

# Why innovation is crucial

Innovation has always been part of mankind, from the time we started using tools to the moon landing, we have always been innovative. We at BIM Kemi are no exception.

As a part of UN's Sustainable Development Goal 12 - Responsible Consumption and Production - the need for more sustainable packaging and materials used in production is urgent. Using paper and pulp is a good choice for sustainable packaging, as paper and pulp can be recycled, and is a renewable resource. The forest is a fantastic resource and can be used for many things, where only the imagination sets the limit. Although this may not be entirely true, innovation, creativity, knowledge, and collaboration are also needed, which we at BIM Kemi are proud to contribute to.

## What innovation means at BIM Kemi

Innovation at BIM Kemi means creating something new or improving a product or process where sustainability is always a part of the innovation process. However, as our head of research, Heino Kuusk says *“there must be room for innovation and a climate to try out new things and ideas in order to be innovative”*. This also means that there must be room for failures and the ability and possibility to learn from these, to keep developing.



Thanks to our size, we have the possibility to be more flexible than our competitors. This makes it possible for us to adapt to our customers' wants and needs, which can often change during a work process. Thanks to our flexibility, there is more room for innovation, and we can deliver higher quality to our customers, taking the industry forward.

## Innovations in the past

Many of our previous innovations have reduced or completely eliminated the need for plastic. An example of this is the development of an environmentally friendly plastic-free coated laminate for packaging.

This has lowered the environmental impact compared to PE coated packaging which is a plastic-coated laminate. Another example is the BIM Barrier product for coating of liner board for fish box production, which replaced the wax curtain that was coated on the boxes. This has resulted in environmental-friendly fish packaging boxes.

## Meeting the challenges

To meet the challenges we face as a society and achieve the goals we have set, we must work together. For us, this means working closely with our customers but also to work with others in the industry and not least the university and researchers.



Working together opens for knowledge exchange, creativity, and innovation where other perspectives can meet and push the development forward. This is necessary since we need new ideas and solutions to achieve a sustainable society.

## Because Innovation Matters

