



Press Release

Brussels, 30th November 2011

CEPIPRINT and CEPIFINE join forces to represent the graphic paper producing industry in Europe.

Merger creates Euro-Graph, the European Association of Graphic Paper Producers

CEPIPRINT, the Association of European publication paper producers and CEPIFINE, the Confederation of European fine paper industries announced today that on the 1st of January 2012 they will join forces to create a new Association based in Brussels. The Association, to be known as **Euro-Graph**, will represent over 30 companies, operating well over 100 paper mills in Europe, with an annual capacity of approximately 45 million tonnes of graphic papers.

The merger allows the graphic paper sector, the largest within the European pulp, paper and packaging industry, to stand united before the common challenges posed by new and electronic media. The new entity will aim to further improve the quality of market statistics and analysis for its members, as well as addressing cross-sector issues such as sustainability and communication, while benefiting from streamlined and simplified processes and working procedures.

In spite of the new name, which should help in reducing the confusion between different Associations, Euro-Graph will remain closely linked to CEPI, the Confederation of European Paper Industries. The members of Euro-Graph will continue to fully support the work and activities of CEPI, doing their utmost, through the new Association, to help the industry bringing forward coordinated messages.

Mr Jyrki Ovaska, President of the paper business group at UPM and currently Chairman of CEPIPRINT, will be Chairman of Euro-Graph.

The organization will also be represented by Vice-Chairman fine paper, Mr Paolo Mattei of Lecta/Cartiere del Garda, currently Chairman of CEPIFINE, and by Vice-Chairman mechanical paper, Mr Henrik Sjölund, Managing Director of Holmen Paper.

Mr Emanuele Bona, presently Director General of CEPIPRINT, will be in charge of the daily management of the Association, taking on the same position in Euro-Graph.

Mr Frank Leerkotte, Managing Director of CEPIFINE, will leave the Association to concentrate all his efforts on the Print Power/TwoSides campaign, a major communication project supported and funded by the entire print value chain.

"The transformation of the paper industry that we have witnessed over the past few years is now moving to the paper Associations. The merger of CEPIPRINT and CEPIFINE into Euro-Graph represents a historic development for an industry that is aiming at improving its effectiveness, cohesion and quality of products and services," says Mr Ovaska.

"We look forward to continuing to provide the same high standard of services to the entire graphic paper industry, whilst exploring all the development opportunities the changing business climate can offer," comments Mr Bona.

"We want to thank Frank Leerkotte for his contribution to CEPIFINE over the past 14 years and we are very happy that he has agreed to lead the Print Power/Two Sides initiative. We are confident that his experience and enthusiasm will be a key to the success of the campaign," says Mr Mattei.

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For more information, please contact:

Mr Emanuele Bona

Director General

CEPIPRINT

T: +32 2 639.26.00

E: emanuele.bona@cepiprint.com

About CEPIPRINT

CEPIPRINT is the Association of European Publication Paper Producers, which represents the European producers of newsprint and magazine paper grades.

CEPIPRINT is a non-profit organization, legally and financially independent, funded by its members and based in Brussels, Belgium. Its membership currently includes 16 independent paper companies, around 60 paper mills located in 12 different European countries. CEPIPRINT helps its members to conduct and improve their business, acting in compliance with national and international competition legislation, by providing high quality statistical analysis; funding selected market studies; giving advice on relevant industry-related environmental issues; promoting the image of the products and the industry; coordinating its activities with other international organisations within the paper industry.

About CEPIFINE

CEPIFINE is the Association of European fine paper industries. It represents 13 countries and its members include national Associations as well as fine paper producing companies. CEPIFINE represents the interests of its members with other European industrial and commercial organizations and under the guidance of CEPI (Confederation of European Paper Industries) towards EU institutions. It provides interested parties with background information and statistics relating to fine paper products in Europe.