

 **EUROPRESS**

EXPRESSIVE

EUROPRESS GROUP LTD CUSTOMER MAGAZINE



 **EUROPRESS**

CIRCULAR ECONOMY

1/2022



Europress headquarters and factory in Kerava, Finland



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EXPRESSIVE is the customer magazine of Europress Group Oy.

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Guest contributors are responsible for the contents and accuracy of their own articles. Any opinions and statements presented in their articles are their own.

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CEO REVIEW



Europress is celebrating an anniversary year in 2022, as our company is turning 45. From my own perspective, the years have gone by quickly, as I have been able to witness the rapid growth and development of our company from a front row seat.

Having achieved the position of market leader in Finland, we began our international expansion by establishing subsidiaries in the other Nordic countries and Russia. The great customer feedback that we received provided a strong foundation for further expanding into Central Europe, and our most recent subsidiaries have been established in Poland and Belgium. Our success factors from the very beginning have been high quality

combined with innovative products and services, as exemplified by Europress SMART. Along with many other benefits, this comprehensive system of digital services makes it possible to reduce CO2 emissions by minimizing transportation needs.

I would like to thank above all our customers everywhere for contributing to our success, and of course our fine and committed employees!

RETHINK. CONNECT. COLLECT.

Matti Turunen

EDITORIAL

DESIGNED AND MANUFACTURED IN FINLAND - PROUDLY

Modest. Reliable. Quiet. High-tech. "Sisu".

When characterizing Finns and Finland, these descriptions are familiar. For us too. We don't make a big song and dance about ourselves. We keep our promises. The peace and quiet of our forests live in the heart of every Finn. We can deal with ice, slush and snow – we can get through even the worst snowstorm, simply because "it has to be done". That's what "sisu" is all about – quiet determination.

Europress is an international technology company that is proud to be Finnish, and together with our international subsidiaries, dealers, customers and committed employees, we have reached middle age in fine form.

In this issue, you can take a peek at each of our four international subsidiaries and catch a glimpse of our country managers during their free time. We are very proud of the multifaceted and highly skilled individuals behind our waste compactors and balers.

As the leading manufacturer of waste management equipment in Northern Europe, we will continue our journey as a responsible forerunner in the development of smart recycling technology. According to the article by Maria Hughes, a specialist at the Finnish Innovation Fund Sitra, investment funds focusing on the private circular economy have increased tenfold over the past five years. You can read about the outlook for the circular economy starting on page 18.

Recycling really works! Rinki eco take-back points have established themselves at retail centres across Finland since 2016. The thoughts and advice of Juha-Heikki Tanskanen, CEO of Finnish Packaging Recycling RINKI Ltd, are invaluable for constructing similar recycling networks in other markets.



While the waters have been rougher in recent years than many of us would have liked, it is worth remembering that the only constant in life is change. Strategies evolve and circumstances shift. We need to ride the changes, simply because "it has to be done". Just keep your eyes on the lights that guide us – especially during the rough times.

Pia Husu-Vierimaa

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15 YEARS OF DEVELOPING SMART WASTE MANAGEMENT PRODUCTS



Timo Huhtala joined Europress in 2007.

Executive Vice President Timo Huhtala

has been at the forefront of the waste management industry by introducing smart features to devices. The development of smart functions at Europress has been closely linked to other product development, ensuring that our equipment works optimally as a whole. In order to develop these advanced products, it has also been necessary to develop production facilities and production operations.

When Huhtala joined Europress as a project manager in 2007, the company's waste compactors were manufactured in a traditional engineering workshop in Hakkila, Vantaa. The first smart features were only just being developed.

"First fill level monitoring features were already in use. These were quite innovative and ahead of their time even back then," says Huhtala.

During product development, the mechanical features, hydraulics and electrical engineering of the equipment go hand in hand with its

smart features. These smart features in turn include benefits that are directly visible to the user and the waste operator, as well as features that improve the service life and maintainability of the equipment. "In addition to automatic emptying calls, one of the first improvements enabled by smart technology was the soft turnaround of the ram. This has contributed to extending the service life of all the equipment we have manufactured since 2010."

In 2009, Europress moved to new premises at Huhtimo in Kerava, which enabled the development of production automation. The factory currently has two welding robots and a surface treatment robot. These robots have taught Europress a lot about the requirements of automation while also contributing to improvements in product quality.

Once enough data has been collected, it is possible to develop a wide range of new services that can benefit Europress customers worldwide. For example, our Australian partner has succeeded in building a very effective service package for local customers. In addition to the SMARTportal, the SMARTwaste mobile app enables the direct exchange of information between the customer and Europress, which eliminates a lot of bureaucracy and improves the quality of service.

"This is a good time to thank all our customers who have wanted to play an active role in developing our services over the years," Huhtala concludes.

Text Liisa Hyttinen

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Mikael Millberg

*Europress Sweden's
office in Rosersberg.*



IN SWEDEN SINCE 1996

Europress has been present in the Swedish market since 1996 and has been actively involved in developing the waste compactor sector in the country. A lot has happened during this time, and we have grown into a well-knit team.

The Europress office is based in Rosersberg in the northern part of Stockholm, and we have technicians and sales personnel all over Sweden. We are still growing, and interest in the environment and waste handling solutions is topical for many companies. We are here to help!

In 2021, we delivered more than 250 machines to customers all over the country. We also welcomed three new members to our team.

Text and photo
Europress Sweden

*Country Manager
Mikael Millberg
joined
Europress 2020.
Europress Sweden
has 21 employees.*

*Mikael Millberg
relaxing
in the Stockholm
archipelago
outside Blidö.*

*CombiMax in Coop
Nord, Storlien.*



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Tarjei Gullberg

IN NORWAY SINCE 2001

The Norwegian subsidiary of Europress Group has delivered waste compactors and balers to the Norwegian market for over two decades. Following steep, steady and healthy growth, Europress is now one of the key suppliers in the market thanks to solid partnerships and key accounts with the biggest waste operators, real estate holders, shopping centers and retail chains in Norway.

The Norwegian team has 17 dedicated members, including a strong service department, a hands-on back-office unit, and a lean and ambitious sales organization that covers the entire country.

Tarjei Gullberg has been leading the organization as Country Manager since 2018.



Country Manager Tarjei Gullberg joined Europress in 2018. Tarjei on the Svartisen Glacier, Nordland.



Scaletippers at Okern Portal in Oslo.

Text and photos Europress Norway

EUROPRESS POLAND

Text and photos: Europress Poland



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Krzysztof Jezierski

IN POLAND SINCE 2019

Our journey in the Polish market began in March 2019, when Europress Poland Sp. z o. o. was established. Over the past three years, we have managed to start cooperation with the country's largest waste operators and other clients, and for some we have already become the sole equipment supplier.

By offering the most modern technology and with our experienced staff, we are gaining a growing share of the market. With 17 years of experience in the industry, our managing director has built a team of professionals who share a common goal: to implement very ambitious plans by providing the highest quality equipment and satisfying our customers. From a new company just a few years ago, we have become an important player in the Polish market for waste management equipment. We have already delivered more than 400 devices to our clients and expect to deliver many hundreds more in the years ahead!



Country Manager Krzysztof Jezierski has raced on mountain bikes since 2018. This race was held in 2021 in Śrem. Solid MTB Race

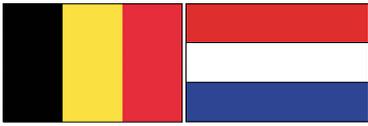


Alba Group, installation place, 4F Logistic Center



Alba Group, installation ID Logistisc, Wrocław

EUROPRESS BENELUX



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Maarten Schepens

IN BENELUX SINCE 2019

The Benelux countries represent an established, fully developed and competitive market in which all the major waste equipment players are present, including three local producers.

We started in the Benelux market by getting a major Belgium waste operator to switch to our Europress SMART compactors after a 6-month test period. Their compactor fleet has now been partly replaced by new Europress SMART compactors. This customer was the start for a larger rollout of our products to numerous other customers. Also in the Netherlands, we have been able to deliver some nice installations, mainly at large logistics companies. We believe that the Europress SMART Digital Systems are a game changer in this market.

During the second half of 2020 and the first half of 2021, European countries went into almost complete lockdown due to the spread of the global pandemic.

These were tough times for the entire industry in this region. Despite these challenges, Europress was able to gain some new customers in the second half of 2021.

For 2022 and the future, once the pandemic restrictions ease, we foresee possibilities for strong growth and look forward to introducing a lot of new customers to Europress SMART!

Maarten Schepens, joined Europress in 2021.



Photo: Tommi Rautiainen

Two CombiMax 20m³ waste compactors with S8 tipping devices were delivered to Vanheede Environment Group in 2021. Vanheede Group is one of the leading waste operators in the Benelux countries and northern France.





WHEN THE COMPASS POINTED OVERSEAS

Marko Aaltio and Matti Turunen on their way to the Entsorga waste management trade fair in Cologne, Germany. Marko is holding in his hand a Mobira, the smart device of the 1990s!

Text: Pia Husu-Vierimaa

The 45th anniversary of Europress provides a good opportunity to look back at the early days, to a time when the Finnish manufacturer of waste management equipment began to grow into the leading manufacturer of smart waste solutions in Northern Europe – all thanks to our great partners, skilled and committed employees, an open-minded attitude, and a strong and reliable product.

From the outset, product development has been at the forefront for Europress, both in Finland and overseas.

INTERNATIONAL JOURNEY BEGAN WITH OUR NEIGHBORS

The importance of internationalization was recognized within Europress at a very early stage. The company's international journey was undertaken systematically by signing agreements with representatives among our western neighbors, first in Sweden and then in Norway already in the early 1990s. The growth of Europress beyond Finland has been made possible by the company's international business expertise, networks, language skills and familiarity with cultures, not forgetting continuous product development.

Business Development Director Marko Aaltio stresses the importance of a competent team when discussing the international growth of Europress. After joining the Europress sales team in Finland in 1991, he soon took over responsibility for developing the company's exports. In 1992, Europress signed an agreement with a sales representative in Denmark. This was followed by further sales agreements in Norway.



Marko Aaltio, Andreas Lemström and Tommi Rautiainen work closely with our subsidiaries and representatives.

Three years later, Europress opened its own office in Stockholm, and when the company's first subsidiary was established there in 1996, Aaltio moved to Sweden for the next five years. The company's success in exporting its waste management equipment to Sweden led to the establishment of a new subsidiary in Norway. Our current **Executive Vice President, Andreas Lemström**, previously served as Country Manager for Norway from 2015 to 2018 and before then as International Service Manager.

INTO EUROPE VIA THE EAST

When IKEA expanded into Russia in 1999, bringing with it Europress waste compactors, it was time to find representatives in St. Petersburg and Moscow.

"At the time, our Europress products may well have been the first waste compactors to be seen in Russia," says Marko Aaltio. In other words, Europress was a forerunner in the true sense of the word.

The company's internationalization continued in the 2010s, when representation agreements were signed in England, Switzerland, Germany and Australia. Over the past three years, Europress has also set up subsidiaries in

Poland and in the Benelux market. Today, Europress operates in seven markets in Europe through our own national subsidiaries, in addition to which Europress products are marketed in ten countries through representatives.

SMART EXPORTS

"The support and expertise of the entire Europress team has been vital to our international growth," says Marko Aaltio.

A good product, of course, is also required, but even reliable, first-class products do not sell themselves. People are always needed. In addition to language skills, familiarity with a country's customs and culture helps build trust and broadens one's own thinking at the same time. During his years as Country Manager for Sweden, Marko Aaltio became acquainted with Swedish culture and language through music, for example.

As a forerunner in the field of environmental technology, Europress will no doubt be looking to enter new countries in the future – as always in a smart and expert way!

“EUROPRESS IS SMART, INTELLIGENT AND CAPABLE”

Text: Pia Husu-Vierimaa

In addition to our four subsidiaries, Europress has extensive operations in Europe, and to some extent in Israel, China, Singapore and Australia, through its network of partners. The expertise and dedication of the Finnish technology company in developing smart waste management have convinced partners and customers around the world.



Export Sales Manager Tommi Rautiainen has represented Europress around the world since spring 2019. His international travel has been replaced mostly by virtual meetings on Teams during the pandemic, but even the massive global disruption has not undermined our exports. Small deals can even turn into huge successes through the most innocent of e-mail enquiries.

Export activities highlight the need and ability of Europress designers and technical experts to address a wide range of customer demands by developing waste management technologies and tailoring waste balers and compactors to suit different markets.

Europress dealers are the best experts in their respective markets, and they are backed up by Europress specialists in product development, manufacturing and design, such as **Senior Smart Specialist Ben Mårtens**.

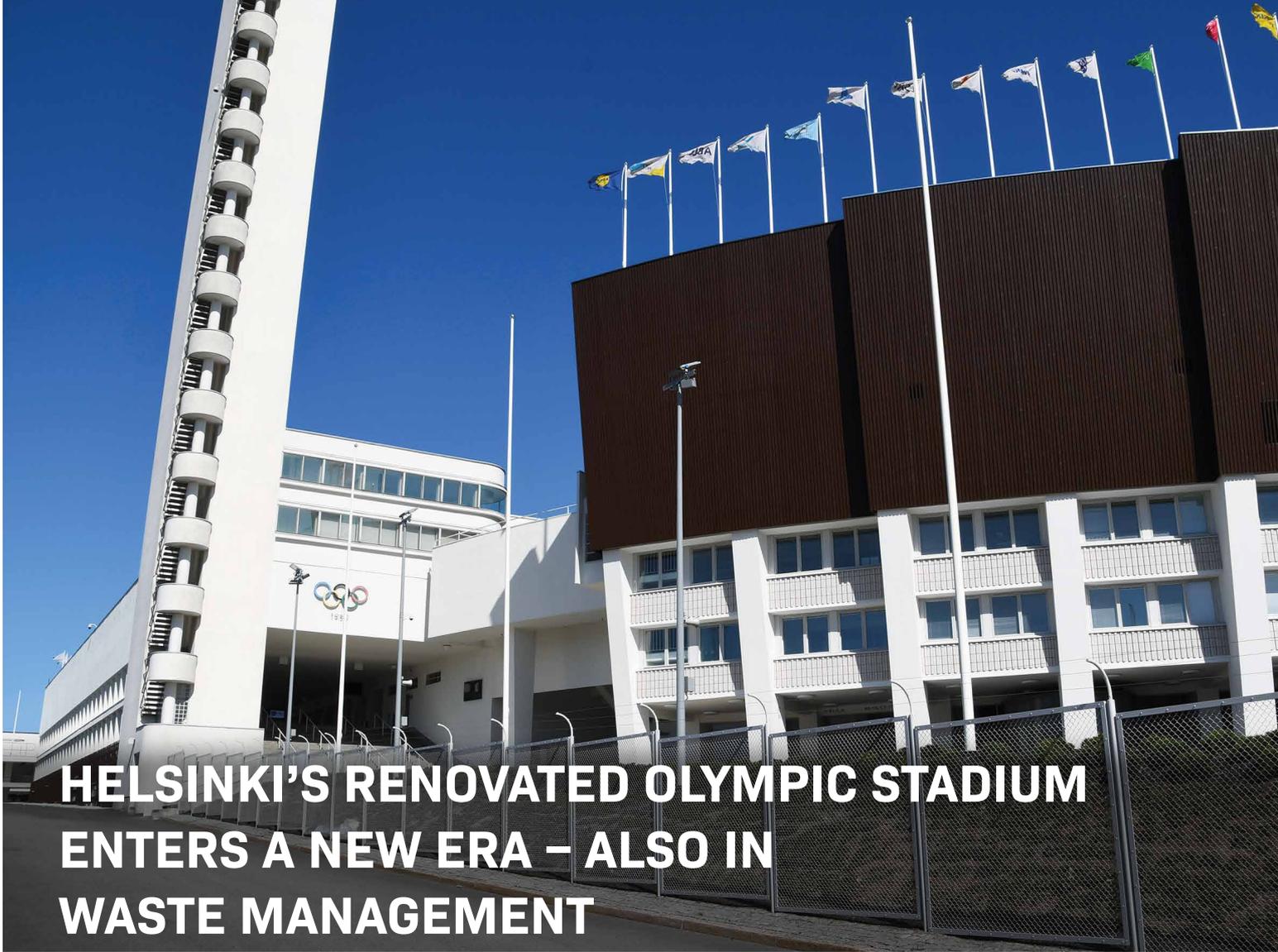
Together with Tommi Rautiainen, they are able to provide training to customers and answer technical questions. It is easy for Tommi Rautiainen to agree with the praise of

customers when he hears that “Europress is smart, intelligent and capable of managing equipment remotely!”

The pandemic may not have stopped international trade altogether, but it did create its own challenges. The exceptional times have even had some positive effects.

“Companies understand the need for even more advanced circular economy solutions and want to remain competitive responsibly. They are clear about what they want and serious about finding the right suppliers,” says Tommi Rautiainen.

And how did the innocent e-mail enquiry go? A waste management operator in the Baltics approached Europress by e-mail in the first autumn of the pandemic and decided initially to order 20 devices. The customer was subsequently so impressed that they ordered many times more devices at the beginning of 2022. With such high-quality products and respect among our customers, the future certainly looks bright for Europress!



HELSINKI'S RENOVATED OLYMPIC STADIUM ENTERS A NEW ERA – ALSO IN WASTE MANAGEMENT

Text: Pia Husu-Vierimaa



When Helsinki's iconic Olympic Stadium recently underwent a major renovation, the Stadium Foundation entrusted Europress with the design and implementation of a comprehensive waste management solution for the new multipurpose arena. Europress Combi-Max waste compactors were duly installed at the new Stadium in July 2020.



The renovation of Helsinki's iconic Olympic Stadium took 5 years and was completed in 2021.



The well-functioning cooperation between the Stadium Foundation and Europress began already in 2013. The EcoCompass ecolabel awarded to the Stadium Foundation also obliges its waste management partner to act responsibly.

Ilkka Rautakivi, Real Estate and Security Manager at the Olympic Stadium, got to observe the enormous renovation project of one of the most iconic buildings in Finland from a front row seat. Altogether, the almost total reconstruction took five years to complete.

The renovation project, which began in 2016, was the biggest ever undertaken in Finnish history and was overseen by a steering group representing key stakeholders, including the City of Helsinki, the Ministry of Education and Culture, the Stadium Foundation and the Finnish Heritage Agency.

According to Rautakivi, the choice of a supplier of total waste management solutions was especially domestic manufacturing, good quality of work and efficient maintenance. "Even EcoCompass requires that waste matters are handled neatly and expertly," says Ilkka Rautakivi. "State-of-the-art technology, clean seams and easy operation" characterizes Ilkka Rautakivi Europress's press properties. There is a large logistics facility underground, where the waste facilities are also located.

Europress's four CombiMax waste compactors with tipping devices can be found in the logistics space.



The Olympic Stadium in Helsinki was originally built in 1938.



Four Europress CombiMax waste compactors were installed in the stadium's waste room.

"TIDY AND EXPERT WASTE MANAGEMENT"

"We removed 27,000 truckloads of soil and construction waste during the reconstruction," says Ilkka Rautakivi.

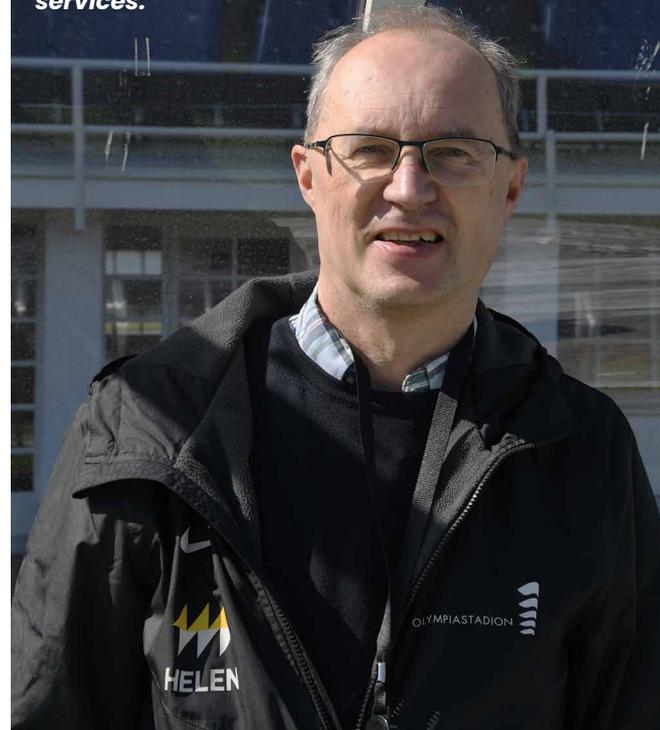
The new Olympic Stadium is a forward-thinking and responsible recycler of waste compared to other traditional stadiums in Europe. Waste is generated from the stadium's day-to-day operations, sports events, concerts, festivals and other major public events.

"We have also taken the environment into consideration by installing maintenance-free composite seats in the stadium that can be incinerated at the end of their service life," Ilkka Rautakivi adds.

Large logistics facilities covering 2005 square metres have been built underground, where the waste rooms are situated. Four Europress CombiMax waste compactors with tipping devices were installed in July 2020.

According to Rautakivi, Europress was selected to supply the comprehensive waste management solution in part because its products are made in Finland, but especially because of their high quality and the excellent maintenance services.

"Europress was selected to supply the comprehensive waste management solution in part because its products are made in Finland, but especially because of their high quality and the excellent maintenance services."



"Our EcoCompass environmental certification also requires us to have tidy and expert waste management. Europress waste compactors offer state-of-the-art technology and a safe and clean design, and they are also easy to operate," Ilkka Rautakivi, Real Estate and Security Manager at the Olympic Stadium confirms.

ECO TAKE-BACK POINTS PROVE THEIR EFFECTIVENESS!

Text: Liisa Hyttinen

Photos: Finnish Packaging Recycling RINKI Ltd.

Rinki eco take-back points are doing well. The network handles 2.5 million kilos of carton packaging and a million kilos of plastic packaging a month, as well as metal and glass packaging. But what exactly are Rinki eco take-back points?

Rinki eco take-back points form a recycling network of consumer packaging waste within Finland. There are currently 1855 Rinki eco take-back points located throughout Finland, and they collect carton, plastic, metal and glass packaging. Europress waste compactors are used at the busiest eco take-back points for recycling carton and plastic packaging.

The eco take-back points are managed by Finnish Packaging Recycling RINKI Ltd, a non-profit service company owned by Finnish industry and retail trade. The company's mission is to ensure that sorting packaging is easy for consumers and that implementing producer responsibility is easy for businesses. Rinki works together with 5 producer organisations (PROs).

Producer responsibility is a legal obligation for businesses in Finland. It means that companies that pack products in Finland or import packed products for the Finnish market are responsible for the entire process of collection and recycling of their packaging waste. By signing a contract administered by Rinki, companies can transfer their legal obligations to PROs.

The network of Rinki eco take-back points has operated since 2016. Over the past six years, the network has enjoyed a lot of success and also learned valuable lessons from experience.

"We have always had a clear vision of the direction in which we want to develop our



"It is worth adopting best practices from other countries, says Juha-Heikki Tanskanen, CEO of Finnish Packaging Recycling RINKI Ltd.

network of Rinki eco take-back points. Good cooperation with producers, trade, municipalities and with PROs, producers, has been the key to our success," says **Juha-Heikki Tanskanen, CEO of Finnish Packaging Recycling RINKI Ltd.**

Along the way, the number of eco take-back points has increased especially at retail outlets, as they have proven to be natural places for

returning used packaging. The cleanliness of the eco take-back points and accumulation of packaging are closely monitored. The aim is to empty the containers when they are as full as possible but without compromising availability or tidiness. This requires determining the optimal emptying intervals and collection means for each point.

“We try to install waste compactors at points with the highest material accumulations or variations. Accumulation spikes are easier to manage with waste compactors than with traditional collection equipment,” Tanskanen points out.

The Europress SMART service is used effectively to optimize the emptying intervals of waste compactors. The more than 400 waste compactors at Rinki eco take-back points currently form the largest single customer network for Europress and therefore provide an important pilot platform for the smart functions designed to optimize large networks.

According to **Kimmo Jussila, Major Account Director at Europress**, the SMART service enables fill levels to be monitored in real time, which in turn makes it easy to react quickly to changing needs.

“We recently added the SMARTwaste mobile app to Rinki’s tool kit, which makes the system even faster to use. In addition to monitoring fill

levels, the app can be used to order service calls and monitor progress. The ability to respond rapidly to fault situations also reduces customer complaints, downtime and costs,” Jussila says.

The system is being continuously developed by Rinki, PROs and Europress. Tanskanen is very satisfied with this cooperation: “We have always had good dialog with Europress, also when dealing with challenging issues. Europress has always been ready to resolve any challenges that arise and has also proactively developed our cooperation. It is important to us that technical issues have been addressed rapidly,” the Rinki CEO says.

Tanskanen also has a message for all the countries where a network of public pick-up points is being set up or renewed. He notes that sufficient time and expertise are needed to set up an extensive network, so the project has to be planned well. The location of eco pick-up points and good communications channels for providing customer feedback are crucial for the development of an effective network. Tanskanen also recommends weighing during emptying, as it is a cost-effective way to optimize logistics and maintain a high level of service.

“Good cooperation is definitely an advantage. It is worth adopting best practices from other countries while also avoiding any pitfalls that have emerged,” Tanskanen encourages.



There are currently 1855 Rinki eco take-back points located throughout Finland.

Maria Hughes, Specialist
The Finnish innovation Fund Sitra

WHAT'S THE POINT OF THE CIRCULAR ECONOMY?



Photo: Sitra / Miikka Pirinen

In 2020, the amount of man-made material exceeded the amount of biomass on our planet.¹ According to the Circularity Gap report 2022, only 8.6 per cent of all produced material gets recycled globally.²

In other words, over 90 percent of extracted materials go straight to waste or are used only once. Clearly, we need to do something.

The current unsustainable production and consumption patterns of our society result in materials being used inefficiently and wasted after their first life. Due to this, many of the materials we use today quickly lose their value. In our current economic model, we take more and more materials, produce more products and compensate the lost value by producing larger quantities. This is wasteful and expensive – and harmful for human wellbeing.

¹ Elhacham E, Ben-Uri L, Grozowski J, Bar-on Y M and Milo R (2020) Global human-made mass exceeds all living biomass – Nature 588:442–444 <https://www.nature.com/articles/s41586-020-3010-5>

² Circle Economy (2022) The Circularity Gap Report 2022, <https://www.circularity-gap.world/2022>

³ Ellen MacArthur Foundation (2020) Financing the circular economy, <https://emf.thirdlight.com/link/17z1dk7idbty-lrrp3s/@/preview/1?o>

⁴ European Commission (2020) COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE AND THE COMMITTEE OF THE REGIONS A new Circular Economy Action Plan For a cleaner and more competitive Europe COM/2020/98 final, <https://eur-lex.europa.eu/legal-content/GA/TXT/?uri=CELEX:52020DC0098>

HOW CAN WE INCREASE THE VALUE OF MATERIALS TO GET MORE WITH LESS?

This is where the circular economy comes into the picture. The circular economy might seem like a hype, but it makes sense. In truth, circular business models have always created revenue for companies.

Solutions that provide services over selling products have a potential to succeed. The manufacturer's earnings logic encourages the production of high-quality and repairable products with a long lifespan, while the customer no longer needs to take care of updating and maintaining the product. Circular businesses can focus on managing production side streams, producing repairable products with a long lifespan, and refining the value of waste through recycling.

Despite the type of a circular business and its location, the goal is common: gaining revenue by increasing the value of materials by using less raw materials, keeping them in use longer and managing them in an organised manner.

Investors and decision makers are becoming more and more interested in circular business. In the last five years the number of private market funds focusing on the circular economy has jumped ten-fold.³ Also, many recent policy developments are favourable for the circular economy. In line with its Circular Economy Action Plan, the European Union is developing regulations to ensure longer lifespans and reparability for products to control unsustainable material management.⁴

The message is clear – the circular economy makes sense and provides opportunities for businesses.

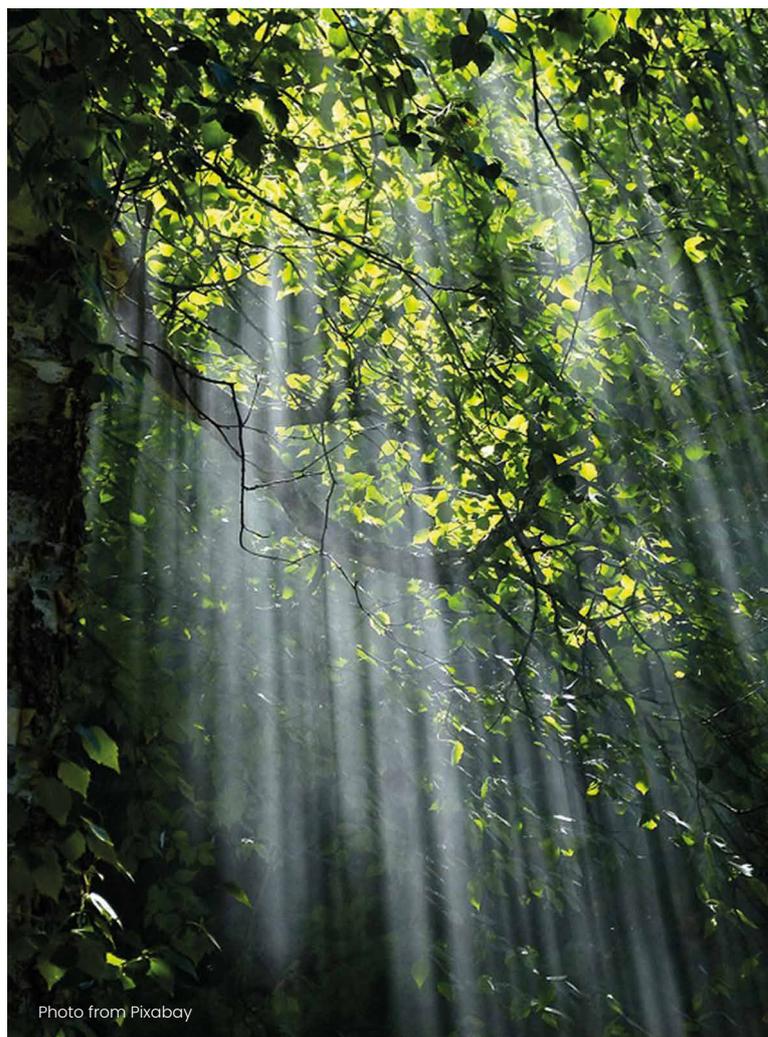


Photo from Pixabay

Maria Hughes works as a specialist at The Finnish Innovation Fund Sitra. She is closely involved in the World Circular Economy Forum (WCEF) and is forever interested in learning about circular economy developments across the globe.

Sitra is a future fund that collaborates with partners from different sectors to research, trial and implement bold new ideas that shape the future. Our aim is a Finland that succeeds as a pioneer in sustainable well-being. Sitra has worked on the circular economy since 2014. Together with its partners Sitra has published circular economy playbooks to support businesses to adopt circular business models. In 2020 Nordic Innovation published the Nordic Circular Economy Playbook, a tangible tool for Nordic businesses to develop circular business.

SMART IDEAS HAVE ALWAYS CHANGED THE WORLD



Photo: iStockPhoto

Text: Liisa Hyttinen

Europress has been investing in the development of smart waste management in the form of the Europress SMART system for more than a decade.

Each member of our sales and service teams is trained in the secrets of the SMART system and supported by our team of smart waste management specialists.

One of these specialists is **Joni Tolonen**, who works with Europress SMART customers to develop practical solutions for digital waste management. All Europress waste management devices manufactured since 2011 have smart readiness, meaning that they can be connected to the SMART service, in Joni Tolonen's words, "at the touch of a button."

Older devices manufactured by Europress, as well as devices from other manufacturers, can be fitted with the Retrofit accessory, which enables them to connect to smart technology.

Product development at Europress is both directly and indirectly driven by major megatrends such as climate change, technology and responsibility. The goal is to improve competitiveness and the customer experience in a changing environment, as well as to increase the efficiency of recycling. Above all, it is a question of how material flows as a whole can be managed efficiently and smoothly in order to achieve the maximum benefit for the customer, the environment and the operator. "It means that we need to be able to create new solutions that help our partners and customers ensure that recycling is handled efficiently. In practice, this can only be achieved by digitizing the entire chain from the place of creation to processing and disposal," IT Development Manager **Tommi Häkkinen** says.

"We strive to respond to customer needs precisely and with a multi-channel approach. We have designed our mobile user interface to provide all the information and functions that the user needs to operate the device. The SMART portal provides visibility to the customer's entire fleet of equipment and how efficiently it is being operated," Häkkinen explains.

Smart features are available as part of any solution we deliver – whether it involves a demanding industry with its own automation systems or a single waste container in a small grocery store. The goal is to remain at the forefront of device technology.



MEET SOME OF OUR SMART CUSTOMERS

“Data from Europress SMART supports the management by information

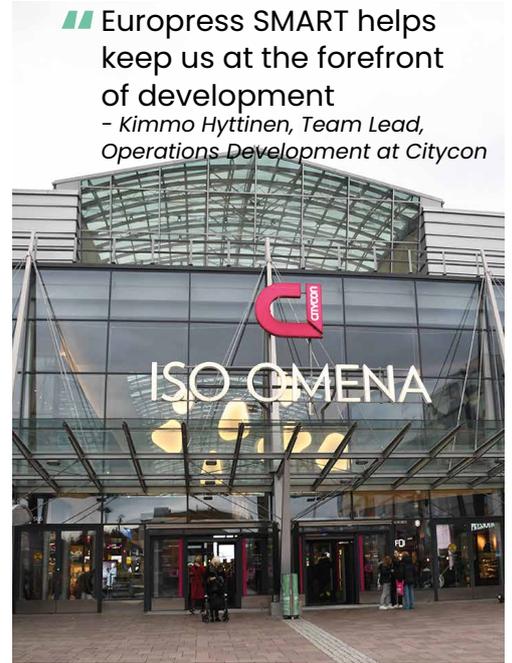
- Mika Marttinen, property manager, Tamro, Health Technology Services



Tamro is Finland's leading distributor and service provider of pharmaceuticals and health products.

“Europress SMART helps keep us at the forefront of development

- Kimmo Hyttinen, Team Lead, Operations Development at Citycon



Citycon is a leading owner, manager and developer of mixed-use shopping centers.



Photo: Mikko Hauru

INTERESTED IN BEING SMART?

PLEASE CONTACT:

europressgroup.com/contact-us

LOWER CO2 EMISSIONS AND COSTS WITH SMART

Haurun Jäteauto is an innovative company in the circular economy that offers comprehensive waste management and waste skip services in Oulu, Northern Finland. Hauru has led the way by operating a fleet of low-emission waste trucks that run on biogas already since 2018.

Compared to before, the number of emptying visits has been reduced significantly. The elimination of these redundant transports in turn has enabled Hauru to serve more customers, since its fleet operations have been fully optimised. The digital SMART tools also provide automatic fault notifications that can then be reacted to without delay.

Thank you.

*Europress at the age of 45
is in its prime.*

*Over the years we have experienced
and learnt a tremendous amount.
We have developed as a company and
developed new products and services,
in Finland and around the world,
together with You.*

*We have also been extremely fortunate
to have such talented and passionate
employees, not only in Finland,
but also among our subsidiaries.*

*Our heartfelt thanks go out to all our
wonderful customers, partners and employees for the
past years.*

*We look forward to continuing on
our journey together!*

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 **EUROPRESS**
SINCE 1977

EUROPRESS'S BUSY WEEK AT IFAT, IN MUNICH



This year's IFAT exhibition in Munich, Germany, came to an end on Friday 3 June, 2022. The previous IFAT exhibition was organized in 2018.

IFAT is the world's leading environmental technology trade fair. This year's event attracted 119,000 visitors from more than 155 countries around the world and almost 300 exhibitors.

In terms of location and appearance, our stand at IFAT was very successful. The stand displayed our DuoMax HD Scaletipper X1, Balex-20 and Balex-C, and SMART demo monitors, all of which attracted a lot of attention.

Europress's international team, totaling almost 20 persons from Finland, Sweden, Norway, Poland and Belgium, presented the most modern digital waste management systems to exhibition visitors over five days.



Europress exhibited at IFAT for the third time



DuoMax HD Scaletipper X1 on the right, Balex-20 and Balex-C in the background.



Europress's stand was in hall B5, in a great location.



EUROPRESS
WWW.EUROPRESS.FI

Text: Pia Husu-Vierimaa

EUROPRESS FACTORS – SERVICE TEAM LEADER AND INTERNATIONAL TRANSPORT MANAGER

In summer 2021, we began a new series of articles introducing the professionals at Europress.

Presenting the company through its people provides a human touch to our products, while also demonstrating how advanced Europress is in its own field. Each article explains how the work of each expert contributes towards the end product. In this way, we want to highlight the individuals behind Europress waste compactors and balers.

Naana Loimulahti, Service Team Leader

FROM SERVICE ASSISTANT TO TEAM LEADER

Naana Loimulahti's career path is a great example of how Europress offers opportunities and encourages employees to grow in their own roles. Having been recruited as a service assistant in 2017, Naana has worked since 2021 as a supervisor for 13 technicians.

Before her new position as service team leader, she also worked as a service coordinator. Her own supervisor, **Service Director Pasi Koljonen**, saw the potential in Naana and recommended that she take the next step.

An important part of her work also involves taking care of the arrangements and schedules between the technicians and customers.

STRENGTH THROUGH TEAMWORK

“Europress has taught me to believe in the power of teamwork and communication,” Naana says, highlighting the importance of having a good work community and working together in a fun and fair way.

“Here you can laugh and have a good time with your work colleagues – it’s a really relaxed and good atmosphere,” she adds.



Service Team Leader Naana Loimulahti and International Transport Manager Mika Källman both enjoy working in the Europress Service Team.

Mika Källman, International Transport Manager

A WIZARD RECRUITED FROM THE WASTE ROOM

Mika Källman if anyone is the perfect Factor for giving a face to Europress – so many balls this stress-free logistics wizard juggles in the air! When working for his previous employer, Mika probably could not guess that **Europress Sales Director Kimmo Jussila** saw something special in him. This completely chance encounter in a waste room led to a great new job and Mika’s longest employment relationship to date.

With his diverse experience in waste management and transportation combined with his laidback and confident attitude, Mika makes sure that Europress products get to their destination, whether it be a customer in Myanmar, a trade fair in Munich or a supermarket in nearby Lahti.

CREATIVE SOLUTIONS, RELIABLE AND COMMITTED NETWORKS

Mika is International Transport Manager, and his phone rings up to 120 times a day.

He works closely together with service supervisors, the Finnish sales team, freight companies, drivers and production employees, as well as service and transport managers at Europress subsidiaries.

RAPID ACTIONS AT WORK

It is apparent in everything he does that Mika really loves his work and is not afraid to admit it. Despite the fast pace, both at work and at home, Mika’s positive attitude ensures that everything is taken care of, even when all the pieces need to come together in the tightest of schedules.

“MY WORK IS REWARDING – SUCCESS FEEDS SUCCESS”

“The trust and appreciation demonstrated by the employer” have made Mika enjoy working at Europress for close to nine years already.

Europress 24H service in Finland
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SMART support:
support.smart@europress.fi

KERAVA, HOME OF EUROPRESS

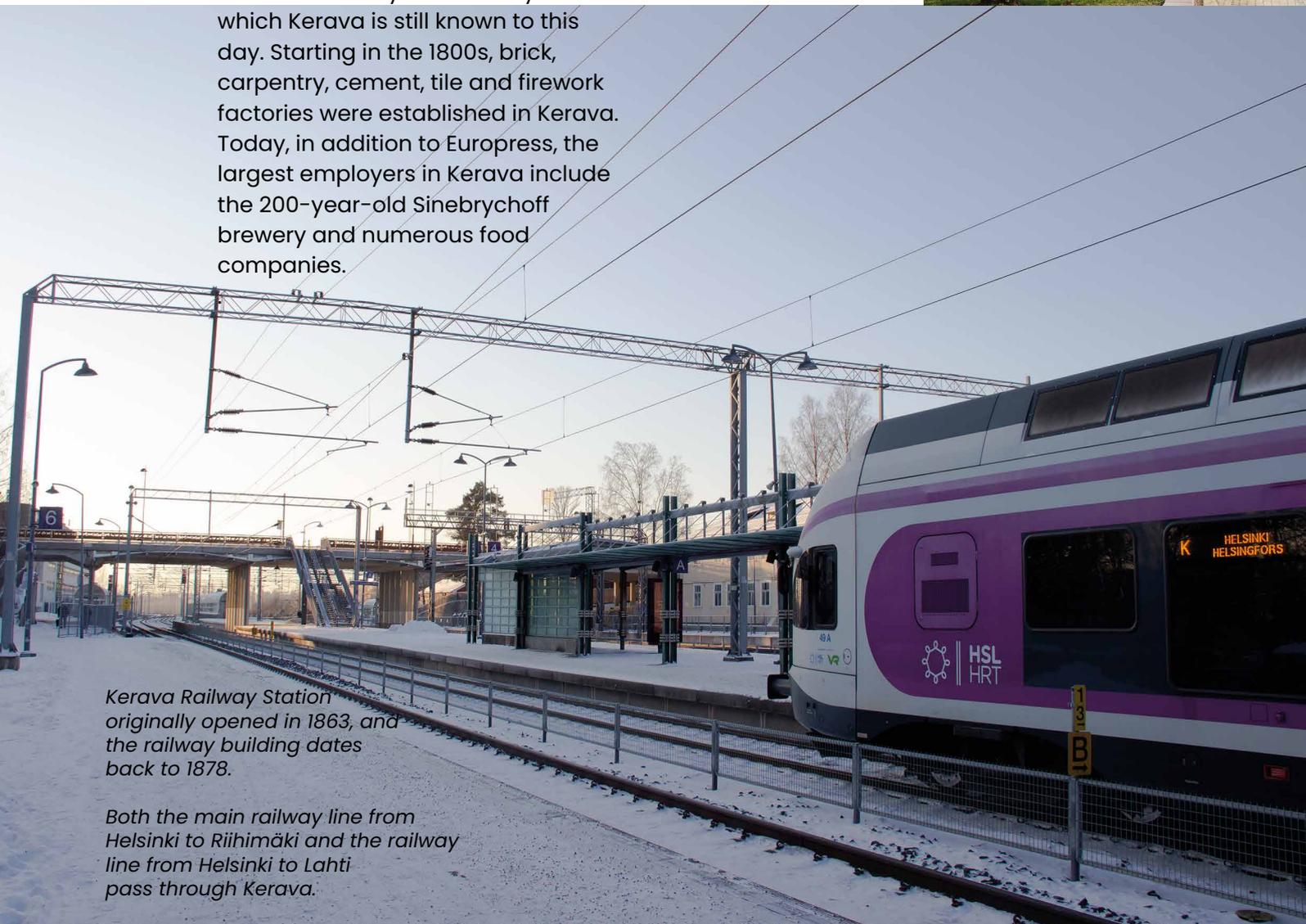
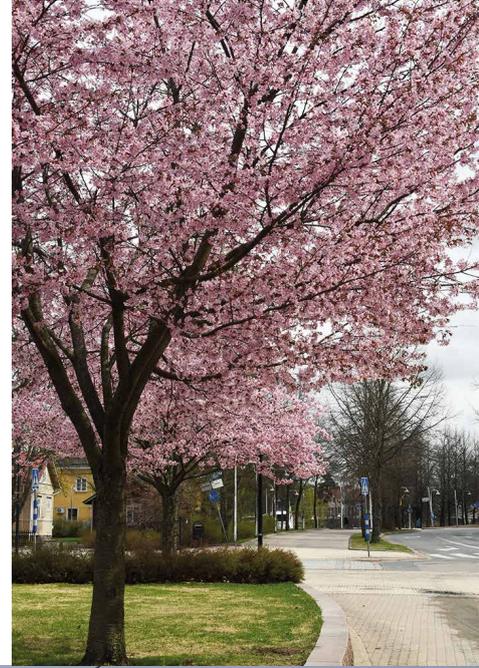
Text: Pia Husu-Vierimaa

SMALL TOWN, BIG EMPLOYER

What is the big little town of Kerava made of? Stories about it feature proud and satisfied residents, numerous industrial companies, a railway line, '50s rock 'n' roll and even cricket. Kerava is surrounded by nature on all sides. Situated alongside the municipalities of Järvenpää, Sipoo, Tuusula and Vantaa, Kerava is a town of 38,000 inhabitants around half an hour from Helsinki.

The construction of the railway in the 19th century brought to the formerly rural community the industry for which Kerava is still known to this day. Starting in the 1800s, brick, carpentry, cement, tile and firework factories were established in Kerava. Today, in addition to Europress, the largest employers in Kerava include the 200-year-old Sinebrychoff brewery and numerous food companies.

The city has both modern and historic buildings.



Kerava Railway Station originally opened in 1863, and the railway building dates back to 1878.

Both the main railway line from Helsinki to Riihimäki and the railway line from Helsinki to Lahti pass through Kerava.



The old stone bridge is just four kilometers from the Europress headquarters..

KNOWN FOR ITS OLD STONE BRIDGE

The 65-kilometer-long Kerava River (Keravanjoki) flows through the town and is crossed by an old stone bridge that is beloved by locals. The bridge is in the immediate vicinity of Kerava Manor, which dates back to 1640 and today houses a circular economy community.

Kerava is also home to the only international -standard cricket field in Finland, and from the 1970s onwards it has also been the home of many Finnish rockabilly bands.



A PAIR OF COMPASSES AND A MAP

According to Matti Turunen, the search for new headquarters for Europress began in 2007 – with the help of a pair of compasses and a map. Europress opened its factory and head office in Kerava in 2009 after its former premises in Vantaa grew too small for the company's expanding production. Since most employees at the time lived in neighboring cities, Järvenpää, Vantaa and Kerava and municipality Tuusula, a pair of compasses was used to draw circles on a map in order to find a suitable location for the company's new home that would still be within easy reach of its employees.

Kerava came out on top thanks to its unbeatable location alongside the Lahti motorway. The large plot was perfectly suited to the needs of Europress and also provided room for future expansions. The proximity to the airport and easy access to Ring Road III (Kehä III) for our service vehicles travelling to customer destinations are a significant advantage.

“The City of Kerava warmly welcomed Europress. In fact, it has been so good in Kerava that I even moved here with my family in 2011,” adds Matti Turunen.



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Europress celebrates its 45th birthday
on 9 December 2022.

Independent Finland celebrates its 105th
birthday three days before.

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