



UPM

**A forest company involved in soft-proofing
GAA Premedia Conference
Naples 20.1.2009**

Jan Lindström

Director, Technical Services

Central Europe

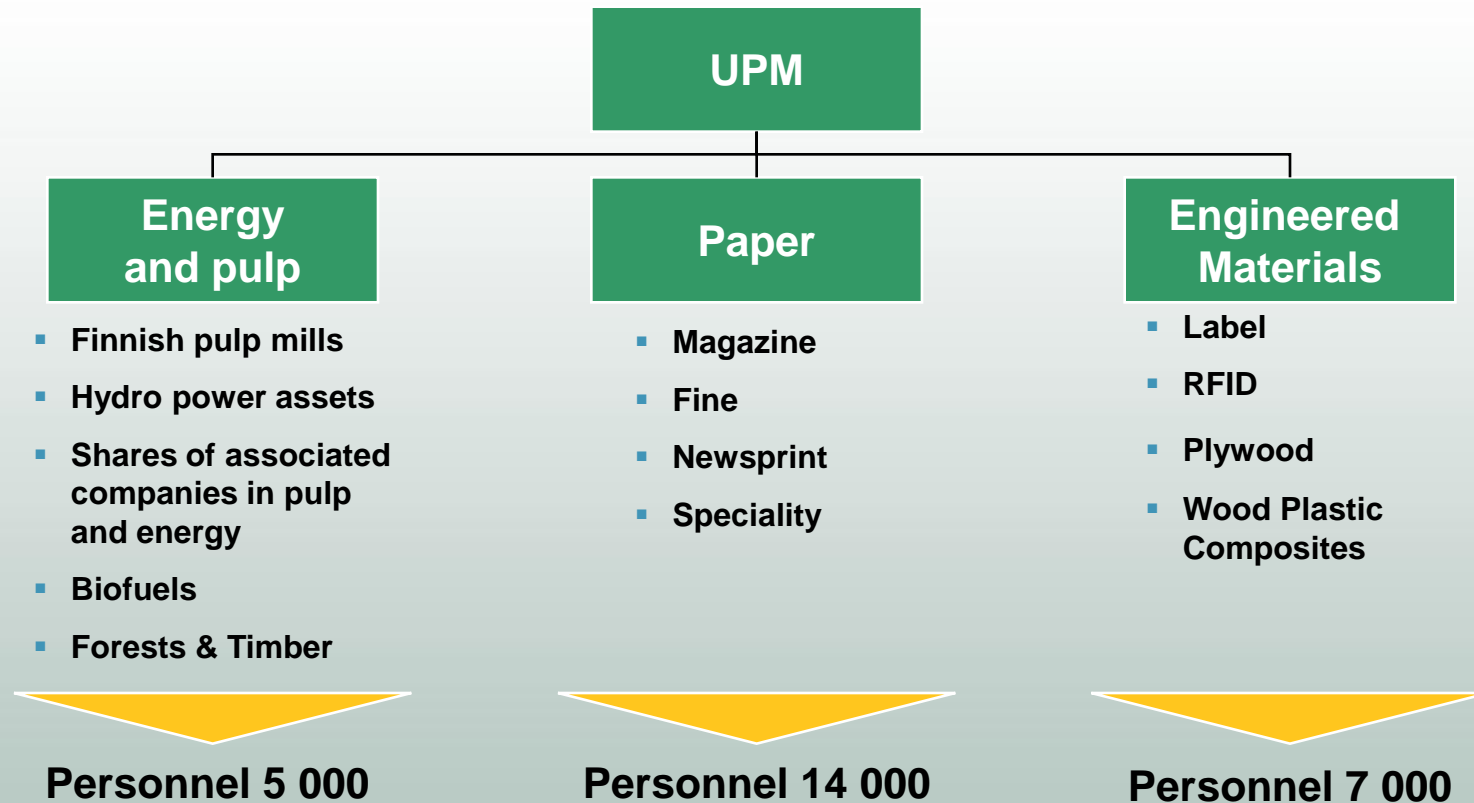
UPM today

- 26,000 employees
- Sales 10 billion euros
- Production in 15 countries, worldwide sales network
- Listed in the NASDAQ OMX Helsinki Ltd.
- Modern and focused company with Finnish roots back to late 19th century



UPM STRUCTURE

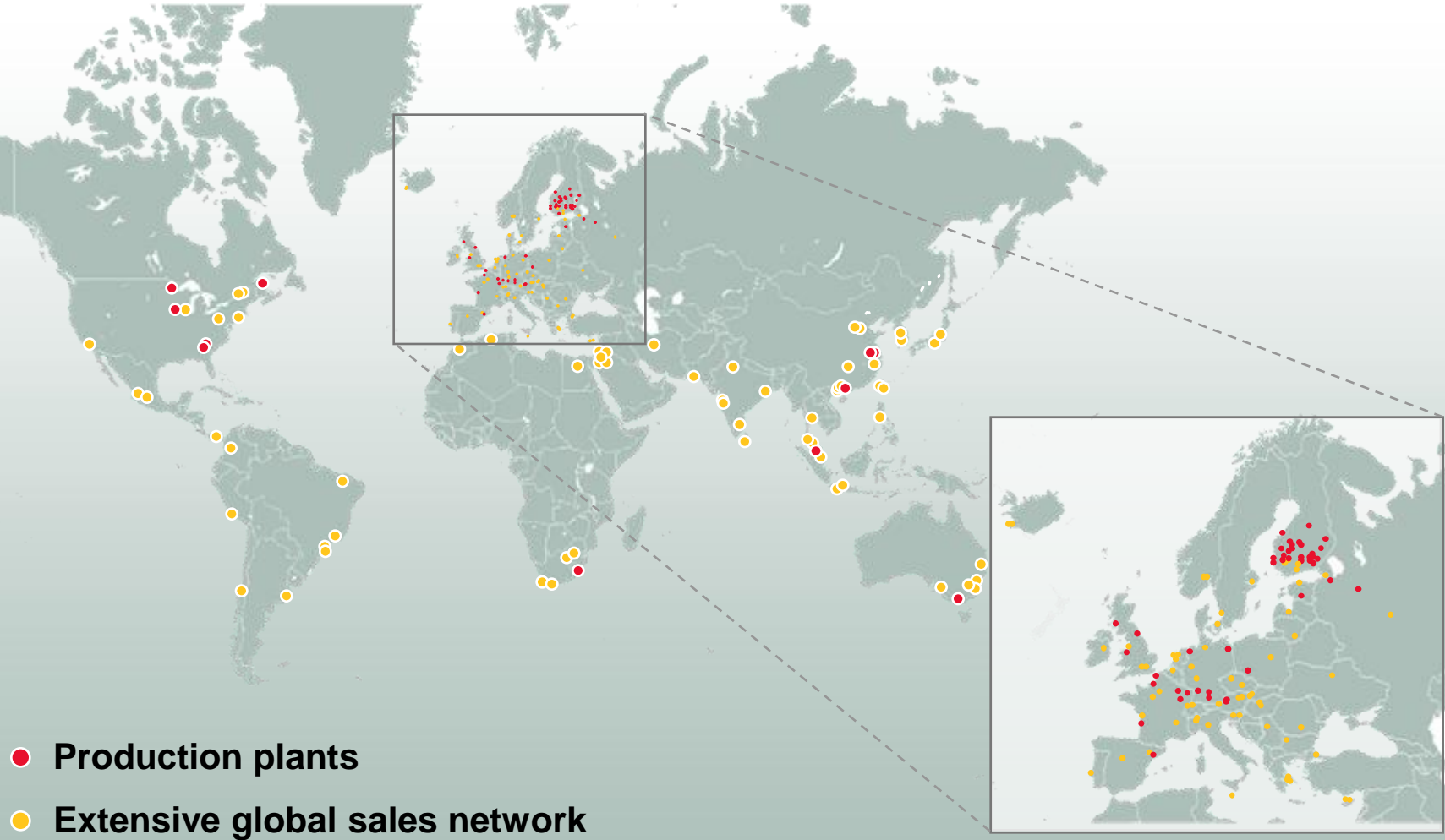
New structure starting from 1 December 2008



WE LEAD.
WE LEARN.



UPM worldwide



VISION

The front-runner of the new forest industry.

In the new forest industry, we reshape markets through cost leadership, change readiness and leading innovation. We develop smart, sustainable products and solutions for customers worldwide.

PURPOSE

We create value from renewable and recyclable materials by combining expertise and technologies within fibre based, energy related and engineered materials businesses.



WE LEAD.
WE LEARN.

A close-up photograph of a person's hand in a light blue shirt and a silver watch, holding a clear, dome-shaped object. The object has the words "check it out" written on it in a black, sans-serif font. The hand is resting on a wooden desk with several papers and a pen nearby. The background is softly blurred.

WHY IS UPM INTERESTED IN SOFT PROOFING?

VISION

The front-runner of the new forest industry.

In the new forest industry, we reshape markets through cost leadership, change readiness and leading innovation. **We develop smart, sustainable products and solutions for customers worldwide.**



Soft proofing

Triggers for UPM - customers



- Printers:
 - Cost-efficiency
 - Increased use of standards
 - Controlled waste management
 - Customer expectations sometimes beyond limits
- Publishers:
 - More global companies and cross-ownerships
 - High expectations of proof match, regardless of market area and substrate
 - Sustainable production important
 - Sometimes unrealistic expectations from advertisers



Soft proofing Triggers for UPM - marketing



- Excellent sales support tool
 - paper selection
 - branding
 - complimentary to paper samples and dummies



Soft proofing

Triggers for UPM - development



- Development of technology
 - participate in new innovations
 - be active in creating solutions for customers
 - increase the knowledge and understanding of the processes
- Compability with other tools offered by UPM
 - print simulator
 - paper sommelier





The best solution for a forest company to step inside the proofing world, is to cooperate with professionals



WE LEAD.
WE LEARN.

