

Welcome to Mälarplast and Roltex Nordic!

We have built a new production facility and expanded and renovated our office spaces – and now we would like to celebrate this together with you.

You are warmly invited to a day that begins with a seminar program featuring invited speakers on the theme of sustainable plastics throughout the entire lifecycle (see program and speaker presentations on the following pages).

The day concludes with the official grand opening of our new premises.

If you are unable to attend the full day, you are of course welcome to join us for the opening only.

DATE May 5 at 9:00 AM (or 3:00 PM for the opening only)

LOCATION Mälarplast premises, Hejargatan 14, 632 29 Eskilstu-


RSVP by April 24 via [this link](#).

Please inform us of any allergies when registering.

Warm welcome!



AB MÄLARPLAST

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AGENDA – SEMINAR: SUSTAINABLE PLASTICS THROUGHOUT THE LIFECYCLE

TIME	TOPIC	SPEAKERS
9.00	Registration, coffee & sandwich	
9.30	Opening, presentation of Mälärplast	Peter Wall
9.45	Biocomposites from Swedish suppliers Trifilon Wood Composite Sweden	Jonas Ceder Renato Cosic
10.30	BREAK	
10.45	Value-creating use of green materials Woodsafe – a business with environmental focus AGood.com – circular mobile cases	Henrik Alfredsson Henrik Jonsson
11.30	LCA – Miljögiraff, examples Green Loop and Woodsafe	Pär Lindman
12.00	LUNCH	
13.00	From single-use to reusable – new EU regulations	Peter Wall
13.30	Green Loop System	Peter Wall
14.00	Project Re:serve – recyclable food containers	Mattias Lindahl Elin Svanström
14.30	Summary and closing	Peter Wall

Afterwards, we invite you to networking and the inauguration of our new premises, with open house between 3:00 PM and 6:00 PM.

We will open up our production for viewing while offering music and light food and drinks.



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Mattias Lindahl, Professor of Product-Related Environmental Management at the Department of Management and Engineering (IEI) at Linköping University. His focus areas include circular economy, ecodesign (Design for Environment), and product-service systems. His work includes research and education in collaboration with industry, as well as standardization work related to circular economy and ecodesign. He has led several major research projects in the field.



Henrik Jonsson, CEO of Agood Company, a Swedish sustainability-driven brand developing circular tech accessories for a global market. With a background in entrepreneurship and international expansion, Henrik leads the company's mission to make sustainable products a natural choice for the mass market – through innovation, design, and circular business models. Agood Company collaborates with leading global players in tech and retail and aims to build the world's first fully circular ecosystem for mobile accessories.



Pär Lindman, a Senior LCA Consultant at Miljögiraff. Pär has more than 15 years of experience working with life cycle assessments (LCA) and quantifying environmental impacts. He has extensive expertise in developing transparent, science-based models to support product development, communication of environmental performance, and the development of environmental strategies at both product and organizational levels.



Henrik Alfredsson, a Business Development professional at FrostGreen AB with more than 25 years of experience in the pharmaceutical industry and healthcare sector. He works at the intersection of life sciences and sustainability, focusing on products and measurable solutions to reduce single-use plastics and Scope 3 emissions across pharmaceutical, biotech, and laboratory environments. Henrik helps organizations translate sustainability ambitions into practical and scalable results through material innovation and data-driven approaches.



Elin Svanström, Process Leader for Klimatevolution and leads the work with the external collaboration platform for climate transition within Eskilstuna Municipality.



Renato Cosic, CEO of Woodcomposite Sweden AB, a growth-stage company revolutionizing sustainable wood composites from its headquarters in Hyltebruk, Sweden. With more than 10 years of experience in the forestry and fiber technology sector, Renato leads Woodcomposite's mission to deliver innovative, eco-friendly, and safe solutions for people and the environment. The company serves clients across a wide range of industries.



Jonas Ceder, CEO of Trifilon. He was previously CEO of HLL Hyreslandslaget AB and before that worked as an advisor and auditor for several owner-managed growth companies at the auditing firm Grant Thornton. Jonas holds a Master's degree in Business Administration from Stockholm University.



Peter Wall, CEO of Mälarplast and Roltex Group. Peter holds a Master's degree from KTH Royal Institute of Technology and has more than 20 years of experience in plastics manufacturing, product innovation, and sustainability work. He is an angel investor in sustainability-focused companies such as Trifilon, Cuptronic, and BlueRedGold. He is also Vice Chairman of Smedhälsan Group (an Eskilstuna-based healthcare provider) and Chairman of Sparbanken Mälardalen, one of Sweden's largest savings banks.