



Press release

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For release immediately

Sulapac begins cooperation with leading Finnish jewellery company Kultakeskus

Sulapac, creator of ecological packaging materials for cosmetics and luxury products, is to begin collaborating with Finnish jewellery company Kultakeskus. As part of the collaboration, Sulapac has designed fully biodegradable jewellery cases that will be used to showcase selected designs from the prestigious Kohinoor range of diamond jewellery.

Kultakeskus is the leading jewellery and silverware company in Finland and is celebrating its 100th anniversary in 2018. In honour of this milestone it is looking forward to the next 100 years with a focus on the company values of authenticity, purity and sustainable manufacturing. In line with these values, Kultakeskus is seeking ways to reduce plastic waste and improve environmental awareness, making this collaboration with Sulapac the ideal next step on their journey.

The new jewellery cases will be introduced at PCD Paris, Europe's premier expert innovation event for the cosmetic packaging industry, which takes place between 31 January and 1 February 2018. The new cases will be available in stores in April 2018 for selected Kohinoor designs.

Suvi Haimi, CEO and Co-founder, Sulapac: "The timeless, hand-crafted jewellery designed by Kultakeskus is sustainable in that it is passed down from generation to generation, so it makes perfect sense that they are packaged in an equally sustainable case that will have no harmful impact on the environment for future generations."

Ilkka Ruohola, Chairman, Kultakeskus: "By paying attention to the packaging materials used, companies from many different industries can have a huge influence on the amount of plastic waste that is produced. By teaming up with Sulapac, we can combine environmental responsibility and modern design, and showcase our Kohinoor products in luxury packaging that does not place any burden on the environment."

For further information, please contact:

Suvi Haimi, CEO and Co-founder, Sulapac
suvi.haimi@sulapac.com
+358 (0)44 029 1203

Ilkka Ruohola, Chairman, Kultakeskus
ilkka.ruohola@kultakeskus.fi
+358 (0)50 049 4257

Kultakeskus is a Finnish jewellery and silverware company notable for its Kohinoor diamond jewellery and Kultakeskus Silver product ranges. In addition to designing and creating jewellery and other precious-metal products, the company is also the official Finnish distributor for a number of well-known wristwatch brands. The

SULAPAC

Salomonkatu 3
FI-00100, Helsinki, Finland

firstname.lastname@sulapac.com
www.sulapac.com

VAT code 2739393-2
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Kultakeskus range includes silver and steel products designed by Tapio Wirkkala, while the Kohinoor range of diamond jewellery is designed by Assi Arnimaa and Sami Laatikainen in Hämeenlinna, Finland.

Sulapac is a fully biodegradable packaging material made of renewable and sustainable raw materials. Sulapac products are designed for brands that want to eliminate plastic waste and demonstrate a genuine commitment to sustainability through the use of premium ecological packaging.

The company was founded in 2016 by Suvi Haimi and Laura Kyllönen and is based in Helsinki, Finland.

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Salomonkatu 3
FI-00100, Helsinki, Finland

firstname.lastname@sulapac.com
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