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UPM Betula

# THE TOUCH OF NORDIC MAGIC

UPM **BIOFORE**  
BEYOND FOSSILS 

UPM PULP

UPM Betula is an advanced and amazingly compliant NBBK 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.

## Take full advantage



### 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.



Welcome to the fibres  
for the future at  
[upmpulp.com](http://upmpulp.com)

Labels

Thin, polished and  
grease-proofed papers

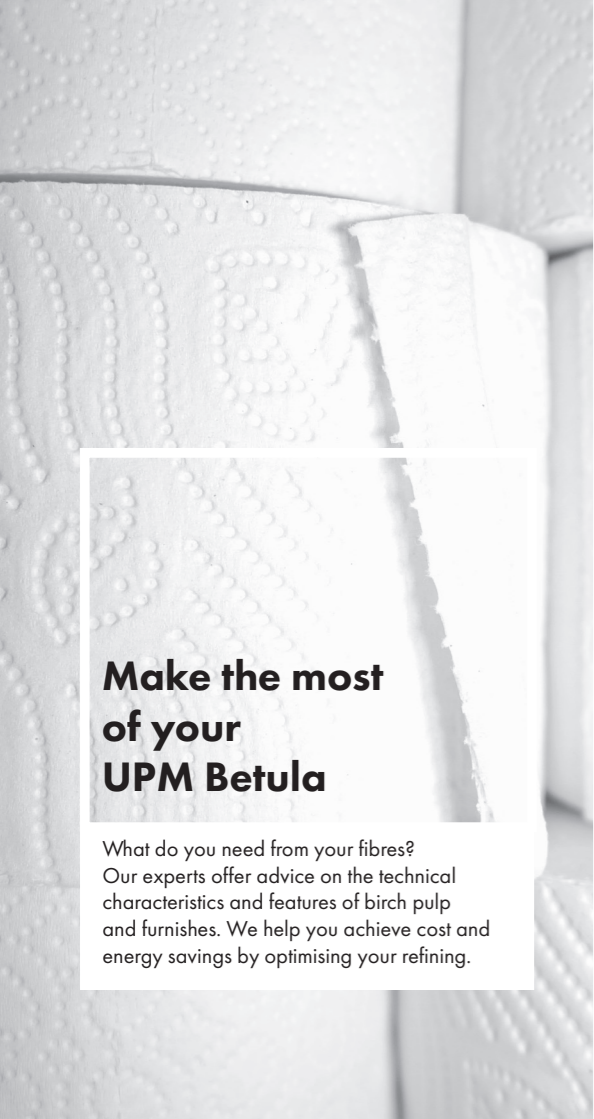
Tissue papers

Board and carton products

Bag papers

Printing and writing papers  
to enhance printability





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.

## Made to perfection

### 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.

### Make the most of your UPM Betula

What do you need from your fibres? 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.

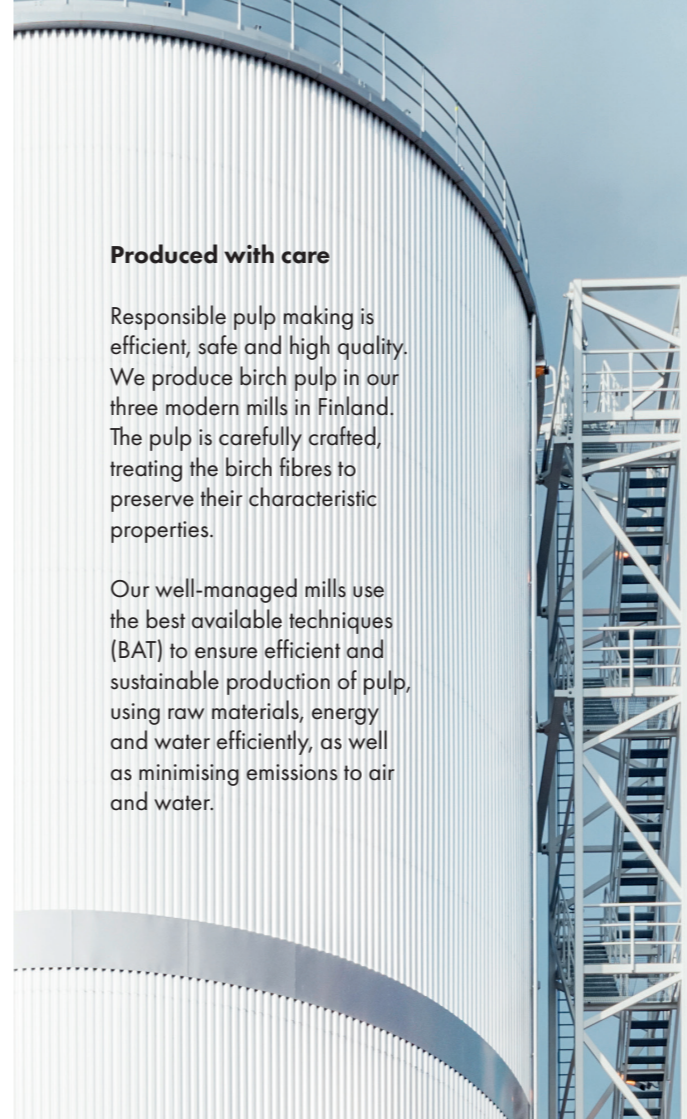
### Produced with care

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.





**Our team is  
at your service**



We are your long term fibre partner. Secure supply of pulp and reliable deliveries are the cornerstones of UPM Pulp's operations.

## Birch, the gift of nature

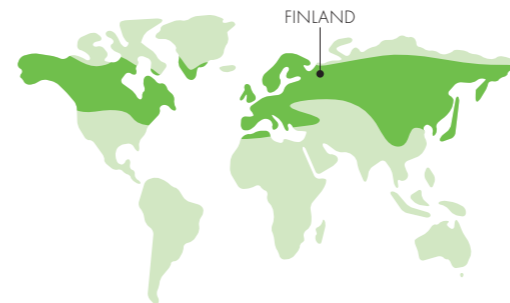
Imagine the lush green forests of Finland. As far as the eye can see, the landscape is dominated by trees.

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.

Birch prospers in northern temperate and subarctic climates, making it a resilient and strong raw material.



**UPM** Betula

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

**To perfection.**



Among many other things, birch is also the source of xylitol. This natural sweetener provides many benefits in dental care, as discovered by the Finns.

Birch is the third most common tree in Finland after pine and spruce.

Birch is the national tree of Finland.