

## **Sulapac appoints Antti Valtonen as CEO as the company shifts to accelerated scale-up mode**

**Sulapac Ltd is transitioning from an R&D focus into a more commercially driven operating mode while staying true to its science-based approach and continuous innovation for the benefit of the planet and its customers. Antti Valtonen, previously the Chief Commercial Officer, starts as CEO bringing a strong vision and structured approach for growth.**

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The award-winning material innovation company Sulapac has appointed **Antti Valtonen** as CEO, effective from 3 June 2024. Co-founder and former CEO **Suvi Haimi** will continue to support Sulapac's success as Chair of the Board of Directors.

*"I'm pleased to see someone as determined and talented as Antti stepping into this role. He has just the competencies and experience needed to take the company to the next level,"* says Haimi. *"Adopting a more commercial approach is essential at this point, while scientific knowledge and innovation will remain at the core of Sulapac,"* Haimi points out.

Antti Valtonen joined Sulapac as Chief Marketing Officer in 2018 after an impressive career in international marketing and business development within the information technology industry. His resume includes leadership positions at companies such as F-Secure and Telia. Prior to his appointment as CEO, Valtonen served as Sulapac's Chief Commercial Officer opening new business areas and strengthening strategic partnerships.

*"I'm grateful for the trust placed in me and honored to turn the next chapter on Sulapac's journey to become the new standard in sustainable materials replacing plastic,"* Valtonen says. *"At Sulapac we are privileged to work with forerunner brands and industry leaders who share our sustainability and quality ambitions. I look forward to building up these relationships and bringing added value through close collaboration and open dialog,"* Valtonen adds.

Sulapac is transitioning toward a more commercially driven organization with streamlined processes and strong customer-centricity. The company's strategy for enhanced price competitiveness exemplifies its market responsiveness. *"A lower price point can already be achieved in high-volume cases, opening up new business opportunities like thermoforming,"* Valtonen says.

In the coming years, the company expects growth in both its established business areas, Cosmetics and Food Services, and newer domains such as thermoformed packaging. *"Thermoforming has great potential with large order volumes and Sulapac's unique benefits over competitors. Additionally, several forthcoming launches are set to further solidify Sulapac's position as the pioneer in sustainable material innovation, with the potential to disrupt entire markets,"* Valtonen shares.

The ambitious growth plan is driven by a dedicated team of experts, including new Leadership Team: Co-founder and Chief Compliance Officer Dr. Laura Tirkkonen-Rajasalo, Chief Product Officer Dr. Heidi Peltola, and Chief Financial and Operating Officer Joonas Helenius. The line-up of the management team embodies a strong combination of exceptional scientific expertise and robust commercial acumen.

**Further information:**

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**Sulapac Ltd** is an award-winning material innovation company bringing solutions to the global plastic crisis. By replacing conventional plastic with sustainable, beautiful, and functional Sulapac materials, companies can reduce their carbon footprint, eliminate microplastic pollution, and advance the circular economy. The Helsinki-based company was founded by three scientists in 2016 and serves customers across various industries on three continents. Investors behind Sulapac®, the patented material innovation, include CHANEL and Sky Ocean Ventures.