulp.com

Our team is at your service

Reliable deliveries are one of the cornerstones of UPM Pulp's operations. To ensure your competitiveness, the pulp is shipped through our long-term logistics partners.

Our local sales and technical customer service teams will make sure you get the most out of UPM Betula. 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.







www.upmpulp.com

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