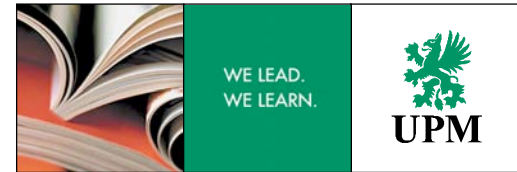




**EU Eco-label logo use on
UPM's own paper products, in own marketing and on
own printed material**

12th March 2008

UPM's own paper products or own marketing material



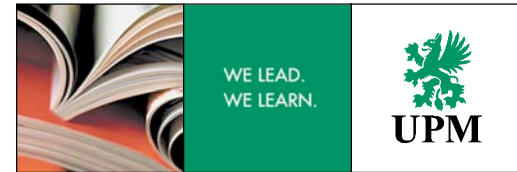
Below logos to be used:

1. On UPM's own EU Eco-label awarded paper products (e.g. on cutsize wrapping, reel/pallet labels)
2. Inside UPM's own magazines, brochures, catalogues etc, when marketing EU Eco-label products or in combination with articles about the label
3. On Merchant Own Label paper products that are produced and packed at UPM and that are sold with the EU Eco-label

To be noted: the name "EU Eco-label" should be used instead of "EU Flower" in all official materials and texts



UPM's own printed marketing material



Below logos to be used:

1. On the cover of UPM's own printed or converted marketing materials when emphasising that the paper used in the material is EU Eco-label awarded (e.g. on the cover of a magazine, brochure, envelope, bag)
2. These are the same logos that UPM customers can with separate authorisation use on their printed or converted products that have been made of EU Eco-label awarded paper (-> separate instructions available for customers)

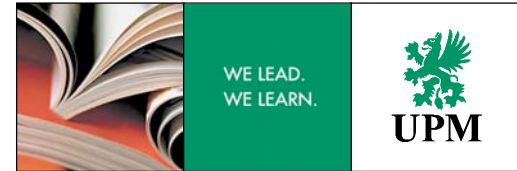
Made of paper awarded
the European Union Eco-label
reg.nr FI/11/1



Made of paper awarded the European
Union Eco-label reg.nr FI/11/1,
supplied by UPM.



- The given layout and proportions shall be used.
- Sentence and registration number always need to be included.
- The flower logo shall not be higher than the height of the text.
- Eight different language versions are available.



Colours to be used in printing

- Colours to be used

Two colour logo

The logo is reproduced in two colours at a white or light, uncoloured background. In correct reproductions the following specifications is followed:

- EU-ecolabelling green: Pantone 347 (for the , the stalk and the leaves)
- EU-ecolabelling blue: Pantone 279 (for the stars)

The colours for 4-colourprint are archived by:

- EU-ecolabelling green: 100% cyan – 80% yellow
- EU-ecolabelling blue: 70% cyan – 35% magenta

Single colour logo

If the number of colours is limited, the logo can be reproduced in a single colour as follows:

- in black at white (or light uncoloured) or blue background (Pantone 279)
- in white at black or green background (Pantone 347)