



Business presentation

From traditional production
to a

Circular Business model

Kasper Larsen

KLS PurePrint

- 45 Employees
- Offset and digital print
- Primary products: Commercial print, instructions and packaging
- Primary markets: DK, SE, NO, FI



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Disruption in the graphic industry in Denmark!

- An industry in decline
- From 2.000 to 50 printing companies in 10 years
- Market reduction by 50 % the last 6 years
- Survival, called for a new strategy



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From traditional print company to the most sustainable print house in the world



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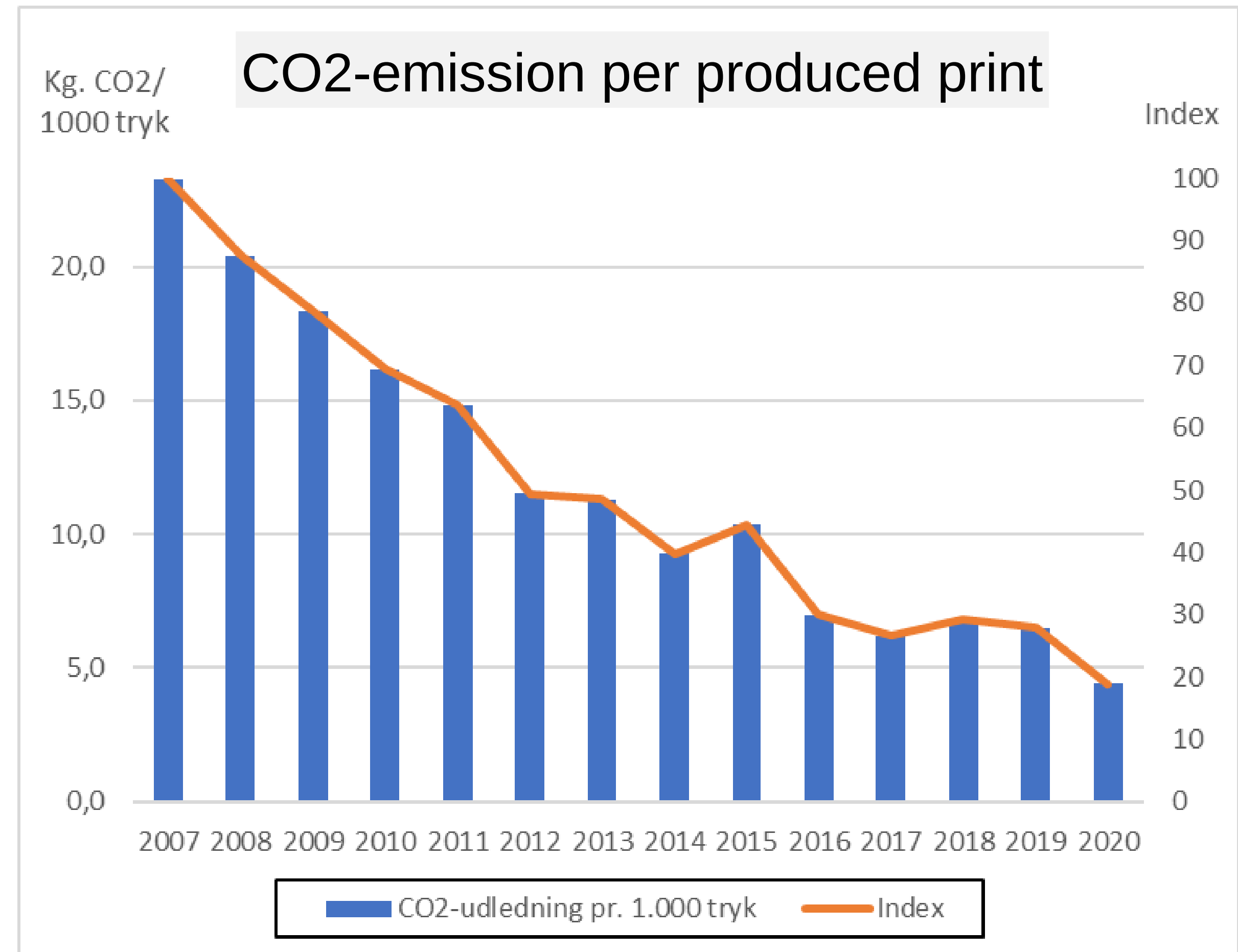
Environmental achievements

At KLS PurePrint:

- 28% reduction in electricity
- 74% reduction in water use
- 68% reduction in district heating
- 100% CO₂ neutral production

Examples:

- Only electric driven cars
- The first electric van in Denmark
- Climate friendly white roof
- Electricity from windmills
- Chemical free print plates



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Chemicals in packaging

Forbrugerrådet: Alle mikroovns-popcorn er giftige

En ny stor undersøgelse slår fast, at der er sundhedsskadelige fluorstoffer i alle popcorn til mikroovn

Af Jakob Hansen



Arkivfoto: Colourbox

Den billige og nemme løsning til at få en god portion popcorn til hyggeaftenen kan vise sig samtidig at være en enormt dårlig løsning.

Således har en undersøgelse foretaget af **Forbrugerrådet Tænk Kemi** vist, at der i alle pakker med popcorn til mikrobølgeovn er fundet sundhedsskadelige fluorstoffer.

Se også: Coop stopper salg af mikroovns-popcorn

FORBRUG & LIV

Bolig Sundhed Digitalt Forbrug Biler Livsstil Guider Test

FORBRUGERKEMI 24. OKT. 2015 KL. 07.44

Giftigt genbrugspap er skjult ingrediens i mange emballager

Det er umuligt som forbruger at gennemskue hvilke fødevarer, der er pakket ind i genbrugspap og papir. Emballagen kan være fyldt med giftig kemi. Men du kan selv tage forholdsregler.



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New strategy

Goals:

- Biological degradable
- Cradle to Cradle certified

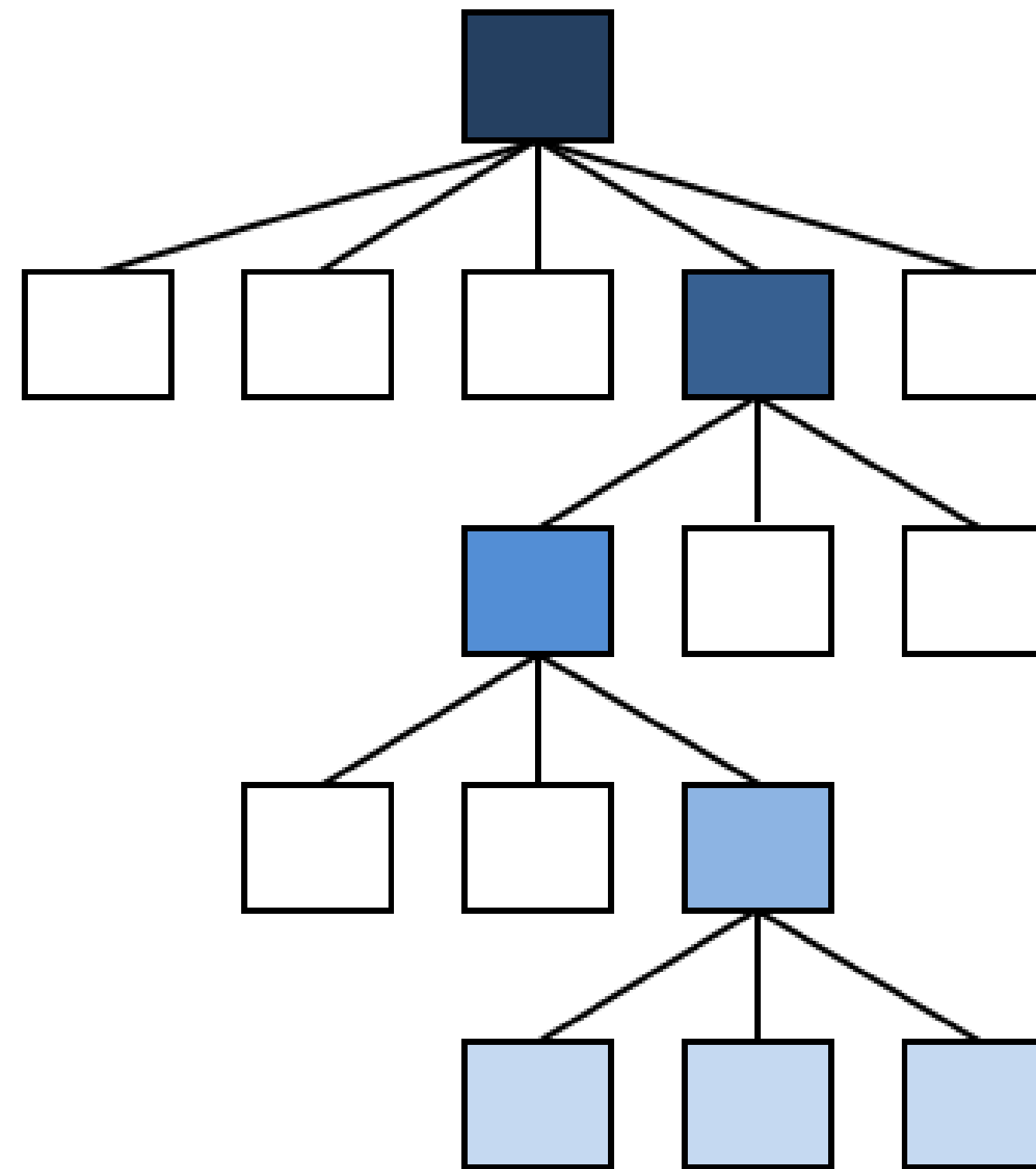
Required new documentation and development of:

- Printing inks
- Paper
- Cardboard
- Varnish
- Glue
- Helping materials



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Documentation up to 4 supplier levels back



1. Supplier level

2. Supplier level

3. Supplier level

4. Supplier level



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We succeeded! (With help from “Grøn Omstillingsfond”)

On May 4th, 2015 the button
was switched on for the first
Pure Print production !

Carsten Hänel, CEO Carlsberg Danmark

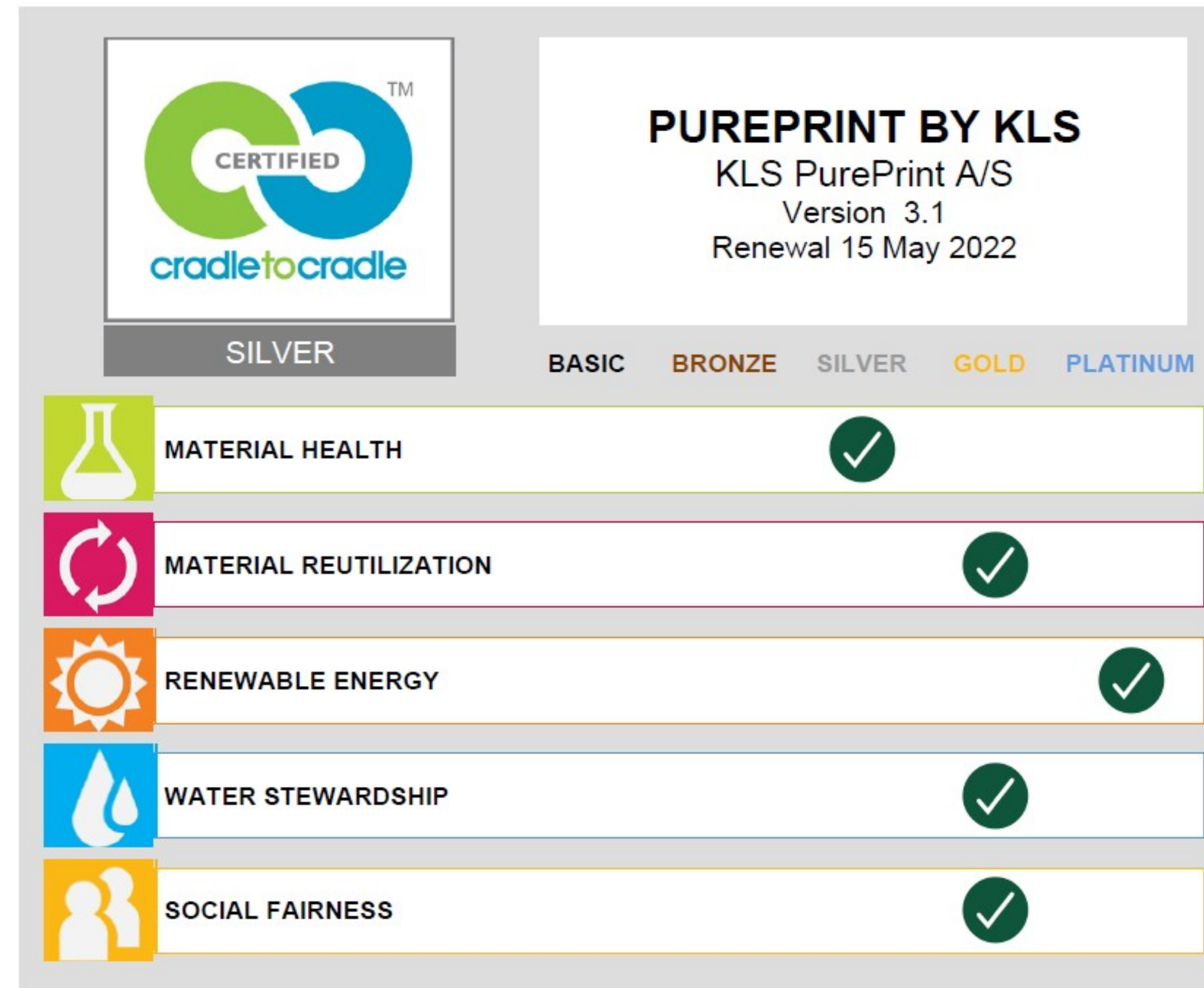
Ida Auken, former Minister of the
Environment

Helle Adelborg, Mayor of Hvidovre Municipality



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Cradle to Cradle certified as the second printer in the World *)



*) In cooperation with Gugler and Vögeli (the following Year)

Wide product range - Printed Products and Packaging



The UN Sustainable Development Goals



The Goals we share with our entire value chain



Target 3.9 :

By 2030, substantially reduce the number of deaths and illnesses from **hazardous chemicals** and air, water and **soil pollution and contamination**



Target 12.4 :

By 2020, achieve the **environmentally sound management of chemicals and all wastes** throughout their life cycle

Target 12.5 :

By 2030, **substantially reduce waste generation** through prevention, reduction, recycling and reuse



Target 15.2 :

By 2020, promote the implementation of **sustainable management of all types of forests**

Target 15.5 :

By 2020, take urgent action to **protect biodiversity and threatened species**



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Example on innovation

Target 12.3 :

By 2030, halve per capita global **food waste** at the retail and consumer levels

- Based on new fibers
- Approved for direct food contact
- No plastic barrier
- Biological degradable



Our experiences and recommendations ...

Internally

- Management and Board must be 100% onboard
- Be ambitious and embrace what is difficult (Business as usual will always be easier)
- Include the organization and pursue new partnerships

Partnerships

- Join your value chains with customers and suppliers
- Pursue new partnerships, network and share knowledge
- Get started, and try to vision where you are if your competitor takes the lead instead of you
- Use the SDG's and especially the Targets as inspiration
- Sustainability is about substance NOT communication



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KLS – Sustainable packaging project (with TI / OWS)

Target 12.5 :

Before 2030 substantially reduce waste generation through prevention, reduction, recycling, and reuse

Vision: Turning waste to income for our costumers

Complete test program:

- Chemical Tests
- Disintegration ability
- Composting ability
- Sprout test

Goal: Legislation our test results lived up to with success

- EN 13432 (EU)
- Slambekendtgørelsen (DK)
- ASTM D6868 (USA)

The project was funded by Markedsmodningsfonden in the full project period from 2018 to 2020 due to “important news value and big market potential”



Outcome?



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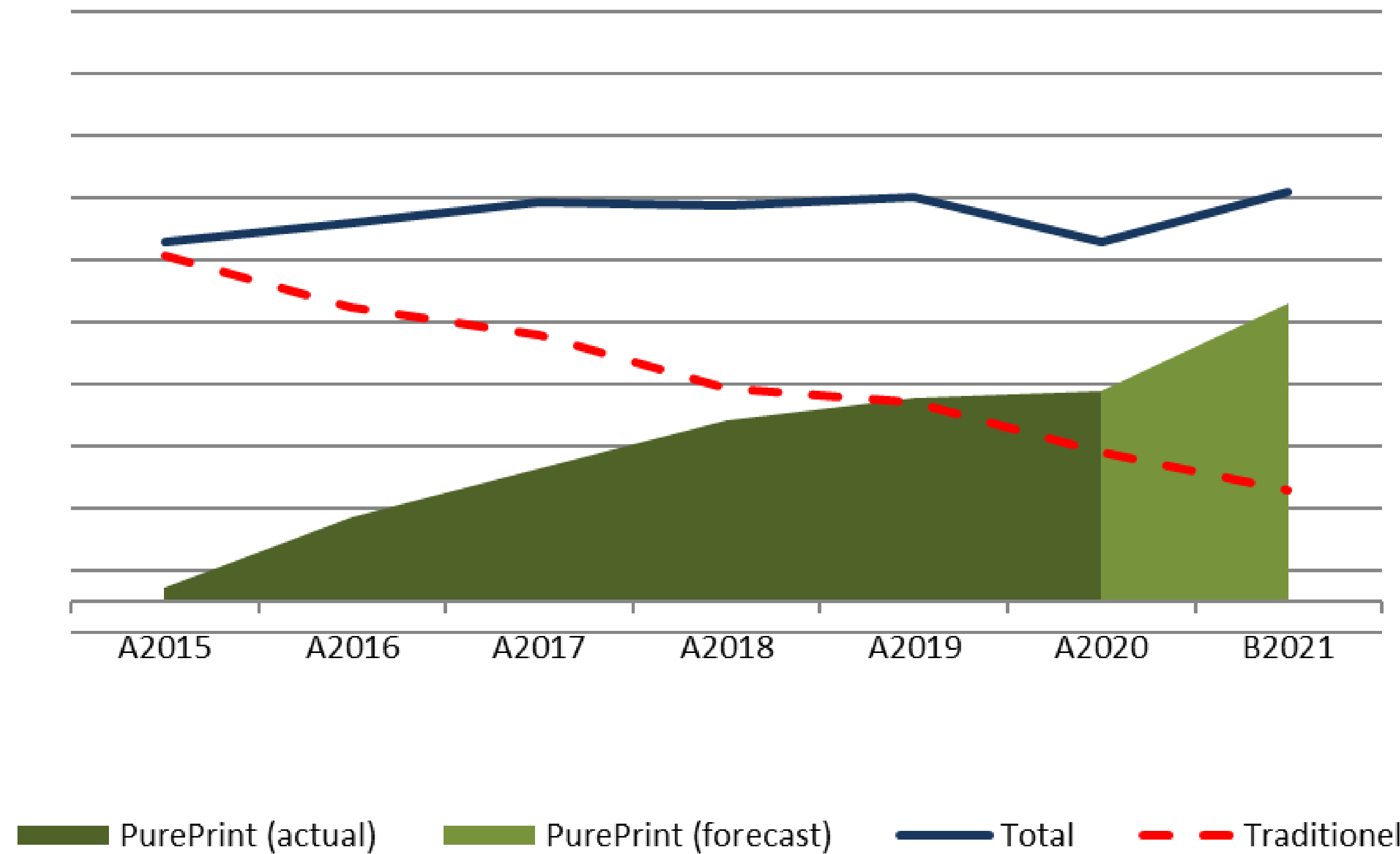
More than 150 new customers



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Organic growth in PurePrint

(2020 affected by Covid-19)



Substantial PR



In the News as inspiration to the new strategy of the Danish Government
With a ban on harmful chemicals in
Food Contact Packaging
26th of August 2019



In the TV2 News as example of an
ambitious climate strategy
being good business
23rd of November 2020

Survival!



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Questions?

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