

PRESS INFORMATION

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Laakirchen Papier has restructured its sales

Since the spring of 2018, the responsibilities for the sale of "Grapho" (SC paper) and "Starboard" (containerboard) have been divided up. The aim of this new sales structure is to provide every customer group with optimum support on a specific segment basis and use recognisable potential with even greater efficiency.

During the past two years, Laakirchen Papier has been characterised by numerous changes. For example, in the spring of 2018 its sales operations were restructured in order to facilitate a still more targeted response to customer requirements. As Franz Baldauf, the Laakirchen Papier AG CFO, explains: *"Laakirchen Papier has to constantly develop further in order to be able to continue to meet the increasing demands of the paper industry in years to come. Our current sales structure is now precisely targeted on the special needs of our customers."*

Separate sales responsibilities for "Grapho" and "Starboard"

The focus of this restructuring was the division of responsibilities for the sales of "Grapho" and "Starboard". At the start of December, Thomas Komin assumed responsibility for "Grapho" sales at the Laakirchen location. The Head of Sales for "Starboard", which is produced in Laakirchen und Raubling, Germany, is Matthias Conrad, who has occupied this post since the beginning of 2018. Thomas Krawinkler, the former Head of SC Sales, left the company at the end of November.

About Laakirchen Papier AG

Laakirchen Papier AG, which is located in Laakirchen (Upper Austria) specialises in the production and further development of super calendered, uncoated papers (SC papers) and lightweight containerboard for the European market. In 2017, Laakirchen Papier AG achieved sales revenues of EUR 211.7 million and on average employed a workforce of 461.

More detailed information at www.laakirchen.heinzelpaper.com

About Heinzl Group

The Heinzl Group, which is united under the Heinzl Holding umbrella, ranks with its industrial locations Zellstoff Pöls AG, Laakirchen Papier AG (both Austria), Raubling Papier GmbH (Germany) and AS Estonian Cell (Estonia) among the largest producers of market pulp, magazine paper and containerboard in Central and Eastern Europe. The group's Trading Business Area includes Wilfried Heinzl AG, a globally active pulp, paper and board trading company, and Europapier International AG, the leading paper merchant in Central and Eastern Europe. In addition, Bunzl & Biach GmbH is the largest and most important waste paper company in Austria and the leading wholesaler in Central and Eastern Europe. The Heinzl Group's successful growth is based on the fulfilment of the highest customer demands with regard to quality and efficiency.

In 2017, the Heinzl Group achieved sales revenues of EUR 1,817 million and on average employed a workforce of 2,409.

More detailed information at www.heinzl.com

**Picture 1:****Picture 2:**

Caption 1. Thomas Komin has assumed responsibility for "Grapho" sales.

Caption 2. Matthias Conrad has been responsible for "Starboard" sales since the beginning of 2018.

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