



HUHTAMAKI
TAKING PACKAGING FURTHER



Further - a single word that captures our aspirations. As one of the world's premier providers of rigid and flexible packaging solutions for consumer products, we take packaging further: in functional and technical properties, as vehicles for branding and marketing, as comprehensive packaging systems, within the environmental dimension, to new markets...

Apart from its original task - protecting perishable products and ensuring their safe journey from producer to end-user packaging today has many other roles. One of them is becoming more important all the time: brand-building. With the power of traditional advertising waning, the buying decisions for foods and other fast-moving consumer goods are increasingly taken on impulse. As the first handshake between the product and the consumer, packaging is the most powerful tool for instant brand identification, product differentiation and in-store promotion. Our background as a consumer products company has given us deep insight into branding and consumer behavior, and we take it further through our own research activity.

Already the world leader in rigid, thin-walled plastic and paper packaging as well as in molded fiber products, we also want to go further as a company and as the 16,000 motivated Huhtamaki employees behind it.

Established in 1920, Huhtamaki has become a pure packaging company through a process of strategic change and corporate transactions, starting twenty years ago and culminating towards the end of the 1990s.

We combine a long industry experience and innovation track record with an unrivalled range of rigid and flexible packaging technologies as well as a truly global network comprising more than 70 factories and additional sales units in 36 countries.



In 2002, Huhtamaki's net sales amounted to EUR 2.2 billion, with half of that from Europe, a third from the Americas and the rest from Asia-Oceania-Africa.

Huhtamäki Oyj has its head office in Espoo, Finland, and is listed on the Helsinki Exchanges since 1960. The company produced its best-ever financial results in 2002.



Our values in *action*

We treat our world with respect

- We care about our people, place and planet
- We welcome diversity and recognize it as a source of innovation
- We encourage people to speak up, question and progress new ideas

We know our business

- We seek to understand our customers and consumers
- We strive for open and active communications, honest feedback and a world view
- We learn from everything we do

We like to get it done

- We have high aspirations
- We trust and empower individuals to get on with their job
- We are inspired by the entrepreneurial spirit of our founder Heikki Huhtamäki

