THE VISION

Discover the Future of Abrasives: newest trends & infinity inspiration by Munksjö

N°23
NOVEMBER 2026

Wherever you want to go, Infinity gets you there.



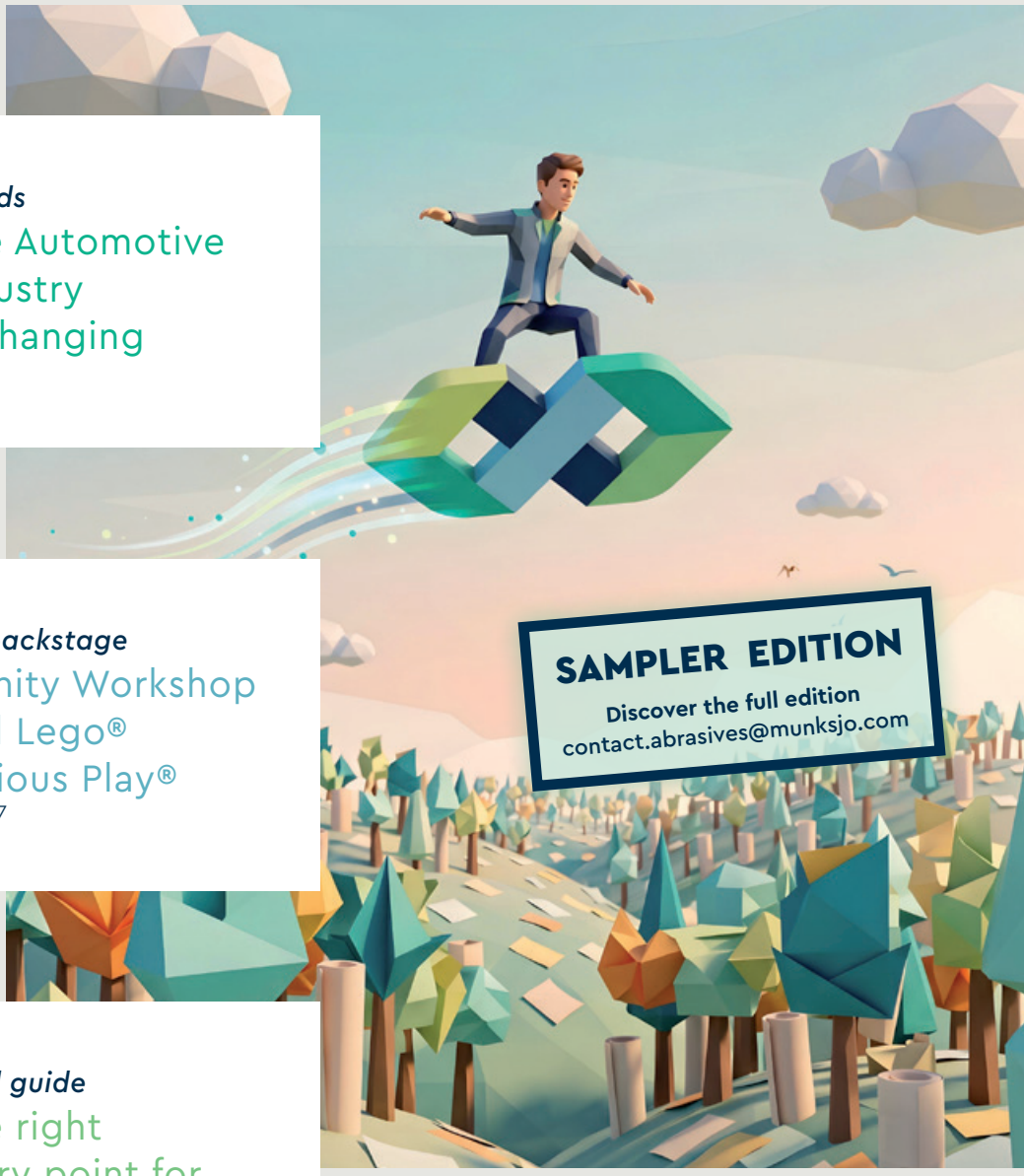
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munksjö

The Automotive industry is changing INFINITY stays ahead

Driven by the rise of hybrid vehicles, the rapid growth of Chinese automakers, soaring fuel prices, and accelerating electrification, the automotive market is evolving faster than expected. With Infinity, we help you decode these market signals and uncover new business opportunities.



RESERVED TO PREMIUM MEMBERS

Want to keep reading?
ACCESS THE FULL STORY
→ in our Premium Space or reach out to estelle.seibert@munksjo.com



Infinity Built around your role

Purchasing, R&D, and Business Development teams approach abrasives with their own priorities and pressure. That's why the Infinity offering and its platform bring together resources designed to simplify day-to-day work and create value for every area of expertise. Here's a profile-by-profile look at the key benefits of a rich offering that will continue to expand over time.

R&D

Accelerating every project



Your missions: improve abrasive product performance, proactively develop next-generation solutions, and integrate sustainability when it's part of the specifications, without compromising on quality. To do this, you need to quickly identify even the smallest performance gaps, access advanced technical support for complex diagnoses, and find fresh ideas to fuel innovation.

HOW INFINITY HELPS:

- **Expert support**. Move past complex technical issues with guidance from our TCS experts, supported by the R&D team and the equipment in our research center.
- **Cross-functional perspectives.** Overcome product roadblocks with an Infinity workshop and the power of collective, creative intelligence.
- **Skill-building**. Strengthen your expertise with group training courses designed for technical profiles: Paper & Climate, Paper Troubleshooting, and Paper Making – available from level 101, beginner to 301, advanced.
- **Inspiration**. Discover new ideas by exploring the paper samples included in the Discovery Box.

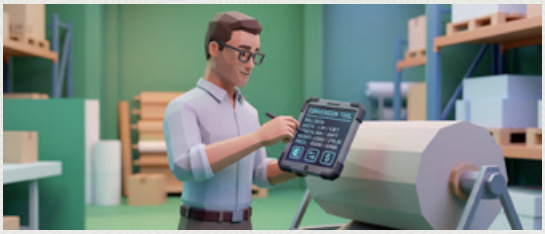


AVAILABLE IN THE INFINITY PREMIUM SPACE:

- **XPLORER** search tool (see p. 4)
- **Replays and technical sheets**: Learn at your own pace with academy replays – including "How to use creative thinking to boost abrasives innovation" and "Upgrade quality, and go more sustainable with the latex generation: 2-save" – as well as InfiniTIPS.

PURCHASING

Building a secure, agile supply chain



Your mission: secure supply chain at the right cost without compromising on compliance or quality. Achieving that balance means managing complex data — including prices, inventories, invoices, and certificates — while documenting increasingly demanding ESG and traceability requirements.

HOW INFINITY HELPS:

- **CIP Portal**: View your orders, inventories, deliveries, invoices, and quality certificates in real time, without waiting for a response.
- **XPLORER** search tool (see p. 4)
- **Conversion Tool**. Instantly calculate a roll's weight, length, surface area, or price while switching between metric and imperial units and currencies.

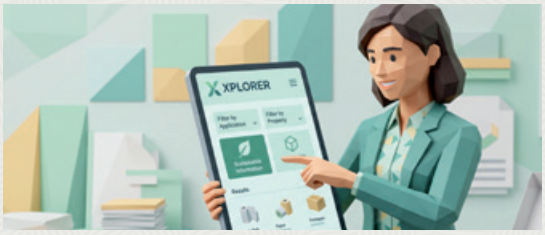


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Business Development

Winning on more than price



Your missions: Win new business and protect your margins on a market where price pressure remains strong. Identifying new markets and applications to drive growth requires quickly spotting the right opportunities and approaching prospects with a clear positioning — not just another promise.

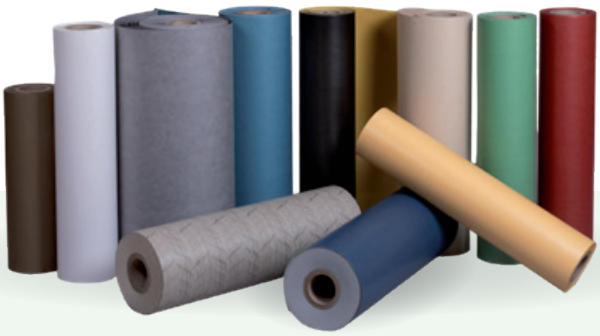
HOW INFINITY HELPS:

- **Tailored training**. Build a sales pitch grounded in a clear understanding of paper — it should be both technically oriented and easy to explain — with our Sales & Distributor Paper Expertise training.
- **Targeted workshops**. Bring your customer into a collaborative format focused on business-relevant topics: market and application challenges, Product 2.0, sustainability issues, and project management — through the Infinity workshops.
- **Easier demonstrations**. Make your case, using tangible samples from the Munksjö Discovery Box.



AVAILABLE IN THE INFINITY PREMIUM SPACE:

• **XPLORER** search tool (see below)



XPLORER

Search smarter, based on your goals

With XPLORER, our new product and paper search engine, you can explore our entire product offering independently, using the criteria that matter most to you.

Business goals, technical requirements, or sustainability criteria: you choose where to start. Munksjö has designed XPLORER and the new product range to stay closely aligned with your needs.

> **Commercial focus?** Filter by application to identify new opportunities.

> **Purchasing focus?** Identify proven, regularly produced Essentials solutions in just one click.

> **R&D focus?** Search directly by property to accelerate development work.

> **Sustainability criteria** are available under the "Sustainable Information" filters, which include 17 subcategories such as "Recyclable Eligible" and "Processing Enhancer."

Log in to XPLORER through the Infinity Premium Space and discover the many product possibilities available to you.

TWO FILTERS WORTH TRYING FIRST

- **The Ultra Smooth Skills filter** instantly identifies products with an improved surface finish, ideal for the finest grits.
- **The CO_2 filter** identifies product references for which at least one variant already has an estimated carbon footprint. Two projects are under way to expand this information: extending the data to more references and having it validated by a third-party organization by 2027. This makes regular filtering by CO2 worthwhile in order to track progress as updates are released.



The Academy

Nearly 40 years of know-how, ready when you are

Sander is our technical mascot: a passionate scientist who gives voice to the Munksjö team's expertise. In this imaginary interview, he explains what the Academy can offer customers — and how.

The A Vision ▶ Sander, before we talk about learning, where does your expertise come from?

Sander ▶ Our team has been exploring paper for 36 years in our research center, supported by recognized experts in the field and a database of more than 15,000 raw-material references. We wanted to make that expertise accessible. We do this in several ways: by introducing you to our products, helping you select them through discussions with your usual contact or through XPLORER, and providing personalized after-sales support through your technical contacts (TCS), who can involve our research center when needed.

The A Vision ▶ And the Academy is the natural extension of all this expertise?

Sander ▶ Exactly. We're committed to giving you the tools you need to better understand paper: its interactions, its possibilities, and its limits. Sharing that knowledge as an expert partner is part of our DNA.

> *"Our offering is rich, and it will continue to grow: tell us what you need."*

The A Vision ▶ In practical terms, what can you find at the Academy?

Sander ▶ First, you'll find training courses: our flagship three-level Abrasive Paper Making Process course, plus Paper & Climate and Paper Troubleshooting. You'll also find webinar replays, expert interviews, and practical InfiniTIPS sheets designed to help you quickly solve everyday issues.

The A Vision ▶ And what if you're new to abrasive backing paper, or just starting your career?

Sander ▶ That's exactly what the Academy was designed for. It adapts to your level of knowledge, from beginner to expert, with three training levels and customizable presentations. And we also like to make complex learning topics engaging and relatable.

The A Vision ▶ Can you give us a concrete example of a short format?

Sander ▶ Of course. For example, you'll find an InfiniTIPS sheet on the blotching/marbling effect, as well as a Coffee Break expert interview on curling and cupping.

The A Vision ▶ And how do you sign up?

Sander ▶ It's super easy. As a customer or partner, you create an account in the Infinity Premium Space. Our team approves your request within a few days, giving you access to online resources such as replays and InfiniTIPS. For training courses, simply contact your usual Munksjö representative. So, will we see you in training soon?



WANT TO KNOW MORE ABOUT THE ACADEMY AND EVERYTHING IT OFFERS?

Ask your usual contact for our welcome guide.

Infinity workshops and collective intelligence

Your next performance tools

"A project's success depends on a team's ability to build a shared story – one that gets everyone moving in the same direction." This belief is at the heart of the Infinity workshops offered by Munksjö, creating a new competitive advantage: fresh ideas and diverse perspectives.





Spotlight on LEGO® SERIOUS PLAY®

Munksjö enhances its workshops with a distinctive collective intelligence method: LEGO® SERIOUS PLAY®. Here we take a closer look at the fundamentals of this approach.

The principle

Among collective intelligence methods, LEGO® SERIOUS PLAY® holds a unique place. Each participant answers a strategic question by building a model with LEGO® bricks. **The method is based on constructionism: we think by building**. The construction does not need to look nice. The bricks are just used to build a metaphor and help to structure and express ideas that may be difficult to put into words, so they can move past certain mental blocks. Once the first model is complete, a discussion begins and new cross-functional perspectives emerge.



A serious process

At first, you might wonder: **"Are we just playing with LEGO® bricks?" No: as the name of the method suggests, this is a "serious" game**. We answer a question and the bricks only are there to open up a conversation. The approach itself is highly structured, with a clear framework, defined steps, and specific objectives. Building an object with bricks provides an opportunity to tell a story, put words to ideas that were already present but hadn't yet been expressed, and make those ideas tangible by seeing them right in front of you.

The result? A personal and collective journey that leads to stronger collaboration, better team alignment, a 360-degree view of your challenges, and unexpected ideas. It's a powerful way to explore new approaches to your industrial challenges and innovation – and to get your teams moving.

True or false?

Words like 'creativity' and 'collective intelligence' can make industrial teams skeptical. Here are three common misconceptions about the topic. Of course, the best next step is to discuss them directly with our expert, Estelle Seibert, who leads the creation of Infinity workshops and is certified in the LEGO® SERIOUS PLAY® method.

"We're a technical team, and we aren't especially creative, so we're not sure this would work for us."

FALSE

No artistic talent is required. Participants don't build to impress; they build to express an idea, especially when that idea is complex and technical. The most effective workshops bring together technical profiles whose expertise enriches the discussion.

"It's playful, so it's not really serious when dealing with complex business challenges."

FALSE

We don't play. There is a structured process followed to answer a question and allow everyone to speak. Each session is designed around a clear objective and a concrete deliverable to solve complex challenges. Big tech, aerospace and automotive giants such as Google, NASA, Samsung, or Toyota use the LSP method for promblem-solving, to speed up innovation processes or align product teams strategically.

"Multiple perspectives on the same problem can reveal what a single expert might miss."

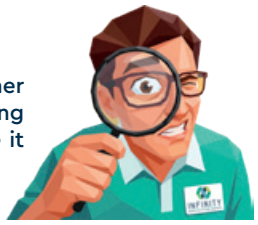
TRUE

This is the core principle of collective intelligence: bringing together a variety of viewpoints helps uncover blind spots that may remain invisible to an isolated expert.



The right entry point for every need!

With such a broad range, the real question isn't "Which product should I choose?" but rather "Which need do I have to address today?" Our offering has expanded over time through ongoing investment, allowing us to respond more precisely to your requirements. To help you navigate it without getting lost, we've organized it around three entry points. Here are the keys.



Are you looking...

... for a proven solution, or one designed to push back your technical limits?



Key Solutions

Rely on endorsed, market-specific, or cutting-edge solutions

The Key Solutions opens the door to the foundation of our offering: the broadest product family, designed to meet your strategic requirements, whatever your level of requirement.

... to make your brand and products stand out, be easy to recognize, and stay protected from counterfeiting?



Standout Solutions

Make your brand and products recognizable

The Standout Solutions opens the door to everything that makes a product memorable and secure, from color to security fibers.

... to combine performance with a reduced impact?

SAMPLER EDITION
Discover the full edition
contact.abrasives@munksjo.com



Ecodesign Solutions

Combine performance and sustainability

The Ecodesign Solutions opens the door to solutions reducing your footprint, from design to end of life, with clear sustainability markers rather than vague promises.

3 doors, one rule

Always start from your need, never from a list of references. Each of the next three pages opens one of these doors in detail, with its own guideposts and flagship products, which may sometimes appear behind more than one door.

Request your Discovery Box

Want to hold our papers in your hands, feel them, and see them up close? The Discovery Box brings together a representative set of samples from our three product families — Key Solutions, Standout Solutions, and Ecodesign Solutions. Contact your usual representative to request yours.



EUDR

with us, your paper already arrives compliant!

The EUDR, the European regulation against deforestation, will apply to large companies **at the end of December 2026.** Wood and paper are covered, including the backing of your abrasives. With Munksjö, this topic is addressed before the paper even reaches you.

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TO PREMIUM MEMBERS

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THE VISION

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