

"Wood is going for Gold": Stora Enso displays sustainable wood solutions at the FIS Nordic Ski World Championships 2019 in Seefeld

Seefeld, 26th of February 2019. **Cutlery and fan trumpets for cheering as well as sustainable buildings - all made of wood fibre. As the Presenting Sponsor of the FIS Nordic World Ski Championships 2019 in Seefeld, Stora Enso is showcasing a variety of sustainable wood-based solutions. Wood, a renewable raw material, is just as suitable for state-of-the-art timber constructions as it is for packaging, biomaterials and paper – making it THE material for the future, not only for major events such as the current World Championships.**

Mission: Wood instead of fossil materials

Everything made from fossil-based materials today can be made from a tree tomorrow – that's what Stora Enso believes in. The company is one of the world's leading suppliers of sustainable solutions for packaging, biomaterials, wood construction and paper. Visitors to the FIS Nordic World Ski Championships 2019 will be able to see how renewable solutions can be used sustainably, and how everyone of us can make a difference by making the right choices in our daily lives. The innovative and eco-friendly solutions range from wood fibre-based cutlery to food stalls, from more than 100 per cent recycled cups at various beverage outlets to fiber-based stadium trumpets to cheer on the athletes, as well as specially constructed wooden buildings for exhibitions and guests' area.

For the first time ever, location furnishings made entirely of wood

For the first time ever at a World Championships event, the start and finish barriers, grandstands and backdrop panels are all made of wood – a world premiere because until now, aluminium frames and printed textiles have always been used at similar major events. The commentators tower on the track is also made of wood and will serve as a viewing platform for visitors after the World Championships event.

"We are very pleased to be able to support the FIS Nordic World Ski Championships for the third time, twice as the Presenting Sponsor", says Stora Enso CEO Karl-Henrik Sundström. "Sustainability is at the centre of our activities as a bioeconomy company. Our products replace fossil-based materials, such as plastic. In Seefeld, we can combine our renewable materials with our expertise for many extraordinary products. The Nordic World Ski Championships are especially ideal in this regard, since the forests serve as the basis for our activities both at Stora Enso and at this event. We are paving the way for a sustainable event by using renewable wood materials and reusing and recycling products for as long as possible".

Eco Pavilion by Stora Enso lives on as tennis club

One of the highlights of Stora Enso at this event and an eye-catcher in the stadium arena is the Eco Pavilion by Stora Enso, a wooden building that serves as the company's showroom during the World Championships. Additionally, it is serving as pilot project for the future of facility management: Sensors in and on the building enable measuring and collecting data about humidity, temperature, indoor pressure and CO²-emissions on an actual basis.

The former tennis building has been replaced by a modern timber construction, designed by sps+architekten from Thalgau, which will be available for the tennisclub's use again after the World Championships. Changing rooms and sanitary facilities will be set up on the second floor, while a kitchen and restaurant area will be added in the groundfloor. The local tennis club will move in on 1 May 2019. The new building, maybe the world's first "eco tennis building", is a collaborative project between the municipality of Seefeld and Stora Enso.

Sundström: "Visitors to our exhibition area can experience current and future renewable products, partly through a virtual reality installation. We are showcasing products that can respond to the global resource scarcity problem and help combat global warming".

Details about the Eco Pavilion by Stora Enso:

- CLT (Cross Laminated Timber) from Bad St. Leonhard, Austria
 - all wall elements that have remained largely visible, intermediate floor, ceilings
- LVL (Laminated Veneer Lumber) from Varkaus, Finland
 - LVL is glued multiple times and used for columns and beams. Ceiling panels and benches in the basement are made of LVL.
- Thermal wood from Uimaharju, Finland
 - The façade is made of thermal pine, which makes it very weather resistant.
- Shingles made of larch wood come from a local producer from Tyrol
- Floor covering made of three-ply natural wood panels from Stora Enso customer Tilly from Austria. Tiles will be laid after the World Championships.
- Architecture: sps architekten (Thalgau, Salzburg), construction engineering: Kurt Pock (Klagenfurt, Kärnten), construction: Huter & Söhne (Innsbruck, Tyrol)

Expo stand in the centre of Seefeld

A temporary eyecatcher in the centre of Seefeld is the Stora Enso Expo stand, which will showcase the Swedish-Finnish company's renewable product highlights for the duration of the World Championships, and will also be accessible to every Seefeld visitor without an admission ticket.

Details about the Expo stand:

- Renewable and reusable building (already used in Pori, Finland in summer 2018)
- Made of solid wood elements – CLT and LVL
- Also acts as CO² storage (up to 25 tonnes)
- A best-case example of efficient and fast construction: one-day construction from prefabricated panels; can be dismantled quickly, without construction waste
- Architect: Marco Casagrande

The FIS Nordic World Ski Championships will take place from 19 February to 3 March 2019 in Seefeld, Tyrol. Info at: www.seefeld2019.com

Captions:

Stora Enso @ Seefeld 2019_(c) Dajoha_1: Eco Pavilion by Stora Enso at the FIS Nordic Ski World Championships 2019 in Seefeld – interior view.

Stora Enso @ Seefeld 2019_(c) Dajoha_2: from left to right: Stora Enso Chairman of the Board Jorma Eloranta with spouse, Finnish Ambassador Pirkko Hämäläinen with Finnish Honorary Consul in Tyrol Mario Stedile-Foradori and Seppo Parvi, CFO Stora Enso with spouse.

Stora Enso @ Seefeld 2019_(c) Dajoha_3: Pavilion by Stora Enso at the FIS Nordic Ski World Championships 2019 in Seefeld – exterior view.

Credit: Stora Enso / David Johansson

For more pictures please follow the link: <https://b2g.sharefile.com/d-sd72ba858e894ee5a>



About Stora Enso

As part of the bioeconomy, Stora Enso is one of the world's leading providers of sustainable solutions for packaging, biomaterials, wood construction and paper. We are convinced that anything made from fossil-based materials today can be made from wood tomorrow. Stora Enso shares are traded on the Nasdaq Helsinki Oy (STEAV, STERV) and Nasdaq Stockholm AB (STE A, STE R) exchanges. storaenso.com

The Wood Products Division is a leading supplier of innovative wood-based solutions. The product range covers all areas of urban construction, including solid wood elements and wood components. The range includes lumber products and pellets for sustainable heat generation. A growing range of biocomposites enables the replacement of plastics in consumer products, generating new potential for further, sophisticated and cost-effective outdoor applications.

Questions and images

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