PRESS RELEASE

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Rottneros launches Opacity Extreme, with superior opacity and strength

After extensive development the Swedish pulp manufacturer Rottneros Group now launches its new, improved High Yield Pulp, Opacity Extreme, for thin packaging and printing paper, as well as special applications. In addition to an extremely high opacity the product, produced at the mill Rottneros Bruk, also has excellent strength properties and high purity.

When it comes to thin packaging and printing papers, as well as a number of special applications, the opacity is critical. Low light transmission is required, for example, to ensure that prints will not be seen through the paper sheet. Similarly, the purity of the pulp, the so-called low shives content, is important in the manufacturing of thin paper.

The development of Opacity Extreme has been a team effort within Rottneros Bruk, where Fredrik Danielsson, technical sales manager, has been responsible for the development. Danielsson says Opacity Extreme with its combination of excellent strength properties, high purity and superior opacity is the leading product in the market for thin paper.

Olle Dahlin, CEO of Rottneros Bruk, says that the company now, with the launch of Opacity Extreme, has a very complete and competitive product range for High Yield Pulp, which includes everything from board and tissue to thin packaging and printing paper.

This launch further strengthens the Rottneros Group's offer. It is another step within the framework of the Group's strategy to position the two mills, Vallviks Bruk and Rottneros Bruk, towards a high share of specialized pulp.

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