News Release

Opticom International Research

Several new cartonboard brands in the top but leaders clearly vary across end use segments

Stockholm, Sweden, September 26, 2012 - Opticom International Research today announces the "Part II – Brand Owners" of the results from "The Brand Tracking Survey – Cartonboard for consumer packaging 2012" defining and ranking the most valuable virgin fibre cartonboard brands in Western Europe **according to consumer goods brand owners**.

The ranking of brands, the Opticom Brand Equity Index, takes into account both awareness of and satisfaction with the brand. Satisfaction encompasses quality and service associations, perceived brand performance as well as loyalty towards the cartonboard brand.

The results are based on interviews conducted in February-March 2012 with 364 brand owners located in Western Europe, representing six different end use segments: Cosmetics & beauty care, Pharmaceuticals & healthcare, Chocolate & confectionery, Frozen & chilled food, Dry food, Wines & spirits.

Most valuable brands in Western Europe - based on the Opticom Brand Equity Index

The two strongest cartonboard producers from a branding perspective are clearly Iggesund and Stora Enso. **The top three brands**; Incada and Invercote from Iggesund and Tambrite from Stora Enso, are in a class of their own with regards to *the Opticom Brand Equity Index*[1]; above all thanks to higher awareness than seen for other cartonboard brands. These brands were top three in 2010 although Incada and Tambrite, since then, have switched places as seen in the ranking list below:

Ranking 2012 (2010)	Brand	Owner
1 (2)	Incada	Iggesund
2 (1)	Tambrite	Stora Enso
3 (3)	Invercote	Iggesund
4 (NEW)	Korsnäs	Korsnäs
5 (NEW)	Performa	Stora Enso
6 (6)	Rochcoat/blanc/perle	Careo
7 (4)	Simcote	Metsä Board
8 (5)	Alaska	International Paper
9 (NEW)	CKB	Stora Enso
10 (NEW)	Carta Range	Metsä Board
11 (NEW)	Ensocoat	Stora Enso
12 (7)	Chromolux	Metsä Board

Over time, there is a distinct positive trend with regards to knowledge of cartonboard brands amongst companies producing branded consumer goods to be packed in folding cartons. This is amongst other reflected by twelve cartonboard brands qualifying for the ranking in this edition vs. seven brands in 2010. However, spontaneous **brand awareness among brand owners is clearly lower than among carton converters**: the top three brands are mentioned spontaneously by only 8 – 10 % of the respondents, while among converters the top three brands were spontaneously mentioned by 23 – 29 % of the respondents. Furthermore, about one in five brand owner respondents are not able to name the brands currently used for their products; only the type / grade of cartonboard.

There are **five brands qualifying for the total European ranking for the first time** of which three from Stora Enso: Performa, CKB and Ensocoat. The other two newcomers in the ranking list are Korsnäs (being both a product and corporate brand) and the Carta Range (Elega, Solida and Integra) from Metsä Board.

[1] *To qualify for the European ranking a brand must be evaluated by minimum ten respondents of whom three or more in at least two of the six enc use segments covered in the survey. The BEI consists of four different sub indices: spontaneous brand awareness, top of mind, quality associations and loyalty.*

Brand knowledge clearly differs across the six segments surveyed

As an example, among the Chocolate and Confectionery respondents, a relatively high share refer to the type of cartonboard (SBB, SUB, FBB) used rather than the actual brand when evaluating the performance. It is also clear that some brands are more preferred in certain segments than others as illustrated by the following table showing top three brands[2] per segment based on the Brand Equity Index scores:

Cosmetics & beauty care	Chocolate & confectionery	Wines & spirits	Pharmaceuticals & health care	Frozen & chilled food	Dry food
Invercote	Incada	Invercote	Tambrite	Tambrite	CKB
Incada	Carta Range	CKB	Alaska	Incada	Simcote
Carta Range	Performa	Chromolux	Roch-range	Roch-range	Tambrite

The survey does not only measure how well known and appreciated brands are and how loyal users are towards them. It also looks into purchasing behaviour such as how influential brand owners are when selecting cartonboard grade and/or brand and what the most important driver is behind the brand selection. Is it quality, price, service, relationship, specification or something else? According to Jessica Tommila, responsible for the survey at Opticom, compared to the previous survey (2010) there is a **higher share of the brand owners listening to the converters when it comes to what brand to choose** and another finding is that factors related to cost efficiency have become more important to the brand owners.

In 2010, Opticom for the first time looked into the environmental aspects when choosing a cartonboard brand. In this study, a follow-up was made and it was also expanded to cover sustainability in a wider sense. A separate news release will be published around those results; encompassing results from both converters and brand owners.

The Opticom Brand Tracking Survey adds value to you if you are interested in finding out any of the following:

> How do the end users of the board (the brand owners) view your brand? What overall strengths and weaknesses does it have?
> What do users of your brand value when it comes to quality and service characteristics?
> How well does your brand fulfil brand owner demands; both in absolute terms and in relation to competition?
> How loyal are brand owners to your brand? Are they sensitive to changes in e.g. pricing, product quality or logistics?
> How do brand owners view sustainability and environmental aspects and how do they rate the performance of different suppliers and brands in that respect?

The findings provide useful information that enables owners of the cartonboard brands to for example:

> Define where to focus efforts to create a stronger brand position; is it question of raising awareness of the brand or more about influencing brand owners' quality perceptions or even improving the actual quality of the brand?
> Analyse brand positions in the various end use segments to see where they have competitive advantages and not.

For more information, or ordering of the survey, please contact Jessica Tommila at:

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[2] *Brands evaluated by 5 or more respondents qualify for the segment specific comparison.*