



# UPM RAFLATAC QUALITY POLICY

UPM Raflatac offers high-quality self-adhesive paper and film products including label materials, graphics solutions and removable self-adhesive products. We operate 13 factories and deliver our sustainable and innovative products through our global network of distribution terminals.

We want to be **partner of choice** and together with our customers, brand owners and other stakeholders build **a smarter future beyond fossils**.

Our business is dependent on people. This is reflected in the UPM values of *Trust and be trusted*, *Achieve together* and *Renew with courage*. The continuous development of our people is an important aspect in supporting and achieving the business objectives. Our Quality Principles for every employee in UPM Raflatac are:

- **Quality starts with me**
- **My customer depends on me**
- **We commit to excellence in quality**

The key quality targets are set annually by the UPM Raflatac management as part of the company wide strategy implementation. We use Continuous Improvement approach to achieve quality targets, to improve the quality management system, to enhance products, services, and supply performance and to excel in customer satisfaction.

UPM Raflatac is determined to meet the identified key requirements of our customers and other interested groups. To effectively fulfil the requirements, we adhere to our established quality management system and standards globally and strive to create sustainable long-term relationships with our partners throughout the value chain.

## **Tim Kirchen**

Executive Vice President, UPM Raflatac  
Helsinki, November 25, 2024