



Paper cups at the 2022 IIHF Ice Hockey World Championship are made from MM Group's easily recyclable ISLA® paperboard

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MM Group holds the position of an Official Sponsor of the 2022 IIHF Ice Hockey World Championship. The Ice Hockey World Championship will be played in Tampere and Helsinki on May 13 – 29, 2022.

Paper cups made from MM Group's Finnish subsidiary MM Kotkamills' easily recyclable ISLA® food service board as well as recycling stations for the used cups will be found in the arenas and in the Official Fan Zones throughout the 2022 IIHF WM. The aim is to make recycling as easy as possible.

"One of the values of the 2022 IIHF Ice Hockey World Championship is responsibility, which will be implemented through a number of concrete actions. Responsibility is a value that we share. It is precisely these kinds of events that MM Group wants to support through our responsible partnership programme. Responsibility is one of our core values, and we expect it from our partners as well. Building an ecologically more sustainable operating culture is always based on collaboration", says **Päivi Suutari**, Managing Director at MM Kotkamills.

ISLA® barrier cupboard is easily recyclable and repulpable, and its fibres are easy to reuse up to 25 times when recycled properly. The cupboard is also available as FSC® or PEFC™ certified. Additionally, the material fulfils the requirements for customers to apply for the Nordic Swan Ecolabel for cups.

The ISLA® cupboard offers value to customers both in terms of sustainability, especially with recycling and circularity possibilities, as well as by enabling excellent brand visibility with the top-class printing properties of the cup.

"Having these visually attractive paper cups made from our ISLA® board at the 2022 IIHF WM is an opportunity to make visible the event's eco-friendliness and sustainability and significantly reduce the amount of plastic waste," notes Päivi Suutari.

MM Group's employees will be working in the arenas and Official Fan Zones as sustainability volunteers advising spectators in recycling.

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About MM Group

MM Group is Europe's leading producer of cartonboard and folding cartons with an attractive offer in kraft papers and uncoated fine papers. We promote sustainable development through innovative, recyclable packaging and paper products made from renewable, fiber-based raw materials. Therefore, all activities related to sustainability, environment and safety have special priority. MM Group generates sales of approximately EUR 3.07 billion and employs around 12,700 people.

MM Kotkamills in Finland manufactures innovative products created from wood, a renewable natural resource. Its range of products includes food-safe consumer boards, the high-quality saturating kraft paper Absorbex[®], and ecological wood products.