

# UPM ProFi nominated as one of Kevin McCloud's Green Heroes at Grand Designs Live

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UPM ProFi nominated as one of Kevin McCloud's Green Heroes.

(UPM, Lahti, 27 April, 2011 at 12:00) UPM ProFi Deck (<http://www.upmprofi.com>) has been nominated as one of renowned architect and broadcaster Kevin McCloud's 10 Green Heroes. Selected as an outstanding example of a new high performance and environmentally sustainable material, UPM ProFi's low maintenance composite decking system will also feature in the Grand Designs Live Show Garden at London Excel 30 April to 8 May.

As the face of the Grand Designs brand, Kevin McCloud has documented hundreds of buildings over the past two decades. This has given Kevin an enormously wide knowledge of materials, the latest technologies and new sustainable practices out there in the construction market, making him a touchstone for innovative ideas and inventive products.

In 2010, Kevin McCloud decided to launch Kevin's Green Heroes, based on his love of truly innovative green building products and services. He has personally chosen ten products or inventions that he feels deserve wider recognition. UPM ProFi Deck caught his attention as a chance to bring design and durability to outdoor living in a sustainable way.

Mr Edward Robinson, Director of Sales and Marketing for UPM ProFi said: "Many people across Europe have worked hard over the years to create a great new look in outdoor living. To be nominated as one of Kevin's Ten Green Heroes is a wonderful recognition of that work. I hope the publicity will result in more people being aware of UPM ProFi Deck, and coming to the same conclusion as Kevin and my colleagues."

As the main deck area in the Grand Designs Live Garden Design Studio, UPM ProFi's fresh and modern look perfectly matches the main theme of the Grand Gardens Show: 'Contemporary New England'. A 40m2 deck Night Sky Black will be featured in the Gardens. Other colours will also be visible at Pannell's Landscapes' stand (G89).

Finnish in design, and made in Germany and Finland, the production of UPM ProFi Deck gives a second life to self-adhesive label waste that would otherwise be landfilled or incinerated. The production process itself aims to be as sustainable as possible: production waste is recycled in the process, cooling water is recirculated and packaging is minimised. UPM even ensures that the waste paper labels have come from sustainably managed forests and are PEFC certified. UPM ProFi Deck is available nationwide in the UK from Travis Perkins and Keyline merchants.

For more information please contact:

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#### About UPM

UPM leads the integration of bio and forest industries into a new, sustainable and innovation-driven future. Our products are made of renewable raw materials and are recyclable. UPM consists of three Business Groups: Energy and pulp, Paper, and Engineered materials. The Group employs around 22,000 people and it has production plants in 15 countries. In 2010, UPM's sales amounted to EUR 8.9 billion. UPM's shares are listed on the Helsinki stock exchange. UPM – The Biofore Company – [www.upm.com](http://www.upm.com)

#### About UPM ProFi

The UPM ProFi business area develops, produces and markets high-quality composite products for a variety of end uses. UPM ProFi is an innovative and environmentally friendly material that uses recycled paper and plastic from label stock production as its main raw material. For further information, go to [www.upmprofi.com](http://www.upmprofi.com)

#### About Grand Designs Live

Grand Designs Live London returns to ExCeL from the 30th April to 8th May. The event is the UK's number one, award-winning home show packed with design and inspiration for your home.

Grand Designs Live is perfect for anyone who has an interest in interiors, build, kitchens, bathrooms, gardens, shopping, food, village and technology. The show will provide you with plenty of amazing ideas to turn your dream home into a reality. If you're self-building, renovating or simply re-decorating you'll find everything you need for your very own grand design. With yearly exhibitions taking place in London and Birmingham, visitors will be able to buy, build and furnish a house, all under one roof. [www.granddesignslive.com/](http://www.granddesignslive.com/)