



Pulp is Finland's super power



EUR **10,5** billion
in export revenue

50% of pulp is
exported

Prosperity and export revenue

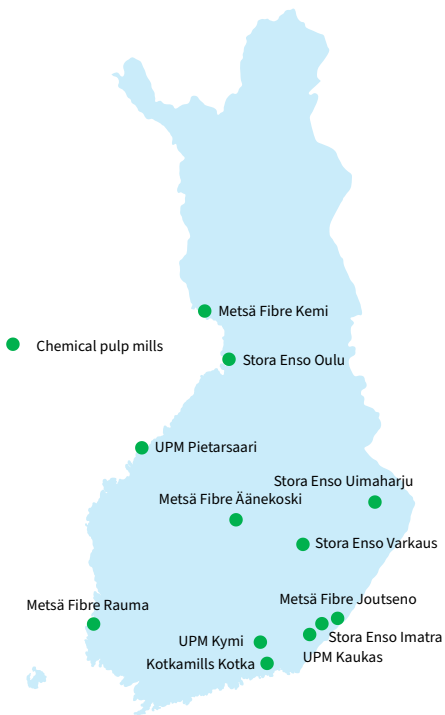
Thanks to our pulp expertise, our forested country has made it to the top among the world's welfare states. Export revenue from the forest industry is important for the national economy.

In Finland, pulp is processed further to produce paperboard and paper, for example, and nearly all of this (98% of paperboard and 96% of paper) is exported.

Making end products near the consumer is often a wise choice.

That is why roughly half of all pulp produced is exported as is.

In 2022, the pulp, paper, and paperboard industry generated EUR 10.5 billion in export revenue. The share of forest industry products in Finland's exports of goods is nearly one fifth.



Prosperity throughout the country

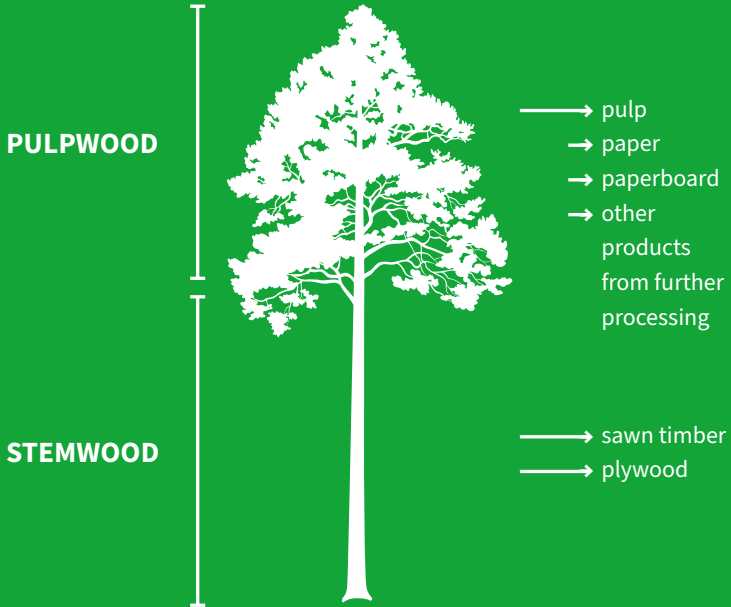
In Finland, there are 12 pulp mills that provide jobs and prosperity throughout the country. The constantly renewing industry works with renewable raw materials and builds the future on a sustainable basis.

Pulp is produced from wood that is not suitable for saw-mills or board mills, such as small-diameter timber from thinning. Pulp production makes it possible for the forest owners to get revenue at several phases during the forest lifecycle.

All in all, the forest industry employs approximately 40,000 people in Finland directly. The total employment effect is more than 70,000 people.

As the forest industry value chain from the stump to the exported product is long, the total tax revenue from the forest sector is approximately EUR 3.6 billion.

All parts of the tree are used



How is pulp produced?

About half of the mass of wood is cellulose. The best-known top-quality product made from Finnish pulp is the long-fiber pulp retrieved from coniferous trees. The process of producing pulp has developed tremendously, for example, with regard to the utilisation of side streams.

Each harvested tree is used thoroughly. Pulp is produced from small-sized timber and those log parts that are not suitable construction materials, for example.

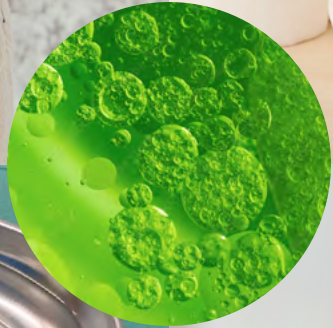
Pulp is produced by cooking wood chips or sawdust in chemical solutions, which dissolves the substances that bind and glue wood together and makes wood fibres detach from each other. After this, fibre mass is washed and often also bleached and dried.

The side streams related to the production of pulp are utilised nearly completely. Lignin can be used to produce battery materials and glues, for example. Crude tall oil and turpentine are utilised in biofuels, pharmaceuticals, and cosmetic products and as an asphalt binding agent.

© Metä Group



© UPM



© Shutterstock



© Stora Enso



Familiar and brand-new products

Pulp is renewable, recyclable, biodegradable, safe and light material. It is used in making consumer products needed in everyday life. Furthermore, textiles and nanocellulose, for example, open up entirely new opportunities.

Pulp is used in making for example tissue and paperboard packages. Global megatrends, such as the rising standard of living and increasing e-commerce, are expected to increase the demand for these consumer products.

Recently, new opportunities have also been found in pulp. It can be used in producing environmentally friendly textile fibres, for example.

Nanocellulose, made of pulp through further processing, has great potential for many purposes! It can be used in the treatment of burn injuries and for other biomedical purposes, in the filtering of microplastics from wastewater, cosmetics and the electronics industry, for example.



We are living in the era of the pulp revolution!

Pulp has a bright future ahead. Thanks to new technology, pulp will be used more extensively for different consumer needs, such as textiles, vehicles, electronics, and pharmaceuticals. To unlock the full potential of pulp, we need the following:

Active and sustainable forest management, which secures forests' health, growth, biodiversity, adaptation to climate change and the availability of raw materials for industry.

Comprehensive economic and industrial policy to ensure that Finnish companies have competitive operating conditions.

Targeting of RDI funding at the development of wood-based biomaterial and product technologies as well as RDI collaboration between the public and private sector.



[@metsateollisuus](https://twitter.com/metsateollisuus)



[@FinnishForestIndustriesFederation](https://www.linkedin.com/company/@FinnishForestIndustriesFederation)

forestindustries.fi