

# POTMA

THE LIGHTWEIGHT CHAMPION

**where strength and lightness matter**

## SUSTAINABILITY





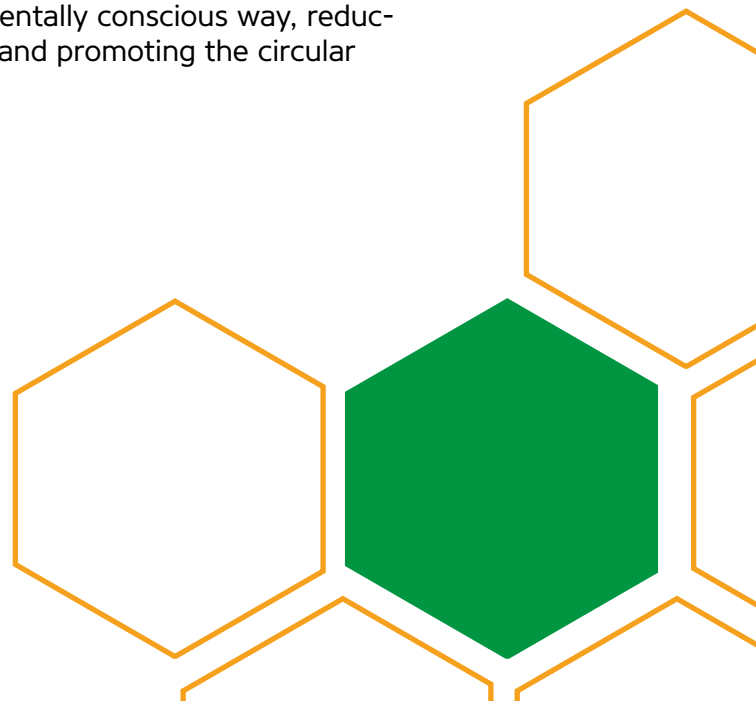
**Potma Oy** was founded in 1973 in Säskylä, Finland. The business idea was to make hexagonal paper pots for growing seedlings. The name of the company, Potma, is actually an abbreviation of “pot maker”. Since the 1970s, Potma’s focus has been on the product development and application of this honeycomb structure for various needs. The honeycomb structure is nature’s own expression of material efficiency. Potma’s light, material-efficient and durable honeycomb panels are manufactured within the Arctic Circle in northern Lapland.

In Potma, Nordic trailblazing meets excellence. We are a leading, dynamic company providing innovative solutions and services. Our tireless commitment to quality, flexibility and customer satisfaction has established us as a reliable operator in the field.

As a family business, Potma aims to ensure the wellbeing of its employees until retirement. The company has a face you can trust, which also creates openness about who is responsible for the jobs. Growth is promoted by new investments, also creating jobs and continuity in Northern Finland. Potma has been granted the Key Flag Symbol indicating Finnish work and social responsibility.

Customer satisfaction is at the heart of all we do. We strive to develop long-term partnerships with our customers, understanding their needs and providing personalised solutions that drive growth and success.

We here at Potma also put a great emphasis on social responsibility and sustainability. We are committed to conducting our business in an ethical and environmentally conscious way, reducing our impact on the environment and promoting the circular economy.



## Potma and the UN Sustainable Development Goals (SDGs)



**SDG 3: Health and wellbeing:** We prioritise the health and wellbeing of our employees and create a work environment that supports that. We encourage our employees with a variety of benefits. As a family business, we are determined to help our employees reconcile family and professional life by offering flexible working hours. We also take care of our employees outside of work by providing accident insurance and pension cover.



**SDG 7: Affordable and clean energy:** We strive to increase the share of renewable and carbon-neutral energy in our operations. Currently, 67% of our energy consumption is carbon-neutral, and we aim to increase this share to further reduce our carbon footprint.



**SDG 8: Inclusive and sustainable economic growth:** Potma believes in investing in its workforce. We offer opportunities for skills development and career progression, as well as fair working conditions. By investing in our employees, we promote economic growth and create a positive social impact across Finland.



**SDG 9: Sustainable industry, innovation and infrastructure:** We actively promote sustainable practices in the construction, maritime, public transport and railway industries. Our aim is to develop innovative solutions and infrastructure that are environmentally friendly and foster sustainable development.



**SDG 12: Sustainable consumption and production:** Potma promotes the circular economy. We promote sustainable consumption by designing products with a long lifespan and incorporating recycling and waste reduction practices into our operations. Our products use aluminium, which is easy to recycle (100%) into new raw material, without separation between layers of material.



**SDG 13: Climate action:** We are committed to measuring and reducing our greenhouse gas emissions, both at organisational level and through the development of environmentally friendly products. We implement climate-friendly practices and actively seek opportunities to mitigate climate change. For the first time, our emissions have now been calculated at both company and product level.



**SDG 14: Life below water:** Potma contributes to the protection of marine ecosystems by developing lightweight solutions for the maritime industry. We aim to reduce the environmental impact of ships, ensuring cleaner and more sustainable sea transport.

**Potma aims to have a positive impact on society, the environment and sustainable development as a whole. We recognise the importance of working together to achieve the SDGs and are committed to doing our part to create a better, more sustainable future.**

# At the forefront of sustainability: a unique product that combines recyclability with first-class performance

**Potma's products** are designed with sustainability in mind, focusing on recyclability, lightweight structure and eco-efficiency.



## European excellence

Our raw materials are of European origin. This not only guarantees quality, but also reduces transportation distances and promotes regional development.



## A sustainable future

Long product life, customisation and continuous investment in production equipment reduce material waste, optimise the process and offer future opportunities for the circular economy.



## Mobility of the future

A lightweight structure is not only an aesthetic choice, but also a smart step towards lower emissions. The lightness of our products reduces emissions during transportation and makes them a more eco-friendly option.



## High degree of safety and quality

We are proud that our production and products have been awarded quality certificates from several different market areas. This is a recognition and promise of the fact that safety and quality are our top priorities.



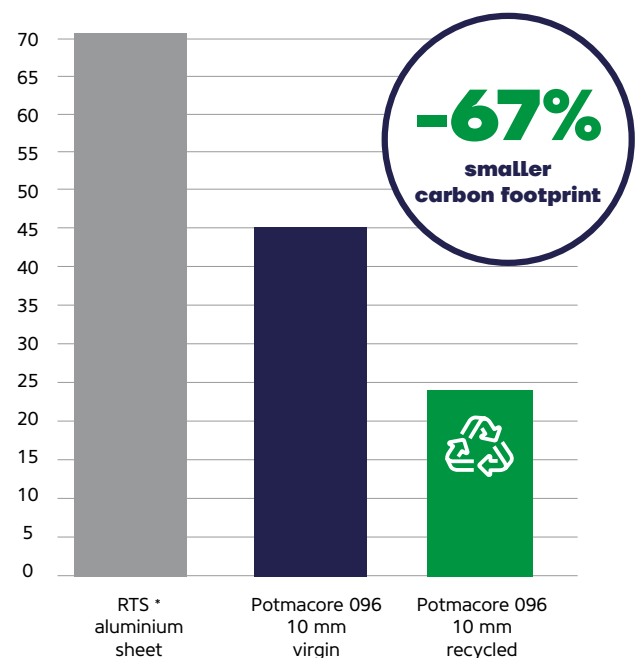
## LCA/EPD

### Top performance, minimised carbon footprint

We have started using life cycle assessment (LCA) and environmental product declaration (EPD) calculations. Life cycle assessment allows us to use data to weigh up our environmental choices and show the impact of various factors, such as the choice of recycled raw material, on our carbon footprint.

**The calculations guide us towards eco-efficiency and more sustainable options.**

## Carbon footprint kg CO<sub>2</sub>e/m<sup>2</sup>



\* Source co2data.fi - Emissions database for construction

## Our production has achieved many sustainability milestones

### The technological basis of our production

Our production is based on the D module, a key factor behind the quality and efficiency of our products. The D module, along with other factors, such as the Key Flag certificate and AAA rating, ensures a high level of production and, consequently, high product quality.

### Quality and commitment

Our committed and skilled workforce is the foundation of our sustainable production, ensuring the high quality and sustainable performance of our products. We create long-term solutions that benefit our customers and the environment. Our production has a quality certificate.

### OHS and the competence of personnel

Occupational health and safety is our priority. Our committed and skilled staff are key to our achievements.

### Waste minimisation and wastewater management

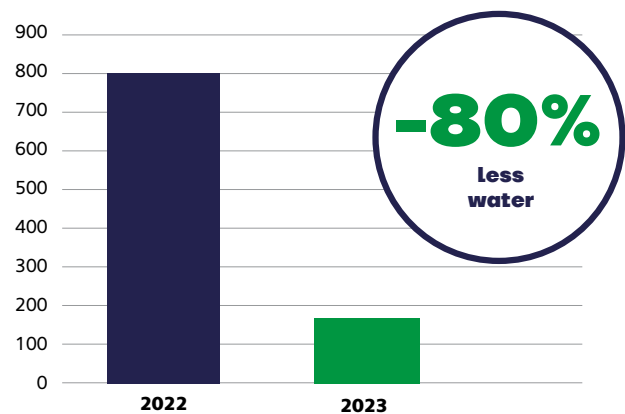
Our production process is designed to minimise waste through effective material processing and efficient use of resources. From the start, this has helped us reduce waste regardless of the fraction.

### Continuous investment

Continuous investment in both our production facilities and equipment helps us to be more eco-friendly, optimising our current production methods.

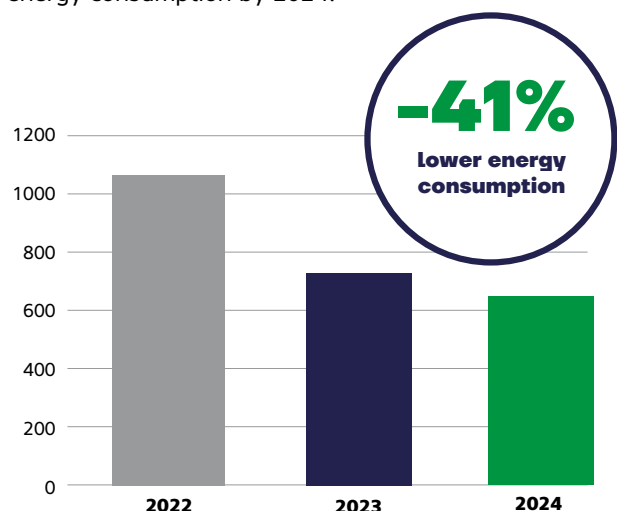
### Water consumption m<sup>3</sup>

We have reduced our water consumption to one-fifth, for instance by investing in a closed loop for the cooling water used in production.



### Building energy consumption MWh

Energy consumption has decreased by one-third from 2022-2023. We aim to further reduce our building energy consumption by 2024.



## Towards sustainability with greenhouse gas accounting

Our decision-making is now guided by the GHG Protocol's organisational greenhouse gas accounting. We have started by calculating our Scope 1 and 2 emissions, the results of which will guide us in making our operations more sustainable.

The first class (Scope 1) includes the company's own direct emissions, such as emissions from its buildings or transport vehicles. The class 2 (Scope 2) emissions are emissions from purchased energy, such as electricity and district heating purchased by the company.



### Company vehicles

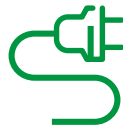
We look after our fleet and aim to further reduce emissions from our vehicles in the future.



### Company's own facilities

We maintain and improve our own facilities to operate more sustainably, and we are committed to minimising their environmental impact.

**Scope 1: 41 t CO<sub>2</sub>e**

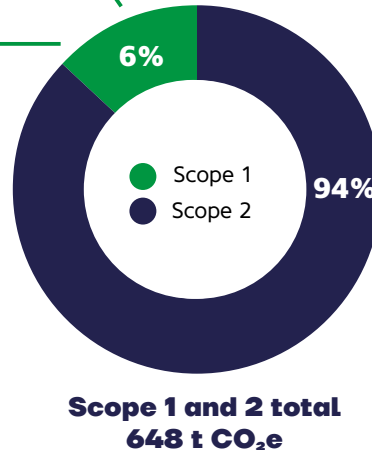


### Investing in purchased energy

As part of our drive to be environmentally friendly, we now use green electricity in our production process. This reduces our carbon emissions and contributes to sustainable energy use.

Our efforts to reduce our building energy consumption will also reduce our Scope 2 emissions.

**Scope 2: 607 t CO<sub>2</sub>e**



### Emission reduction potential

The split between Scope 1 and 2, with an emphasis on Scope 2, shows us that by investing more in eco-friendly energy purchases in the future, we will be able to reduce our current emissions and be more climate-friendly.

## Lightness of the product in relation to emissions



Significant reductions in emissions can be achieved through lighter structures. Emissions from mobility can be halved or reduced by as much as 70%.

**-70%**

Cruiser emission effect Potmacore 10 mm vs. Fiber cement panel 10 mm

**We are working and living  
in the middle of pure and  
beautiful nature –and we  
want to treasure it**



LCA/EPD calculations made by a third party in accordance with standards EN 15804 and ISO 14025 using the One Click LCA software.  
Supplier-specific verified data is prioritised where applicable, or the latest ecoinvent database is used as a data source.



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