

LEENA KAUPPI

**CORE COMPETENCE
PACKAGING VALUE CHAIN**

LEENA KAUPPI



- Born 1957
- Son - Kalle born 1993
- Passion for business development
- College degrees in economics – studies late 70's in Finland, Germany and the UK

Finnboard 1980 – 1993

- 1980–1986
Sales Manager
A.Ahlström Oy/ Karhula and Varkaus speciality board mills, global sales responsibility
- 1986–1993
Sales Director
Kemi Oy/Kemi liner mill, global sales responsibility. R&D work – new product global launch 1991–1992

Finnboard – Direx 1993–1996

General Manager
Third party business. Global search of suitable mills, Global Sales net work management

Paperex Oy 1996–1998

General Manager
Global responsibility / trading - agencies

Entrepreneur since late 90's

BOCO – Nordic Board Agents and Consultants Ltd. (1998 – 2015)

Representation of 15 leading paper/board and biopolymer producers by sole rights on the territory of the Nordic Countries, The Baltic countries, Russia/CIS, offices - Helsinki, Moscow, St.Petersburg

LK Concept Oy (2010 – 2018)

Paper- Board- an Packaging industry consulting

Linkit Concept Oy (2011 – 2018)

- Globally working net-work-management company
- offering tailor-made packaging solutions with combined intelligent solutions for brand owners
- offices – Helsinki, Stuttgart

Pack-Insight Group Oy (2014–2018)

Administrative holding company

LK Consultants Oy (2018–)

- R&D projects in paper and board and polymer industries
- commercialization expertise in academic research projects
- lecturing and organizing specialized international seminars
- covering packaging- and paper industry latest developments
- development and management of export businesses and net work
- active and intelligent solutions in packaging

Smart Set Oy (2021 -)

- Management Consulting specialized in HORECA businesses

LK CONSULTANTS AT WORK,

using specific expertize within own team net work, when required

Examples of working areas:

- R&D work within the raw material industry / New developing materials
- Market studies / Sustainability studies / Education and lecturing
- Packaging raw material expertise / polymers, bio-polymers, carton boards, corrugated boards, packaging papers, barrier materials, new developing materials
- Packaging value chain / brand owners/retail – changes in business models -> packaging development
- Expertise in - food packaging, frozen food, sensitive products, luxury products,
- Brand protection throughout the logistics chain: Active and intelligent solutions

at your service.

LK Concept / LK Consultants – Leena Kauppi

CONSULTING WORK PROJECT EXAMPLES

2011-2014	Strechable paper / stretchable carton board - converting and end use segments in food packaging / luxury packaging
2013-2014	Biobased laminates suitable for thermoformed/pressformed meat product packaging
2014-2015	Biobased barrier coating development on SBB for high end food packaging end uses
2015	Study and development work with customer on biodegradable films and pots for herbs and greens consumer packaging
2016-2019	HMS PP foam converting and end uses in food service
2019	EPS/Styro foam replacement by fibre foam materials
2018-2019	PP foam / Fibre foam laminates on carton board/corrugated board for increased insulation properties in fresh meat/frozen food packaging.
2020	Creating an ideal take-away packaging for restaurants and supermarkets ready meals

EXAMPLES OF RECENT MARKET STUDIES

conducted by LK Consultants

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|-----------------------------|--|
| May – September 2018 | Export meat box for fresh and frozen meat – market study |
| May – December 2019 | Global Food packaging raw material market study |
| January – June 2020 | Restaurant to home take-away packaging market study |

Leena Kauppi

LK CONSULTANTS OY

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