

# EXPRESSIVE

1/2025



**Finnish work  
deserves respect**

**Family members  
in a family  
business**

**From landfills to  
a smarter and more  
sustainable circular economy**

**Easton shopping centre  
values the reliability of  
Europress waste management  
devices**



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# EDITORIAL

## SISU, DETERMINATION AND UNLIMITED POSITIVITY

Should we give up and bury our heads in the sand when events around us seem to get crazier all the time? Or should we keep pressing forward with our traditional Finnish *sisu*, determination and even a hint of positivity?

We at Europress at least are moving forward with Finnish *sisu* and positivity. Our people have the skills, knowledge and determination to create even better solutions for the circular economy for the benefit of the whole world. Believing in what we do and trusting in goodness are the only option.

In this issue of Expressive, we also look back a little over the years to see how far Finland has come in terms of waste management. You can read on the following pages what observations our new Executive Vice President Petri Salermo has made about the recycling industry having worked in the industry for over 30 years.

The Easton Helsinki shopping centre trusts Finnish work in its waste management choices and values the reliability of Europress waste management devices. Hannu Isoniemi from Caverion and Olli T. Virtanen from Kesko tell us more about Easton Helsinki's waste management solutions on pages 8-9.



Jokke Eljala, Research Manager at the association Finnish Work, urges us all to build a positive working life story. He tells us more about the working life index study, which highlighted the strength of Finnish working life and trust in each other. You can read Jokke's thoughts on page 12.

"In recent years, there has been a growing awareness of environmental issues among Polish enterprises. Nearly 45% of large Polish firms acknowledge that pro-environmental actions can yield financial gains," says Krzysztof Jezierski, Country Manager of our Polish subsidiary.

You can find out more about the market outlook of our subsidiaries, as told by our country managers Mikael, Tarjei and Krzysztof, starting on page 18.

Last but not least, the always positive Pasi and Miko, who appear on our cover, reveal what it is like to work at the same company as father and son.

Enjoy your Europress journey!

**Let's focus together on what is good – in the world.**

**Pia Husu-Vierimaa**

Editor-in-Chief

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# FROM LANDFILLS TO A SMARTER AND MORE SUSTAINABLE CIRCULAR ECONOMY – A JOURNEY FROM THE 1990s TO 2025

**Petri Salermo** joined Europress back in 1992 as a salesperson and rejoined in 2025 as Executive Vice President. During the 24 years in between, Salermo went elsewhere to gain experience and momentum for his second round at Europress.

What was recycling like in Finland in the 1990s and what changes has the industry experienced in the past thirty years? How does he see the future of Europress?

Text and photos: Pia Husu-Vierimaa

When Petri Salermo joined Europress a salesperson in the summer of 1992, Finland was in the midst of one of the worst economic crises in its history. Nevertheless, sales work attracted Petri even then – it was probably in his DNA, as Petri’s father worked as a car dealer.

“Working with people to find solutions has always been pleasant and easy for me. That’s why a career in business felt more like home,” Petri adds.

Europress operated out of Vantaa in the ‘90s, while the factory was located in the municipality of Pohja. Petri’s work as a salesman initially took him all over Finland, eventually focusing on the Helsinki Metropolitan Area and Southern Finland.

## 500 landfills

The Finnish waste management sector operated in an era of landfills back in the ‘90s. All waste was dumped mercilessly in landfills. Sorting and waste fractions were a language that was not yet understood. The importance of sorting had to be explained in detail.



*Petri Salermo at the Europress head office in Vantaa in the 1990s. (Photo: Salermo’s archives)*

*Pictured above, Petri at the current Europress head office in Kerava in February 2025.*



**VALMIS**

## **Petri Salermo**

Executive Vice President, Europress  
Finnish Business, Sales and Service

Born in Helsinki

Lives in Espoo

Worked at Europress from 1992–2001  
in Sales, as Sales Manager and as  
Sales Director

Lassila & Tikanoja 2001–2024 Sales Director  
of the Environmental Services division

Executive MBA 2020

Hobbies: summer cottage in the  
archipelago, padel, fitness and everything  
else

Salermo also has his own business name,  
Salexcon, which offers management  
consultant and training services for better  
and people-oriented leadership.



*“Negotiations with customers could be held in outside waste collection areas in the ‘90s. Compared to before, these days it is nice to visit our customers’ headquarters to talk about sustainability.”*

*Petri Salermo’s second round at Europress got off to a busy start in January 2025. He has been touring all over Finland, including its northernmost parts, to get to know our customers, regional sales outlets and service locations.*

Respect for waste management and recycling has undergone a huge change in 30 years. “Negotiations with customers could be held in outside waste collection areas in the ‘90s. Compared to before, these days it is nice to visit our customers’ headquarters to talk about sustainability,” Petri admits, remembering the business culture in the early days.

### **Working together with customers for a better circular economy**

Success in the early days was based on one’s own initiative, as the market was not crowded in the ‘90s. It was possible to achieve a wide customer network and build trust quickly.

“After all these years, we still collaborate with the same familiar companies, even the same people,” Petri says. “Our customers understand the importance of working together for a better circular economy.”

### **Learning modern management skills**

Although Petri’s career path took him elsewhere, he continued to work in the same industry. He spent 24 years with Lassila & Tikanoja, first in sales and the last few years in management positions responsible for the Environmental Services division.

He learned from many different perspectives on his journey, and he was particularly attracted to modern management skills, about which he wrote his thesis in 2020.

### **Finnish work should be supported**

More than twenty years have passed since he originally left Europress, and Petri has noticed changes in both the company and its people.

“The company has grown rapidly, and its revenues have certainly multiplied. In addition, the level of professionalism has further developed, and technological advances have naturally progressed at a breakneck pace as the company has grown. The entire industry is heading in the right direction, and the importance of the environmental sector is growing,” Petri says.

“When comparing the products and services available in the market today, it is definitely worth familiarising yourself with their differences. Products have different characteristics, and the importance of the life cycle should also be taken into account when making purchases. Especially in these turbulent times, Finnish companies should support Finnish work,” Petri continues.

*Europress has invested in its own solar power plant, which produces 330 MWh of electricity a year. (Photo: Solarico)*



*“When comparing the products and services available in the market today, it is definitely worth familiarising yourself with their differences. Products have different characteristics, and the importance of the life cycle should also be taken into account when making purchases.”*

### **Recipe for a good future**

Petri sees strong growth in the company’s future, and he wants to be involved in the development of new products and services with his own passion and expertise.

Europress has been working hard together with its customers for decades. Waste management equipment is increasingly efficient and smart.

Greater cost savings also mean greater environmental savings. The company’s own solar power plant is just one example of the focus on sustainable business at Europress.

“These are not the easiest times in the global market environment, but I hope that we will continue to take good care of our people. We also need to work harder to ensure the availability of raw materials,” Petri says of the future.

### **Everything begins with people**

When Petri is asked what the best thing is about Europress, his reply comes without hesitation: the people! Without customers and employees, there would be no company or product.

Working with customers for a more sustainable circular economy continues to inspire him. According to Petri, the passion and dedication of the people at Europress is visible every day.

# EASTON SHOPPING CENTRE VALUES THE RELIABILITY OF EUROPRESS WASTE MANAGEMENT DEVICES

The Easton Helsinki shopping centre was completed in 2017 in Itäkeskus, Helsinki, adjacent to the existing Itis shopping centre. Easton Helsinki houses 40 shops and serves 5.2 million customers annually. Europress has been Easton Helsinki's waste management partner since day one. For almost the same period, Property Manager **Hannu Isoniemi** from Caverion and Shopping Centre Manager **Olli Virtanen** from Kesko have also worked with Europress.

Text and photos: Pia Husu-Vierimaa



*Shopping Centre Manager Olli Virtanen from Kesko and Property Manager Hannu Isoniemi from Caverion value the reliability of Europress waste management devices and the dependable service. The Balex-C waste baler is the optimal choice for baling metal cans.*

“The most important criteria when selecting waste management equipment are functionality and reliable maintenance,” say **Property Manager Hannu Isoniemi from Caverion** and **Shopping Centre Manager Olli Virtanen from Kesko**.

These criteria were easily met by Europress's own service organisation and its Finnish-made equipment, which is designed for even the most demanding conditions. Finnish work and products are highly valued when making waste management purchases.

## Cost-effective solutions

Easton Helsinki's three different waste management areas house 11 Europress waste compactors and balers that have been tailored specifically to the customer's waste management requirements. The most cost-effective solutions have been selected for the different waste fractions generated at the shopping centre, taking into account the volumes of waste and the dimensions of the rear spaces.

For example, a narrow Combi waste compactor was designed for the rear space, where a delivery truck can easily fit to handle the logistics of goods between the two waste compactors.

Easton Helsinki was completed in 2017.



## **Europress service technician saves the day**

Whenever a waste management device requires maintenance, Easton Helsinki can rely on a Europress service technician who knows Easton's equipment inside and out.

Hannu Isoniemi and Olli Virtanen are very satisfied having their own, familiar service technician. Service technician Topias Sorvali is like a personal doctor to Easton Helsinki who helps in emergencies and fixes and repairs when help is needed.

"If I do not hear anything from him, it means that everything is working brilliantly in terms of waste disposal," says Olli Virtanen. In the event of a possible fault, the service technician ensures that the equipment's downtime is minimised as much as possible.

## **Ambitious recycling targets**

Easton Helsinki regularly holds quarterly "tenant mornings" for property representatives and business owners, where they review recycling targets and provide guidance on waste sorting.

The recycling rate target is 80%. Easton wants to minimise the proportion of mixed waste as much as possible.

"The cleanliness of the waste facilities is particularly important to Easton Helsinki, which invests a lot in keeping them tidy. This also contributes to the safety of its waste facilities," says Hannu Isoniemi.

In recent years, Easton Helsinki has also invested in new waste management equipment to achieve cost savings. The new equipment has enabled the introduction of automatic emptying calls, which have proven to be beneficial. They also generate savings to the shopping centre in terms of transportation costs.

The SMART Insights service has been in use for over a year, and experiences with it have been positive. SMART expert Ben Mårtens has taken Easton Helsinki's needs into account in the technical solutions. Next to the shopping centre's parking lot is a popular Rinki eco take-back point, which complements Easton's range of services.

The largest producer of waste in the shopping centre is K-Citymarket. Easton K-Citymarket has received several retail industry awards, including Citymarket of the Year 2020.

Sustainability, sorting and the everyday functionality of waste management are important issues for the store. New equipment solutions allow it to utilise the latest technology.

By monitoring the fill level of its waste compactors, the store has set a goal to significantly reduce the number of emptyings.

The compactors are transported for emptying based on emptying notifications only when they are full, which significantly reduces transports and emissions.



*A narrow Combi waste compactor was designed for the rear space, where a delivery truck can easily fit to handle the logistics of goods between the two waste compactors.*



*Olli Virtanen and Hannu Isoniemi have worked with Kimmo Jussila, Sales Director at Europress, for almost eight years.*



**Jokke Eljala**  
**Research Manager**  
**Suomalainen työ ry - Finnish Work Association**

# FINNISH WORK DESERVES RESPECT

You have probably noticed that the debate on working life is heavily focused on negativity. It feels like all the good things that working life offers us are drowning in a discourse that focuses on problems. We at Finnish Work have set out to change the discourse on working life, because work and working life are a significant part of people's lives and wellbeing.

Photo: Suomalainen työ ry



Jokke is a true professional in customer experience development, future research and market research. His strength is his ability to analyse future opportunities that can be utilised in developing competitive advantage, strengthening brands and strategic decision-making.

Finnish Work (Suomalainen työ ry) is a non-profit association whose mission is to make sure that Finnish work and the good it generates do not go unnoticed. We believe that all kinds of work that builds Finland have value. Our goal is to build the best Finnish work in the world together with our nearly 10,000 member companies. We manage the Key Flag, Design from Finland and Social Enterprise labels and act as a voice promoting the expertise of Finnish work and work positivity. ([www.suomalainentyo.fi](http://www.suomalainentyo.fi))

Work offers us financial security, interactions with other people, the chance to learn new things and, ideally, meaning in our lives. In addition, everyone who is employed has a direct positive impact on our country's economy and success.

It is encouraging that glimmers of hope can already be seen in the public debate about changing the story of working life to a more positive one. Recently, experts have been concerned that we are becoming trapped in a pessimistic discourse about working life, the consequences of which may overshadow any good news about economic development.

When we talk about work positivity, we do not deny the problems of work and working life, such as rushing, stress, exhaustion and the worrying increase in absenteeism due to mental health reasons. However, we believe that building hope and a positive discourse can build a better future for all of us.

## **Developing a positive working life story**

In order for true change to occur and the work-related story to become more positive, it is good to understand what kind of ingredients we can use to build a positive working life story. We have set out to identify these ingredients in our working life index study, in the first phase of which we asked representatives of our member companies two things:

- What are you proud of in Finnish working life?
- What should change so that Finnish working life is experienced more positively and talked about in a more positive tone?

The survey attracted nearly 500 respondents representing management, middle management and employees. Sources of pride in Finnish working life included entrepreneurship, the desire to develop, responsibility, good working conditions, common rules and keeping promises. The respondents who represented employees emphasised good working conditions and common rules.

The strengths of Finnish working life clearly lie in the fact that we trust each other and want to build a better working life together. In addition, we are willing to learn and develop ourselves in order to succeed in the future. One respondent summarised pride in Finnish work as follows:

*"I am proud of the fact that in Finnish working life we have a high level of expertise and a desire to constantly develop, individually and together, to meet changing needs."*

*Organisations employ versatile experts – people who can do many things. We are an efficient people who make things happen. We set the bar high – for ourselves and for others. We want to be proud of our work and also because we do our work carefully. I am not surprised that Finns and Finnish work have a good reputation in many ways."*

In order for working life to be experienced more positively, respondents believe that the way we talk about work and the factors that influence it should change in Finnish working life, while also strengthening the appreciation of each work contribution and entrepreneurship in general.

In addition, they hoped for ways to prevent burnout and improve wellbeing. Those in leadership positions were concerned about the division within society and the profitability of work. Above all, the responses emphasised a call for a positive working life discourse, as one of the respondents summarised very succinctly:

*"More joy in the workplace and a more relaxed approach to work, a change in attitude. The media, experts and researchers highlight shortcomings and challenges, even though at the same time a lot of good has happened."*

*We should highlight good things from different fields, even small changes that have been made. Young people are intimidated by the difficulties of working life before they even have a chance to try working."*

## **Building together the world's best working life**

Our goal is to change the conversation about work so that those of us in the workforce recognise all the good things that work offers us and are able to pass this experience on to young people entering the workforce.

Ideally, we can create a working life that future generations look forward to joining. How about you, are you going to change the current working life story in a more positive direction? Can we create a working life where we can laugh freely and rejoice together in all the good things that work offers us?

# FAMILY MEMBERS IN A FAMILY BUSINESS



Text: Pia Husu-Vierimaa  
Photos: Ira Heinonen and Pia Husu-Vierimaa

Can a summer job be such a great experience that you want it to be your future profession? Or have the positive experiences from your father's first job been passed down to you in your bloodline?

Europress is a family company, but did you know that Service Director Pasi Koljonen and Design Engineer Miko Koljonen have more in common than golf? Father and son both work at Europress, one responsible for service and the other for designing the world's most advanced waste management equipment.

Pasi Koljonen graduated from Helsinki Polytechnic as a Mechanical Engineer in the late '90s and began applying for jobs after graduation. He was recruited as a service technician at Europress.

Despite not knowing anything about the company beforehand, Pasi was convinced during the job interview. When he got to know the job, he recognised the work ethic and good team spirit that Europress employees often mention.

Since then, Pasi's career has been on the up, from service technician to supervisor and production engineer, manufacturing manager, service manager and production manager. Pasi has been Service Director for the past six years.

His days are spent supervising nearly fifty employees, attending meetings, drafting service agreements and meeting customers. Of course, the number of face-to-face customer meetings has decreased since the Covid years, as today meetings usually take place online using Teams or by phone.

## Positive exuberance

What has kept Pasi at his first job for almost 30 years?

"I would say it's a combination of the low hierarchy, smooth communication between departments, our focus on achieving results, and clear goals for every day and month," Pasi says, listing the important factors that support job satisfaction.

Pasi refers to the positive exuberance that describes the Europress spirit, which is about moving forward, taking your own initiative and not stopping to worry about things. It is rewarding to do work at Europress that customers appreciate, always thanking for the good service.

Pasi's own experiences also encouraged his son Miko to join Europress. Pasi wants to guide Miko to take initiative and act boldly. Even if things do not always go as planned, it is never a good idea to stay in one place and give up.

"We don't get to meet so often since we work in different departments and no longer live at the same address, but when we do, it's nice to exchange ideas with Miko. During the golf season, we get to see each other more often. The whole family enjoys playing golf together," says Pasi.

Miko has become a very talented golfer and he now teaches Pasi, even though his father has been playing golf for almost 20 years and Miko only for four.



*Design Engineer Miko Koljonen works with his father Pasi Koljonen at the same company but in different departments. Miko designs waste management devices, while Pasi is head of the Service Department with a team of 50.*



*"I learned my work ethic from my father," Miko says.*



*"Many small details and safety aspects required by regulations also require a lot of attention in the design work."*

## **Miko's path to becoming a design engineer**

Miko Koljonen graduated from Häme University of Applied Sciences as a Mechanical Engineer and joined Europress as a summer worker in 2022.

Miko's final project was on automation design for Europress. Having followed his father's work at Europress his entire life, Miko became really interested in working at Europress. He was totally drawn in by his job and the support of his great colleagues, and all other job opportunities were put to one side.

## **Many small details**

Miko Koljonen works as a design engineer in Europress's engineering department. His workdays involve research and development, customer-specific customisations for waste management devices, design meetings, and meetings with sales representatives from both the Finnish organisation and subsidiaries.

Miko confirms that he learned his work ethic and diligence from his father. The best things about working at Europress, Miko says, is the great team spirit and the rewarding experience of seeing the results of your own work.

Design engineering requires focusing on many small details. To users, all waste management devices probably look the same, but Mikko was initially surprised by how much variation the design work requires. Many small details and safety aspects required by regulations also require a lot of attention in the design work.

"I also enjoy the annual Europress golf tournament, where I have been able to get to know colleagues from other departments, as well as meet customers and network."

Miko hopes to see himself at Europress in ten years – the Europress path marked out by his father is off to a good start!

# WASTE MANAGEMENT OUTLOOK IN SWEDEN, NORWAY AND POLAND

This year marks the 29th anniversary of the establishment of Europress Group's first foreign subsidiary in Sweden back in 1996. Norway joined the Europress family in 2001 and Poland in 2019. How do our subsidiaries view 2025 in their own market area, and what opportunities does the recycling industry offer in their country? Let's begin with our oldest subsidiary and **Sweden's Country Manager Mikael Millberg**.

Compiled by: Pia Husu-Vierimaa

1. How did the year 2024 appear?
2. What expectations do you have for the year 2025?
3. What positive prospects do you see in your market area and globally?
4. What opportunities do you see in the future?
5. Are there any specific things you need to consider in your business now?

## Towards positive growth

1. We can say that last year had its ups and downs. Both Sweden and Europe experienced unstable times last year due to the economic situation. Despite this, we achieved some great successes.
2. We have a nice orderbook for 2025, and interest rates have started to decline in Sweden. This will have a positive impact, especially on our customers who rent waste management equipment from us.
3. Thanks to the positive outlook and delivery volumes, we can recruit more service technicians this year. Based on the feedback we have received from our customers, both our solutions and services meet their expectations. Europress Group's additions to the product range strengthen our position in the market.
4. We have strengthened our sales team to better serve our customers. The biggest challenge - global instability - is beyond our control.
5. We will continue to achieve our growth targets this year.



*Mikael Millberg is Country Manager for Europress Sweden, which was established in 1996. The company has strengthened its sales team to serve its customers even better.*

*Photo: Ira Heinonen*

6. Recycling and environmental awareness is growing in Sweden every year. This is mainly due to changes in laws and regulations in municipalities, as well as the increase in waste volumes. Swedish companies recognise the opportunity to save costs and reduce carbon emissions by using our waste compactors.
7. Our waste compactors and balers are the best in the industry in terms of digitalisation, and this provides opportunities for greater savings as our customers move from SMART Intro to SMART Insights.

**Tarjei Gullberg, Country Manager for Europress Norway,** sees the growing importance of supply chain transparency as an opportunity for Europress Norway to strengthen its market position as a Nordic company that uses ethically sourced materials and has partners who operate according to the same principles.

### **Companies must differentiate themselves through innovation and value-added services**

1. Despite facing a demanding market and tough competition, Europress Norway achieved strong growth. Many larger projects were postponed, impacting certain segments, but the strong customer focus on environmental solutions and property technology (proptech) helped drive success. Europress SMART remained highly relevant, as businesses continued prioritising smart and sustainable waste management.

2. The market will likely remain challenging, but there are signs of recovery, especially with postponed projects expected to resume towards the end of 2025 and into 2026.

Sustainability and digitalisation will continue to be key drivers, with growing interest in recycling – particularly plastics, organic waste and textiles. While interest rates are not declining as rapidly as hoped and the currency remains weak, Europress Norway is well positioned to benefit from the strong demand for efficient and transparent waste management solutions.

*Tarjei Gullberg does not rely on Superman in business, but rather on customer focus in both environmental solutions and real estate technology.*



3. There are several positive developments to look forward to in 2025. Large-scale projects that were delayed in 2024 may start moving forward again, creating new business opportunities. The increasing focus on recycling, especially in plastics, organic waste, and textiles, is driving demand for smart waste management solutions. Digitalisation and automation are improving operational efficiency, making waste management more cost-effective and environmentally friendly. If the currency stabilises, it could lead to improved business conditions and investment opportunities.

4. Economic uncertainty is expected to persist, with interest rates not decreasing as quickly as hoped. The weak currency continues to impact purchasing power and investment decisions, creating additional pressure on businesses. Tough competition in the market requires companies to differentiate through innovation and value-added services. Additionally, adapting to evolving customer expectations in sustainability, recycling and digital solutions will be essential for maintaining a competitive edge.

5. It will be important to closely monitor the economic environment, particularly interest rate movements and currency fluctuations, as these factors influence purchasing power and investment decisions. The timeline for the recovery of postponed large-scale projects should also be observed, as this could impact business growth opportunities.

Furthermore, the rising importance of transparency in the supply chain presents an opportunity for Europress Norway, as a Nordic company with ethically sourced materials and suppliers, to strengthen its market position.

6. Norwegian companies are highly responsible when it comes to environmental issues, driven by strict regulations and strong corporate commitments to sustainability. Many businesses actively work towards circular economy solutions, energy efficiency and waste reduction. The focus on recycling and transparency in supply chains continues to grow, aligning well with Europress SMART's capabilities.

7. Digitalisation presents a significant opportunity in waste management. Europress SMART enables more efficient, data-driven solutions that reduce costs, improve sustainability and enhance overall waste management strategies. With the increasing importance of proptech and automation, advanced solutions like Europress SMART will play a crucial role in helping businesses optimise their waste handling, meet environmental goals and ensure transparency throughout their processes.

**Krzysztof Jezierski** has been Country Manager for Europress Poland since its establishment in 2019. He explains how Polish companies are showing a growing commitment to environmental protection and are waking up to the potential of digital services.

Text: Krzysztof Jezierski.



*Krzysztof Jezierski is an active cyclist in his free time.*

*Photo: Mouflontracks.pl*

## **Introduction of new technologies and environmental responsibility in Poland**

The year 2024 brought moderate growth in the retail sector in Poland, although this dynamic varied across different months. The waste management industry faced challenges related to new regulations and the need for investment in waste processing infrastructure.

Despite not being the easiest year, we achieved several successes: we increased our revenue by approximately 11% compared to 2023, and we acquired new clients among waste operators, the automotive industry and shopping centres. A decisive factor in choosing Europress for one of the largest shopping centres in Poland was our SMART system – the customer focuses on digitalisation, and only our SMART system enables the level of data analysis they expected.

This demonstrates that the Polish market is gradually recognising the enormous potential of digital services in waste management devices. However, price remains the key factor when selecting suppliers. Europress, offering the

highest quality products, sales and after-sales services along with digital solutions, cannot compete with suppliers focused primarily on price, despite resulting in lower quality.

The second factor that customers emphasise is speed of execution, delivery times, adherence to deadlines, and service quality. Here, despite the higher price, Europress manages to succeed due to the continuously improving service quality. The number of manufacturers entering the Polish market is increasing, especially from Eastern European countries (Lithuania, Ukraine, Estonia). While their products do not match the high standards offered by Europress, we can certainly feel the competition closing in.

## **Challenges for waste management equipment manufacturers**

In 2025, waste management machinery manufacturers in Poland will face a series of challenges arising from tightening regulations and increasing market demands.

As of 1 January 2025, new regulations require municipalities to organise the selective collection of textile waste. This

will necessitate manufacturers to adapt their machines to handle new waste fractions, potentially requiring modifications to existing devices or the development of new technological solutions.

The planned introduction of a deposit return system in October 2025, covering both plastic bottles and metal cans, will force waste management equipment manufacturers to adjust their machines to facilitate the return and processing of these packaging materials.

The growing importance of automation and digitalisation in production processes and waste management presents manufacturers with the challenge of implementing advanced technologies such as the Internet of Things (IoT) and artificial intelligence (AI). These technologies could significantly enhance the efficiency and precision of waste management machinery.

In light of global trends related to emissions reduction and energy efficiency, manufacturers must design machines that consume less energy and have a smaller carbon footprint. This may require investments in research and development, as well as the implementation of innovative technological solutions.

The introduction of new technologies and procedures requires manufacturers not only to provide the appropriate machines but also to educate end-users on their operation and collaborate with partners to optimise waste management processes.

Meeting these challenges will be crucial for maintaining competitiveness in the market and fulfilling the increasing expectations for sustainability and efficiency in waste management.

## Environmental responsibility among Polish companies

Polish companies are showing increasing engagement in environmental protection efforts. However, the level of environmental responsibility varies depending on factors such as company size, industry and resource availability.

In recent years, there has been a growing awareness of environmental issues among Polish enterprises. Regulations have become the primary driver of actions in the ESG (Environmental, Social, Governance) sphere, highlighting the increasing importance of environmental concerns in corporate strategies. Furthermore, more than half of large Polish companies have made changes to their offerings with environmental considerations in mind.

Despite positive trends, many businesses face obstacles in implementing green initiatives. A lack of financial resources and insufficient human capital pose significant challenges, particularly for small and medium-sized enterprises.

Many companies are taking concrete steps toward environmental protection, including:

- Reducing greenhouse gas emissions
- Energy conservation
- Waste management
- Utilising renewable energy sources

These practices are increasingly integrated into business processes and product offerings.

Companies recognise that green initiatives can bring tangible financial and reputational benefits. Nearly 45% of large Polish firms acknowledge that pro-environmental actions can yield financial gains, motivating them to engage further in such initiatives.

While Polish businesses are increasingly considering environmental factors in their operations, the level of commitment varies. Challenges such as resource shortages and lack of awareness remain significant barriers. Nevertheless, a growing number of companies are recognising the benefits of environmental actions, which could contribute to the continued development of environmental responsibility in Polish business.



Photo: Europress Poland

# RECENT NEWS

In November 2024, President of the Republic of Finland Alexander Stubb granted the industrial honorary title of Teollisuusneuvos to Matti Turunen, Founder and CEO of Europress Group Oy. Turunen is the first in the recycling technology industry to be awarded the title, which is the second highest that can be granted to an industry leader in Finland.

Europress Group CEO Matti Turunen founded Europress with his then business partner in 1977, at the age of just 21. The company started by selling British waste management equipment but soon introduced its own Finnish production. Today, Kerava-based Europress Group Oy is a pioneer in the recycling technology industry with its own Europress SMART service, manufacturing smart waste management equipment and employing 279 people in five different countries. Matti Turunen continues to serve as CEO of the company, which will be 47 years old in December.

## Looking ahead is a prerequisite for success

Europress has come a long way from a two-person sales office to a recycling technology company with almost 300 employees that is showing the future direction of waste management.

“When I started my entrepreneurial journey, my father, who worked as a financial director, gave me this advice: if you do not achieve a positive result by the third year, you can give up,” remembers Matti Turunen. “There was no need to give up. Europress has survived even the difficult years thanks to our faith in the future, bold approach and strong vision for developments – such as the Europress SMART service, which helps our customers meet the challenges of waste management.”



Text and photo: Pia Husu-Vierimaa

Matti Turunen is a humanist, for whom people are the company's most important asset. He values good long-term partnerships. Europress has had employment relationships that have lasted over 20 years. The technological expertise of the company's employees is key to the success of Europress. The investments made in automation solutions at the factory have improved work ergonomics and created new jobs.

According to Matti Turunen, one of the best decisions was moving to Kerava in 2009, as a result of which, Europress had all operations from product development to manufacturing under one roof. Kerava is a flexible and entrepreneur-friendly city with a great location.

## Resilience strengthens belief in a bright future

The newly honoured Matti Turunen says that his own means of survival as an entrepreneur have been the strong support of his own family combined with his courage and humility.

# RECENT NEWS

## 365 days with zero accidents

In April 2025, our factory in Kerava achieved 365 days in a row with zero accidents\*.

\* Zero accidents resulting in sick leave absence

## We recruited 11 new employees in Finland at the start of 2025

We received additional reinforcements for our production in Kerava in the welding shop and warehouse, as well as new salaried employees in sales, service, IT and marketing.

## New Europress product – convenient and cost-effective biocontainer

The new Europress biocontainer is a versatile container equipped with a 6m<sup>3</sup> tank for collecting biowaste. The biocontainer can be specified with bottom heating, an ozone unit or a cooler. It can also be equipped with 1-2 feed hoppers, one of which can be for ground filling and the other for dock filling, for example.

## Enquiries: Europress Sales

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## Celebrating 10 years of Europress Balex®

In 2013, Europress expanded its product range to include its own waste baler manufacturing. The first Balex-30 waste balers were delivered to customers in 2014. The excellence of Balex waste balers lies in their strong structure that can withstand heavy use. At the same time, thanks to the cross-cylinder design, the Balex can also fit into tight spaces. From the very beginning, robotic manufacturing and SMART capabilities were also taken into account in the manufacturing of Balex waste balers.

## Exporting and installing smart waste management solutions around the world

Europress waste balers and waste compactors have been installed over the past year in Australia, Czechia, Denmark, Estonia, the Faroe Islands, France, Germany, Greece, Italy, the Netherlands, Norway, Poland, Romania, Sweden and Switzerland – plus, of course, Finland!



Photo: WastePro, Australia

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