Press release

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International Paper celebrates 20th anniversary of SvetoCopy paper brand

St Petersburg – 20 December 2016 – International Paper Russia in 2016 celebrates the 20th anniversary of SvetoCopy paper brand. During the past two decades, SvetoCopy has become one of the most popular paper brands in Russia.

Over these 20 years, more than 600 bln business contracts, presentations, reports, business plans, and other valuable documents were written on SvetoCopy paper. That volume is hard to picture, but the examples below should help: laid end to end, that is enough to stretch 180 mln km, greater than the distance between Earth and Sun, while the total area of all the sheets produced amounts to approx. 40,000 sq km, similar to the size of Denmark, the Netherlands, or Switzerland.

Nationwide recognition

In November 2015, Ipsos Comcon held a survey of 850 decision-makers involved in office paper procurement in seven major cities across Russia. The survey found that SvetoCopy was the recognized leader in the office paper section, and every second office paper consumer named SvetoCopy first when asked about paper brands. SvetoCopy was also recognized in the Consumer Goods category at the 2015 All-Russian Federal Award as among “Russia’s 100 Best Products”.

Social impact

In 2014, the joint social campaign “Gathering Around to Help Children” with the charitable Gift of Life foundation was launched. The campaign ensured that, for every SvetoCopy promo-pack sold, one ruble was donated to the foundation, which helps children who suffer from serious illnesses. In total, 18 million rubles were raised to help children receive life-saving medicine and treatment. This International Paper Russia project was named best project in the “Social Marketing” category at the 4th Annual Awards for the Best Social Projects in Russia. As paper remains essential for education, International Paper also donates office paper to educational and social institutions in Svetogorsk – home to the Company’s key production facilities.
Keith Townsend, President of International Paper Russia:

“International Paper transforms renewable resources into recyclable products that people depend on every day. We are proud to celebrate the 20th anniversary of SvetoCopy paper brand, and look forward to seeing further successes, with millions of people in Russia, over many more decades to come.”

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About International Paper

*International Paper (NYSE: IP) is a global leader in packaging and paper with manufacturing operations in North America, Europe, Latin America, Russia, Asia and North Africa. Its businesses include industrial and consumer packaging along with uncoated papers and pulp. Headquartered in Memphis, Tenn., the Company employs approximately 55,000 people and is strategically located in more than 24 countries serving customers worldwide. International Paper net sales for 2015 were $22 billion. For more information about International Paper, its products and global citizenship efforts, visit internationalpaper.com.*

About International Paper Russia

*International Paper started its operations in Russia in 1998. The company focuses on the production and marketing of office and offset papers, liquid packaging board and bleached chemical thermo-mechanical pulp with wholly owned manufacturing operations in Svetogorsk. The company’s Russian footprint also includes a 50:50 joint venture with the Ilim Group, the largest integrated paper and pulp manufacturer in Russia. International Paper’s most well-known brands in Russia are Ballet and SvetoCopy.*

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*More news about International Paper in Russia: http://www.internationalpaper.com/Russia*