



ARCTIC PAPER

PRESS RELEASE

Gothenburg, 27 November 2017

Cutting the edges

Arctic Paper launches new swatch books for the brands Arctic, Amber and G-Print, as well as Munken Print and Munken Premium

The swatch books for the Munken Design Range and the Arctic Volume Range launched earlier in the year were awarded for their great design and high functionality with the silver medal at the Swedish Design Award in October 2017. Now, Arctic Paper presents a new collection of swatch books for its remaining grades, namely the brands Arctic, Amber and G-Print, as well as the two Munken grades Munken Print and Munken Premium. It is an entire package of design options inspired by ideas and shapes for truly creative minds. Equipped with this now complete family of swatch books, designers, publishers and printing houses can find the right paper for their project even better.

“In times of Instagram and template design, more and more creatives are recognising the significance of paper as a material which can be formed with the hands, touched and felt. That paper is real, and that graphical papers continue to be the basis for long-lasting communication in our real world,” says Martina Rosendahl, Marketing communications manager at Arctic Paper, about the idea of the swatch books.

The experimental and playful collaboration, solely created for the new collection, with the design agency JUNO and the printing house Göteborgstryckeriet resulted in a series of paper objects, which also serve as the cover images for the new swatch books. Like the award-winning swatch books, also the new swatch books combine craftsmanship, functionality and design. They, too, deliver a perfect overview of grammages and other technical information so users can find exactly the right paper for any demanding project.

To find out more about the swatch books, contact your Arctic Paper sales office at www.arcticpaper.com/contacts

For more information please contact:

Martina Rosendahl, Marketing Communications Manager, tel +46 733 217017,
martina.rosendahl@arcticpaper.com

ARCTIC PAPER S.A. is one of the leading manufacturers of high-quality graphical fine paper in Europe. The company produces coated and uncoated wood-free paper for demanding customers such as printers, publishers, newspaper publishers, advertising agencies, paper distributors and packaging producers. The product portfolio includes well-known brands such as Amber, Arctic, G-Print and Munken.

The company products are produced at its three paper mills:

- Arctic Paper Munkedals, Sweden
- Arctic Paper Grycksbo, Sweden
- Arctic Paper Kostrzyn, Poland

The total production capacity of the company is over 700 000 tonnes of paper per year. Most of the products are sold through the company's 14 sales offices in Europe. Arctic Paper S.A. is listed on the Warsaw Stock Exchange since October 2009, and additionally since December 2012 on the NASDAQ in Stockholm.

For more information on www.arcticpaper.com

