



Stora Enso course for German students of packaging technology

Students of packaging technology are an important target group for our marketing activities, as they may in the future have an influencer's position when brand owners are rethinking their packaging solutions. *Beuth Hochschule für Technik* in Berlin offers a curriculum in packaging technology, which was established by Prof. **Dieter Berndt**, a well-known packaging technology expert, over 20 years ago. Beuth offers both a Master's level and a Bachelor's level programme in packaging technology, with an annual intake of 22 students to the Master's program and 44 to the three-year long Bachelor's programme.

"We have fairly close contacts with food manufacturers and printing & media technology" says Professor **Ingo Sabotka**, who brought a group of 27 Beuth students to a study visit of several Stora Enso units in Finland on 13-16 September. The group heard presentations on the company, on several packaging product segments, forest management (including a visit to a harvesting site, as seen in the picture), R&D, coating, intelligent packaging, digital printing of packages and DeLight solutions. Locations visited were Imatra, Lahti and the head office in Helsinki.

"As our students end up being employed with all the well-known brand owners – Procter & Gamble, Unilever, Tchibo, SIG and others – they have to know more about board. They have studied board properties in theory, but they need to learn more about board properties in packaging and about the latest thinking in your industry", adds Prof. **Stefan Junge**, who also expresses his gratitude: "Our programme has been very useful, and we are delighted that Stora Enso has treated a student group as VIP guests."

Ms **Nicole Fitzner** is studying in the Master's program of packaging technology: "My first year was just completed, and I plan to graduate in autumn 2012. I hope to find an interesting job, but don't know what it might exactly be, as I need to write my Master's thesis first and find a company for which the thesis can be completed. Perhaps the thesis project would give me an opportunity to be employed by that company."