

# UPM PROFI – Open your mind for new innovations



UPM ProFi composite is an environmentally innovative material that combines the best characteristics of cellulose fibres and plastic. Manufactured mainly from recycled material, it has proven to be tough and humidity resistant.



#### RAW MATERIAL

The principal ingredients for UPM ProFi composite are specially selected clean plastic polymers and engineered fibres which fall as surplus by-products in self-adhesive label manufacture and processing.

The proportion of the recycled paper and plastic varies depending on the product application, being always more than 50%. The only added plastic is clean polypropylene. All materials are non-toxic to the environment, no PVC is used.

#### ENVIRONMENTAL STRENGTHS

As there is no other significant re-cycling process for the label surplus material, the manufacture of UPM ProFi actually reduces land-fill and waste incineration. UPM ProFi can be recycled to energy or even reground and converted to new UPM ProFi products. UPM ProFi products have a long life cycle.

#### MATERIAL PROPERTIES

UPM ProFi is a hard wearing material with low moisture absorption. It suits especially well for outdoor applications. The composite has a good resistance to UV degradation. It is virtually free of lignin, the natural wood molecule which turns grey when exposed to sunlight. Because the material will not suffer from "greying", it can be manufactured also in light colours. Innovative raw material gives a unique look to the composite and creates a hardwearing surface that feels smooth and natural.



In 2010 UPM ProFi was awarded the "Sustainable Innovation Management" prize at the "Best Innovator 2010" awards in Germany.

#### PRODUCTS

**UPM ProFi Deck**, the first UPM ProFi product on the market, is durable and easy to maintain. It's an ideal solution for outdoor use in garden decks, patios, terrace areas, marinas and boardwalks, as well as many other challenging applications.

In spring 2009, UPM and Artek introduced two new composite products at the Milan design exhibition. **The Floor** by UPM ProFi, designed by Artek STUDIO, for balcony floor tiling and the **10-UNIT SYSTEM** furniture range, designed by **Shigeru Ban** for Artek, enabled by UPM ProFi.

#### PROJECTS

**World Expo 2010 Shanghai** (pictures on the other side)

The Finnish pavilion at the World Expo 2010 in Shanghai received a modern shingle cladding made from UPM ProFi. Finland took part in the Expo with the Giant's Kettle pavilion, designed by the Helsinki-based architecture agency **JKMM Architects**. The innovative pavilion, which was built on a 3,000 square metre lot, stresses the importance of minimal environmental load in its material selection. The surface area of the Giant's Kettle's exterior cladding was 3,700 square metres, for which UPM produced about 25,000 injection moulded shingles.

**Venice Biennale 2009** (the middle smaller picture on the top on this side)

UPM ProFi Deck decking board appeared in the imaginative floor solution of a new terrace café at the Venice Biennale. The space at the Palazzo delle Esposizioni was designed by the German artist **Tobias Rehberger**. With this design he won the Golden Lion for the best artist in the Biennale.

**Artek Pavilion 2007** (the smaller picture on the right on this side)

Designed by the world famous Japanese architect **Shigeru Ban** (also pictured on top on this side), the exhibition pavilion of Artek made of UPM ProFi was presented by UPM and Artek at the Milano Salone Internazionale del Mobile exhibition in April 2007, followed by exhibitions in Helsinki and Miami. In June 2008, the pavilion was sold at Sotheby's Important 20th Century Design auction for USD 600,000. A local gallerist bought the pavilion to be used as a travelling exhibition space.

