

PRESS RELEASE

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Finnish KUPILKA launches new colour and introduces second KUPILKA knife

For many years already, KUPILKA outdoor products have received genuine popularity among hikers, hunters, campers, bushcraft teachers, court-yard cooks and other friends of nature, with recyclable and natural properties. KUPILKA products are made of Plasthill's own biomaterial and the product range includes cups, plates, bowls, cutlery sets as well as special KUPILKA knives. All KUPILKA products are dishwasher safe. They are also recyclable and can be returned to normal plastic recycling centres or grinded and casted again into new products at the end of their life span.

Quality design combined with innovative technology honours nature with eco-friendly dish sets. The company's values have from the very beginning included environmental responsibility, sustainability and greener future. This is exactly what KUPILKA products stand for. Now KUPILKA is responding to the market demand by introducing new darker colour Kelo. The name Kelo is a Finnish word for an appreciated and patinated old tree. The products are now available in four different colours — original brown, conifer, cranberry and kelo. Another addition to the KUPILKA series is a smaller knife that is perfect e.g. for carving and general work. The handy size is easy to carry along at all times. The high quality blade is made of stainless steel and for the handle grip Plasthill use their special biomaterial that ensures safe and pleasant handling of the knife.

The biomaterial is called Kareline® natural fibre composite and it consists of 50% cellulose fibre (wood) and 50% thermoplastic. There are numerous benefits if you compare the composite material to normal plastics. To name a few, they have better heat endurance and a better durability thanks to their stiff structure. They also allow the use of engraving techniques. If you compare the natural fibre composites to wood, the most important benefit is that the composite does not require maintenance. Also, it does not "absorb" smells and it is insensitive to humidity.

Plasthill Oy (Ltd)

Family-owned Plasthill was founded in 1996 in Kontiolahti, Eastern Finland. The company is a manufacturer of Kareline® natural fibre composite materials and products with solid experience in contract delivery and test runs of composite products.

Plasthill is a pioneer in environmental values and was the very first Finnish company to use green electricity in 1998. The company has since used EKOenergy in all its production.

Plasthill's KUPILKA team is exhibiting in the Scandinavian Village at the OutDoor 2015 show, A5-317.