



PRESS RELEASE

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Explore the new Munken

Collaboration, diversity and unique experiences form the roots of creativity. Today, we combine these elements to kick off our new Munken CoLab initiative, which is done together with the Swiss Type Foundry, Lineto. Inherent to collaboration is the idea of sharing, a concept that is essential to our cultural identity and progress.

The new Munken brand appearance is based on the existing visionary, nature loving and Swedish personality of Munken as well as new font Munken Sans – designed in the spirit of collaboration with Laurenz Brunner, Jonas Williamsson and Cornel Windlin from the Swiss type foundry, Lineto. The elegant and modern sans serif typeface took inspiration from the Swedish traffic font, Tratex.

"I've had a fascination with road signage for as long as I can remember. The former Swiss traffic type by the "Schweizerische Normen-Vereinigung", was an early inspiration as a student learning to draw fonts. I remain intrigued by these characters in their ability to balance raw formal details from the mechanics of their creation, while needing to be legible at high speeds.

*Britain's "Transport" by Margaret Calvert, Poland's "Drogowskaz" by Marek Sigmund, and Sweden's "Tratex" by Kåge Gustafson are personal favourites of the genre. Conceptualizing and creating a contemporary version of "Tratex" has been an exciting challenge to both honour the original and update it for use both on and off the road." **Laurenz Brunner (Source Type / Lineto)***

Tratex was created by Swedish designer, Kåge Gustafson, in the 1960s, to be used as a national traffic font. The Swiss typographers from Lineto have further developed its timelessly beautiful and characteristic design for Munken Sans. Unlike Tratex, which consists of only one weight, Munken Sans is available in three weights: regular, medium and bold.

Munken Handbook

In a 448-page handbook, conceived and designed by the design agency JUNO and printed on paper from the Munken Design Range, Munken Sans is displayed for the first time in a varied and playful way. Based on the themes of nature, paper and signposts, the font is shown off in several different applications. The Munken Handbook is an homage to paper as an object in book form.

Visit colab.munken.com to find out more about the Munken CoLab, Munken Handbook and Munken Sans.

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ARCTIC PAPER

About Munken

Munken paper is produced in Munkedal, a village 100 km north of Gothenburg. Munkedal is by the Örekil river, rich in salmon and flowing into the country's only threshold fjord, Gullmarn. Both the river and fjord are designated as nature reserves. The Munken mill was founded in 1871 and has always enjoyed a close relationship with its natural settings on Sweden's beautiful and rugged west coast. Today, it is one of the world's most environmentally-friendly paper mills – and practices sustainable production every day.

Arctic Paper S.A. is one of the leading producers of high-quality graphical fine paper in Europe and consists of three paper mills and four eco-friendly strong brands, Amber, Arctic, Munken and G. Most of the products are sold through the company's 14 sales offices in Europe. The Group is the main owner of the listed Swedish pulp producer Rottneros AB. Arctic Paper S.A. is listed on the Warsaw Stock Exchange and NASDAQ in Stockholm. For more information, visit arcticpaper.com.