

Press release

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SCA to endorse its customer and consumer brands globally

SCA, a leading global hygiene and forest products company, will as of July 1 2014 be endorsing its already strong portfolio of customer and consumer brands globally with the corporate SCA brand.

Following the introduction of the stronger and more distinct corporate SCA logo in March 2013, SCA is now responding to the ever-growing consumer demand of knowing where and how products are made by positioning the SCA corporate brand together with the customer and consumer brands across all categories, brands and markets globally.

“SCA is a company with a unique heritage, a range of strong customer and consumer brands that make a difference for millions of people around the world and an award-winning sustainability profile and focus going forward. By taking a prominent and visible position alongside the company’s customer and consumer brands in all its print ads and TV commercials, SCA aims to further strengthen the awareness and perception of SCA as a leading global hygiene and forest products company and as a solid, and trustworthy brand”, says Jan Johansson, President and CEO, SCA.

View [video](#) of how the endorsement might look.

“Our ambition is to increase the awareness and perception of SCA. By connecting SCA and its customer and consumer brands, the information to our stakeholders gets even more transparent. An important platform to build the SCA brand is Team SCA’s participation in the Volvo Ocean Race with an all-female crew. This strengthens the perception of SCA and our brands, such as TENA, Tork, Lotus, Libresse, Tempo and Libero even further,” says Joséphine Edwall-Björklund, Senior Vice President, Group Function Communications.

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SCA is a leading global hygiene and forest products company. The Group develops and produces sustainable personal care, tissue and forest products. Sales are conducted in about 100 countries under many strong brands, including the leading global brands TENA and Tork, and regional brands, such as Libero, Libresse, Lotus, Nosotras, Saba, Tempo and Vinda. As Europe’s largest private forest owner, SCA places considerable emphasis on sustainable forest management. The Group has about 44,000 employees. Sales in 2013 amounted to approximately SEK 93bn (EUR 10.7bn). SCA was founded in 1929, has its headquarters in Stockholm, Sweden, and is listed on NASDAQ OMX Stockholm. For more information, visit www.sca.com.