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Iggesund Paperboard teams with

Open Communications to create most provocative wall calendar of the year.

**STOCKHOLM** – In a bold challenge to today’s digital world, Iggesund Paperboard, a member of Sweden’s Holmen Group, has launched an oversized wall calendar made entirely of its market-leading Invercote® paperboard. Only 100 copies were handmade. The bespoke calendar was delivered to a select group of graphic and packaging customers across the world. With two copies soon to be auctioned for charity on eBay, it showcases eye-catching and innovative printing, foiling, die-cutting and creasing techniques.

“We’re inspired by our forward-thinking customers and wanted to thank them for their loyalty and creative passion during the year,” explains Carlo Einarsson, Director Market Communications at Iggesund. “We also wanted to spark their imaginations and do something slightly provocative. The Invercote brand is about making an emotional connection – it appeals to the senses and touches you, just as this unique calendar does.”

According to Einarsson, Invercote has become the strongest brand on the European paperboard market\* by helping customers to express their brand aspirations, providing superb service, daring to be different and always being elegant and stylish. “The real secret is to consistently deliver on our brand promise of designer freedom,” Einarsson adds.

The calendar, which was designed and produced by Stockholm-based Open Communications, is part of a larger campaign developed by Schindler Parent, a German-based brand development agency. Nine of the 12 images that feature in the calendar were shot by Raya Photographer in New York, while the remaining three were taken by Tobias Regell/Camera Link to dramatize specific Invercote properties.

“Nobody does wall calendars anymore, so we thought let’s do one that makes a statement that’s impossible to ignore,” says David Gray, CEO & Founder of Open Communications. “The Iggesund team is very ambitious and advanced in their brand thinking, which makes it an exciting challenge and privilege to work with,” notes Gray.

Notable images in the calendar include a life-sized corset with multiple creasing, die-cut holes and real lacing. Another features a complex, laser-cut veil that hangs over the model’s face, and a third includes masks, coated with a cold foil transfer technique, which can be punched out and worn by the viewer.

The calendar was delivered in an oversized envelope covered with images of the operators, engineers, support staff and others who create every order of Invercote at the mill in Iggesund, Sweden. “We wanted to highlight the dedication of the people behind every order of Invercote: the engineers, the sales staff and everyone who infuses Invercote with qualities that make it so unique,” concludes Gray.

\*Source: Opticom International Research AB, “The Brand Equity Tracking Survey – Cartonboard for Consumer Packaging” with 700 interviews of converters and brand owners.

**Workgroup:**

**Print:** EkotryckRedners **Advisor:** Stream Nordic **Agency:** Open Communications, David Gray Copywriter; Carl Johan Ekberg, Art Director; Elise Björner Assistant Art Director; Stephanie Beudat, Account Manager.

**Iggesund Paperboard**, founded in 1685, is a member of the SEK 17.6 billion Holmen Group (Nasdaq OMX Nordic) and Europe’s leading manufacturer of high-quality virgin fiber paperboard for use in the packaging and graphics industry. It owns the brands Invercote® and Incada®, two of the leading paperboard brands on the market. The company’s products are used by the premiumsegment of the consumer packaging market, with applications including perfumes, confectionary products, exclusive spirits and graphic applications. The company aims to help its customers protect their products and communicate their brands and brand values in powerful ways with the help of premium paperboard.

**Open Communications** is an award-winning strategic marketing communications agency that helps Scandinavian companies achieve their goals across borders. The company has a multicultural staff and works primarily in English. Founded in 2001, its clients currently include H&M, Ericsson, Mynewsdesk, Cavotec, IKEA, Skanska and Electrolux. Together with partners, Open has won more than 100 international awards and distinctions for creativity and effectiveness.

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