



PRESS RELEASE

Gothenburg, May 7, 2018

Arctic Paper nominated for Swedish Content Awards with Paper Passion

The Swedish Content Awards start on 30 May and Arctic Paper, alongside Mynewsdesk Content agency, is nominated in the *Industry/Manufacturing/Energy* category for the Paper Passion by Arctic Paper campaign.

A lot of what is created around the world once started off with a blank sheet of paper. House drawings, artworks, song lyrics and novels, on everything from serviettes to canvases and note pads. With its [Paper Passion](#) campaign, Arctic Paper wanted to inspire people in a creative way to see the possibilities of paper as a work tool. "We wanted to increase our presence on social media, get closer to our target group and illustrate, in a fun way, the many different uses of paper. By putting the spotlight on creative people and their passion, we could also highlight paper as an art form and work tool, thus inspiring others to discover the potential of paper," says Martina Rosendahl, Global Marketing Communications Manager at Arctic Paper.

Paper Passion is a series of interviews featuring portraits of people working creatively with paper – designers, photographers and artists. The focus is on their creative skills, as they talk about paper and its importance in their work. The campaign started back in 2016 and has been a close, ongoing collaboration between Arctic Paper and Mynewsdesk.

"We've met with a great response and broad involvement along the way, which is firm proof that we found the right focus. This nomination shows that we've really created content that's both relevant and inspiring to our target group. It's also evidence that content marketing is worth investing in; it has sent out ripples and paved the way for other activities and events linked to the concept," says Jasminka Haedde, Global Digital Project Manager at Arctic Paper.

The [Swedish Content Awards](#) are organized by the trade association Swedish Content Agencies, and prizes are awarded in 20 different categories. Thirteen of the categories relate to specific industries, four reward editorial craftsmanship, and three categories are special prizes highlighting fashion, fresh thinking and innovation. The award ceremony will be held on 30 May 2018 at Berns in Stockholm.

For more information please contact:

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Arctic Paper S.A. is one of the leading producers of high-quality graphical fine paper in Europe and consists of three paper mills and four eco-friendly strong brands, Amber, Arctic, G-Print and Munken. 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 and NASDAQ in Stockholm. The Group is the main owner of the listed Swedish pulp producer Rottneros AB. For more information, visit arcticpaper.com