

May 2016

SetraNews



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The shipping mark
with top marks!

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Living with wood gives a special feeling

LIVING IN A WOODEN house feels special. Wood is a living material. It is renewable and gives a warm sensation. Anyone who has walked barefoot on a solid wood floor or a sun-warmed wooden terrace knows what I am talking about. One cubic metre of wood binds the equivalent of 900 kilograms of carbon dioxide. Perhaps the greatest contribution our industry can make to sustainable development is to market and increase the use of wood for building and living. Despite considerable interest in modular building, many prejudices remain about wooden building technology on an industrial scale. Read the interview with our architect Jessica Becker who urges people to see the opportunities rather than the limitations.

LIGHT SUMMER EVENINGS encourage us to socialise on the patio. Setra Polar decking is the most recent product in our broad decking range and you can read more about it in this issue. Polar decking is of a high quality and manufactured from mature pine from the area around the Arctic Circle. The wood has tight annual rings, a high proportion of heartwood and a fine knotted structure which gives the decking and the patio a beautiful appearance. Polar decking is also available finger-jointed which makes it possible to deliver up to six-metre long shape-stable decking boards. It feels good to be able to meet market demands for increased lengths with this high-quality product.

SETRA'S WOOD SCHOOL this time is about our shipping marks. In market outlook we look at how the Swedish wood products industry has developed over the past 25 years and examine the megatrends that drive this development. You also get to join us on an exciting customer visit to Steens Group, Denmark's leading exporter of flat-pack furniture for home assembly.

Enjoy the newsletter!

Hannele Arvonen
CEO



SetraNews is Setra's customer newsletter. It is published in Swedish and English for customers, employees and other stakeholders in Sweden and abroad. The purpose of the newsletter is to spread information about the company and tell readers about the latest news. **Print run:** 4,900.

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SETRA AT DUBAI WOOD SHOW

FAIR The Dubai Wood Show, the largest wood products trade fair in the Middle East and North African region, was held on 4–6 April this year. Setra took part with representatives on Swedish Wood's stand. Swedish wood product samples and different wood surfaces were on display to customers. There was also an area where the companies could meet visitors. Part of Swedish

Wood's mission is to nurture and strengthen markets for Swedish redwood and whitewood in the Middle East and North Africa with a special focus on joinery and interiors. Swedish Wood and Setra also participated in the Dubai Wood Show in 2014 and 2015. A recurring presence has been recognised as a key factor in this region where business is clearly based on good relationships.



New trimmer at Setra Malå

TECHNOLOGY The new trimmer at Setra Malå was inaugurated at the beginning of April. The investment includes totally new machinery and control system, a new cutting system and automated sorting. The work, which was carried out in autumn and winter 2015/2016 took

place in cooperation with Rema-Sawco which supplied the sorting equipment, RS Bordscanner and CGV (C. Gunnarssons Verkstads AB) which supplied the machinery and control system. Subcontractors were Malå Plåt, Peab, Skogstjänst and Malå el-service.



Hannele Arvonen, Setra's President and CEO, inaugurates the trimmer with Mill Manager Rickard Westerberg.



PINE THAT LIGHTS UP

MARKET For most people the pine lamp is synonymous with the 1970s. This year students at the Carl Malmsten Furniture Studies school were tasked with making eight cutting edge lamps from Swedish redwood vintage 2016. At the Stockholm Furniture Fair held on 9–13 February, the students

displayed the results of this project which is a cooperation between the Carl Malmsten school, Ateljé Lyktan and Swedish Wood. The eight students had made use of the properties and appearance of pine in different ways to create attractive and functional lighting.



From smoking room to gym

SETRA A wellness campaign started at Setra Skutskär last year where a smoking room was transformed into a gym. The gym has now opened.

“The gym offers excellent staff welfare. It is now possible for employees to train without having to travel anywhere. And without paying lots of money for a gym card,” says Urban Wallquist, salesman at Setra Skutskär.

The new gym in Skutskär is a wellness initiative partly funded by contributions from the Central Fund Foundation. The Central Fund Foundation promotes a sustainable working life for employees within forestry and forest industry. The focus is on rehabilitation and wellness initiatives.

3,000 BILLION TREES ...

... exist on Earth. This figure emerged from a recent study carried out by researchers at Yale University. The study used satellite images and more than half a million different measurements. The worldwide result is 422 trees per capita.

New faces

Thomas Kling is Setra's new product specialist for glulam. Thomas has sound experience of both the glulam industry and the Swedish building materials trade – among other things from his ten years with Moelven Töreboda, for most of them in the role of sales manager.



THOMAS KLING

Peter Hofbauer is the new Sales & Market Development Manager, Emerging Markets. Peter will work on the development and build-up of Setra's sales in markets such as the US, Australia, India and Vietnam.



PETER HOFBAUER

Niclas Tapper has assumed a new role as glulam salesman in Långshyttan. Niclas has worked within Setra for fifteen years, most recently as shipping supervisor.

Johan Wårberg is a new customer service employee. Johan will be responsible for Setra's trailer deliveries to France, the Netherlands, Belgium and the UK.



Reduced electricity consumption with drying control

TECHNOLOGY In general, timber drying accounts for the greatest proportion of electricity consumption in a sawmill. At Setra Nyby changes in fan speed controls have resulted in reduced consumption.

Read more about drying control in Setra's most recent sustainability report: www.setragroup.com

Megatrends in the wood products industry

The number of sawmills in Sweden has halved in just twenty-five years. At the same time, individual sawmills are increasing their total production. The wood products industry has trends that are not simply short-term or limited. If we take a rather broader view, we can see a number of megatrends.

AT THE BEGINNING of the 1990s there were some 260 sawmills in Sweden with an annual production of more than 10,000 cubic metres. The figure for 2014 was 130 sawmills. So the number of sawmills has halved in about 25 years. But at the same time production is increasing – both in total and at the individual sawmills. In 1990, annual production per sawmill averaged about 45,000 cubic metres. Two years ago this figure was as much as 130,000 cubic metres. This is an unbelievable increase. Almost triple.

Fewer but larger units

The total production of sawn wood products in Sweden has also increased sharply. 17.5 million cubic metres in 2014 compared with 11.7 cubic metres in 1990. The simple conclusion can be drawn that an extensive consolidation and efficiency improvements are taking place within the Swedish sawmill industry. There will be fewer but larger units with a total production capacity that

well exceeds the volumes from the early 1990s. We have probably not yet seen the end of this development.

As I mentioned in an earlier outlook (in the May 2015 issue) the market for sawn softwood products will become increasingly global. Annual global consumption of softwood products is approximately 300 million cubic metres. The large volumes and all the flows between regions and continents have made the wood products market global on a large scale. The global construction sector is also expected to increase by 2018 largely due to growth in China and recovery in the US. China has also increased its share of the global market for softwood products by a full 100 per cent over the past seven years and is today the second-largest wood products market in the world.

Wood is a winner

The rapid growth in demand for new housing continues. This is due to increased populations, urbanisation and

migration. There is a major need for new housing in North Africa and the Middle East, among other places. Despite current turbulence, this market has major potential and there is a need for wood. Large markets such as China and India are also driven by urbanisation and an increased housing need. Construction in global terms accounts for half of consumption of the world's resources, most of which are not renewable. If we look ahead on a broad basis, sustainable construction truly has a key role to play in the management of climate change. It is clear that wood is a winner in a long-term perspective. Wood as a material is renewable, unlike many other materials based on finite resources. One cubic metre of wood binds the equivalent of 900 kilograms of carbon dioxide. The benefits of using wood for building and living far exceed the products' emissions from a life cycle perspective. Using wood is truly a major climate gain. ■

Sawn softwood products in Sweden

	1980	1990	2000	2010	2014
Number of sawmills with production >10 000 m ³ /year (approx.)	283	260	207	150	130
Production per sawmill, 1 000 m ³ (approx.)	40	45	80	110	130
Total sawmill production, million m ³	11.2	11.7	16.3	16.6	17.5
Exports, million m ³	5.9	6.5	11.1	11.5	12.2
Export value, SEK bn	5.4	11	19.4	24.3	24.5

Source: Swedish Forest Industries Federation



Olle Berg, Market Director, Setra.

Have you missed Olle Berg's outlooks in previous issues? Visit www.setragroup.com/setranews and find out more.



See opportunities, not limitations!

There is considerable interest in modular building but many old prejudices against industrial-scale building technology live on.

“It’s important to raise awareness of wood construction in general and modular building in particular,” says Jessica Becker, the architect responsible for the Setra Plusshus standard house concept.

TEXT: KATARINA BRANDT PHOTO: OLA HÖGBERG & CHRISTIAN LJUNG

WOODEN BUILDINGS fascinate Jessica Becker. In her opinion the material feels right and offers a human and natural way for people to live. She is also involved in the industrial-scale building process and wants to dispel the myths about modular building.

“We must see opportunities instead of limitations with the regulations surrounding industrial-scale construction and increase knowledge of what this actually involves,” says Jessica.

“Many architects are interested in modular building but do not really understand what this technology involves and what it is that drives costs.”

Few limitations, even more opportunities

Building using modules is controlled by two essential factors. Since construction is carried out indoors in a factory with a high level of pre-fabrication, the aim is to make the work as rational as possible using an efficient production line. The completed modules are transported by road with limits on transport dimensions which also dictates how big they can be.

One myth that Jessica would like to dispel is the belief that a high level of pre-fabrication in the factory restricts the possibility of designing aesthetically attractive buildings. That technology makes it difficult to give the buildings an identity of their own.

Jessica Becker wants to improve architects' knowledge of modular building.





The nineteen Plusshus modules built in Barkarby west of Stockholm have acquired their own character due to individual colours and outdoor light fittings specially developed for the area.

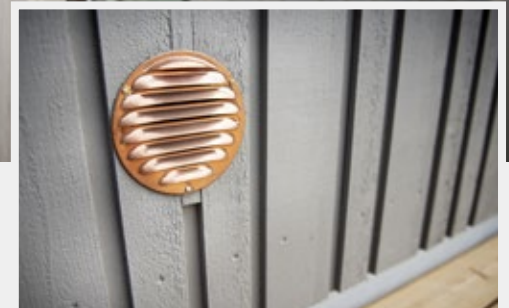
“It is important to always have production in the back of your mind but to still find details that put their special mark on the building”

“It is important to always have production in the back of your mind but to still find details that put their special mark on the building. I have worked with ready-made details such as trellis modules with ribs in different sizes which are screwed on afterwards. This allows you to hide the joints between the modules and create different patterns which provide variation. It’s a little like building with Lego. Using ready-made components that can be used in many different ways.”

In order to simplify construction and shorten the time between order and occupation, Plusshus has developed a standard house concept with models that are

adapted to meet market demands and expectations. In the first phase these are ready-designed single-family homes of 115, 129, 137 and 154 square metres that can be adapted for terraced, link-detached, semi-detached or detached houses. The houses are priced and ready which shortens the time between request and offer.

“We try to be involved in the process as early as possible. By being attentive and allowing the customer to choose size, type of house, style and options, we can adapt our concept to meet customer needs. This also makes it easier to find individual solutions that make both the houses and the residential area unique and aesthetically pleasing.” ■



The facades have been completely reworked with new window settings, asymmetric roofs, selected cladding materials and small details in the form of copper-coloured vents.

THREE ARCHITECTS' VIEWS ON MODULAR BUILDING →

Three architects' views on modular building



Carl Edvall, architect SAR/MSA, Prefab Design Studio, Stockholm

“ESSENTIAL TO UNDERSTAND THE PROCESS”

“When working with modular building, I think that you must give just as much weight to the aesthetic aspects as to the technical and logistical. Unfortunately, this has not been the case in the module generation that was developed at the end of the twentieth and start of the twenty-first centuries. I also think that

you should admit that it is a modular building and not be ashamed of this. Then you can concentrate on finding different ways of working economically and with different design concepts. It is also essential to work in a creative team with a committed developer who understands the process itself.”



Ola Malm, architect SAR/MSA, Arkitektbolaget Växjö

“GREAT INTEREST IN MODULAR BUILDING”

“I think there is great interest in modular building and thinking industrially on a large scale. The advantages, of course, are that you can get everything ready in a protected factory environment and that assembly on site goes quickly. The

limitations I see are the wide transports and also that it can be difficult to achieve attractive joints between modules. I am convinced that an elegant solution can be found, but this is a matter of cost and is about how much you want to lay out for detail work on site.”



Anna Höglund, architect SAR/MSA, Wingårdhs, Stockholm

“WE TALK TOO MUCH ABOUT QUANTITY TODAY”

The challenges I see are in the details where industrial-scale building can sometimes be a bit sparse. We know that there will be joints between modules and box units. These could be hidden by mounting the facade afterwards or by further articulating the joints. Sometimes I feel that there

is work on details which are perhaps really not that important and could be pared down. The most important thing is to let quantity and quality go hand-in-hand. Today the talk is almost exclusively about quantity in housebuilding, which is a bit sad.”



Strong, authentic and natural

A new item in Setra's decking range is Setra Polar Decking. A beauty from Norrland with Norrland quality. Turn the page and read more about spring's big newcomer. As well as Setra Polar Decking the decking range offers a number of alternatives. Setra Decking, Heartpine and Glulam Decking are produced from high-quality Swedish pine. →

TEXT: JOAKIM GERHARDSSON PHOTO: RICKARD JOHANSSON & ANNA LINTZEN



“Many advantages”

Setra’s fine-grained decking from northern Sweden has been a great success for building materials retailer Harås Byggvaror outside Gothenburg. Now they are looking forward to the finger-jointed version.

Harås Byggvaror was one of the first to order decking from Setra’s northernmost mill. For about ten years the building materials retailer has had decking produced at Setra’s unit Rolfs in Kalix.

“There are many advantages. There are considerably fewer knots in the decking, which is important since you are looking at it all the time at home. It’s nicer if it looks good. Then it is extremely fine grained. Less liable to cracks and with increased lifetime,” says Håkan Davidsson from Harås Byggvaror.

Setra’s decking has proved to be very popular with Harås’ customers.

“I would say that about 95% of our customers choose this decking. And they are extremely pleased once the decking is laid,” says Håkan.

Harås Byggvaror, which is about 40 kilometres north of Gothenburg, is part of Bolist and as recently as 2014 was named Bolist Member of the Year at the annual Bolist fair at Elmia in Jönköping.

At this year’s Bolist fair Harås Byggvaror also got a chance to look at the new finger-jointed Setra Polar Decking which is manufactured from raw material from around the Arctic Circle.

“It’s extremely good to be able to offer longer lengths. This is appreciated by both us and our customers. We have already managed to take home a few packets and it feels really good,” says Håkan.



Setra Polar Decking

Welcome the Arctic Circle to your patio!

Setra Polar Decking is the latest addition to Setra’s product range. The decking is made from slow growing pine from the region around the Arctic Circle.

New Setra Polar Decking, which was quietly launched in the spring, is an extremely hard-wearing decking. It has tight annual rings, a high proportion of heartwood and a fine knotted structure which gives the decking and patio an attractive, high quality appearance. The big advantage is that it has a much finer grain than ordinary decking which means even less liability to cracks and an increased lifetime.

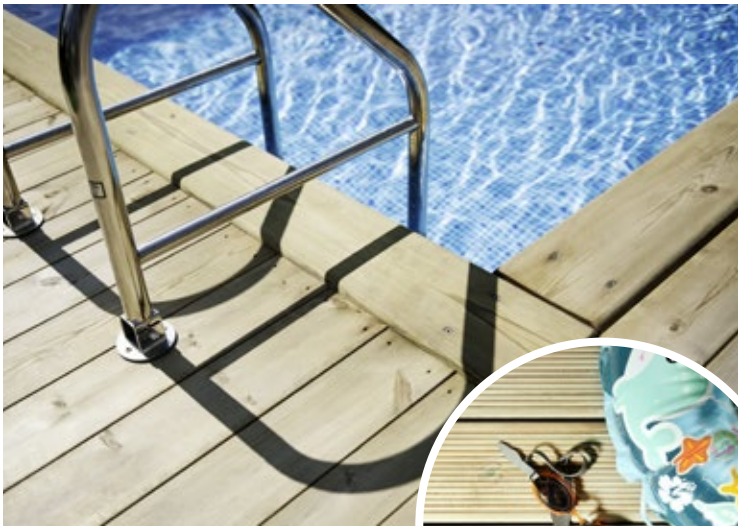
The finger-jointed variant of Setra Polar Decking can be supplied in long lengths – fully six-metre long decking boards. Finger-jointing also means that the

quality of the decking can be kept even and thus minimise offcuts for the carpenter.

“Setra Polar Decking is a really high quality product which meets the market’s demands for decking in greater lengths which is even more shape stable,” says Annica Olsson, market coordinator at Setra.

As well as the finger-jointed decking, Setra Polar Decking includes unjointed traditional decking in various lengths. Flat and grooved in green and brown. All made with raw material from slow growing pine from the region around the Arctic Circle.





Setra Decking

The classic choice for a patio is Setra's traditional pressure-treated green decking. Setra Decking is available in several dimensions with a smooth or grooved surface. Combine different variants for a striking pattern on the patio. Lay the grooved decking where you want better grip and anti-slip, on steps for example. Pressure-treated decking can also be used to advantage for other things – why not make a flower box or a balustrade?



Setra Glulam Decking

Setra Glulam Decking is manufactured in the same way as glulam beams and this gives the decking the same fantastic properties. It is shape stable and durable as well as being less susceptible to splitting. The decking is a full 170 mm wide which means that it is quick to lay and can cover large areas.



Setra Heartpine

Setra Heartpine is a natural decking material which is made from the innermost and hardest core of slow growing pine. This heartwood is rich in natural impregnation substances and therefore has a built-in protection against rot. Heartpine decking is for use above ground and without surface treatment the deck will age to a lovely grey.

CLASSIFICATION OF PRESSURE TREATED WOOD

Pressure treated wood sold in the Nordic countries is covered by a classification system developed by NTR (Nordic Wood Preservation Council) based on European standards for preservative-treated wood. The classification applies primarily to pressure treated pine and now also to industrially treated spruce. The system places pressure treated wood in four classes depending on where and how it is used.

Marking and penetration



Marking of end-grain: blue



NTR/M

Wood in sea water

The toughest class for jetties and piling in contact with salt water.



Marking of end-grain: yellow



NTR/AB

Wood above ground

For fences, planks, trellises, decking above ground, gable end fascia, drip edges, etc.



Marking of end-grain: white



NTR/A

Wood in contact with ground or fresh water

For posts, garden timber, outdoor steps, decking in contact with ground, jetties in fresh water, sills on foundation walls, etc.



Marking of end-grain: red



NTR/B

Wood above ground, finished joinery

Timber for windows and doors.

Setra manufactures pressure treated timber at three production units: Setra Skutskär, Setra Malå and Setra Rolfs. The timber is treated to class NTR/A or class NTR/AB.

➤ Read more at www.setragroup.com

Source: Swedish Wood. More information can be found at www.swedishwood.com

“HIGH PRESSURE IN THE BUILDING MATERIALS TRADE”

The Swedish building materials trade has had a very favourable start to 2016 with growth of more than 10% in the first two months of the year.

“This is a very positive signal since last year also showed good growth. The tax deduction for repairs and extensions is fuelling

development as well as the increased production of single-family homes and other housing,” says Kaj Tönsberg, Setra's sales manager for building products.

It will soon be the really high season for the building materials trade which means that at Setra's processing units the winter build-up of stocks of pressure-treated, for example, will reach a peak during April in readiness for the high season. From May demand is expected to explode and there will be high pressure on deliveries.

“We are ready and wish all our customers and partners a really fine summer of building and projects,” says Kaj.





Royal – a venerable mark that signals quality

Shipping marks are an old phenomenon which has been around as long as exporting sawmills. For the uninitiated the mark is an incomprehensible combination of letters and other characters. For those in the business it provides a quick and easy way to see which sawmill the product comes from and what grade it is.

TEXT: KATARINA BRANDT PHOTO: SETRA

SETRA'S ROYAL SHIPPING MARK is well established and highly respected in export markets. It has been in use since 1943 and has its origins in the Swedish Forest Service and Karlsborg Mill. The name Royal stems from the fact that it was the state forests that supplied the raw material. The Royal brand quickly became popular and in the middle of the 1950s the so-called Royal ships were introduced which were unique because of their large load capacity. Despite today's barcodes and printed information on the packaging, Setra's Royal shipping mark still has considerable significance not least as a guarantee of quality for the timber, customer service and logistics.

The history of marking timber goes back several hundred years. When rafting the timber an owner's mark was cut into the short end of the log to provide an identity. After sawing, drying and sorting, the boards were marked, often by small boys called "märkbisar". Now the buyer could tell from which sawmill in the country the goods came and thus what goods the stated price related to.

Shipping mark defines grade

There was a breakthrough in the second half of the nineteenth century with the removal of barriers to trade and other businesses. An international economic boom and liberalisation of world markets generated good demand for wood products with, among other things, the UK's transition to free trade leading to a rise in exports. During the 1850s and 60s, when demand from the UK was at its peak and expansion in Norrland was taking off, the most important thing






was to get hold of sufficient quantities of wood products. From the 1870s until the turn of the century quality, alongside price, became an increasingly important competitive factor. This forced the sawmills to use a special shipping mark to also define the grade of the product.

Gunnar Strand, Product Manager Redwood, can certify that shipping marks still work internationally. He believes that Setra's Royal shipping mark works like a trademark and has a special significance in some markets.

"In North Africa and to some extent also Japan and the UK, they still buy

based on the shipping mark. When the packaging has been removed, the mark is the only way to be certain who the original supplier was. That the timber is marked with our Royal shipping mark is often decisive. It carries great weight since Royal guarantees a high and consistent quality which is the same over and over again.

Setra uses a total of five shipping marks under the brand Royal all of which indicate the grade of the product. ■

SHIPPING MARKS	GRADE	
	U/S	Planks and boards are sorted in different grades where U/S (unsorted I-IV) is the highest grade, V (fifths) is the second highest and VI (sixths) is the lowest grade.
	V	
	VI	
	U/S+V	
	U/S+V+VI	

A photograph of two men standing in a large warehouse filled with stacks of wood. The man on the left is wearing a blue checkered shirt and dark trousers, and the man on the right is wearing a dark suit jacket over a white shirt and dark trousers. Both men are smiling and looking at each other. They are each holding a white wooden chair with a curved backrest and a seat made of horizontal slats. The background consists of numerous stacks of light-colored wood, likely spruce, arranged in neat piles.

Steens Group furnishes the world

Sheltered by the sand dunes of the west coast of Jutland from the fresh winds from the North Sea are the wide expanses of spruce plantations and heather-covered plains. Here, in the centre of Denmark's biggest island, lies the town of Kjellerup and furniture company Steens Group A/S. They are Setra's largest customer in the Danish market and their popular furniture finds its way into homes worldwide. TEXT: KATARINA BRANDT PHOTO: CARL HJELTE

Steens Group A/S has been in business for over 50 years and is today Denmark's leading exporter of flat-packed furniture for home assembly. Setra delivers redwood to the imposing 52,000 square metre facility. The wood is split into plies and then made into plywood panels for use in furniture production. →

“We prefer to buy raw materials for this type of product from Sweden or Finland,” says Torben Hansen, responsible for purchasing and production at the plywood department at Steens Group. “We have a handful of suppliers and have put a lot of effort into finding the right quality at the right price. Further, we require the raw material to be FSC® certified which guarantees that it comes from sustainably managed forests.”

Fewer Nordic plywood producers

Magnus Lindquist is responsible for the Danish market at Setra. He thinks that cooperation with Steens works very well. For some time, the market has been weighed down by bankruptcies and discontinued operations. These have contributed to a significant reduction in Setra’s exports to Denmark in recent years which resulted in the closure of the office in that country in 2014. The underlying reason for the falloff is that

not only Danish but nearly all Nordic producers of plywood have in just a few years been beaten out of business by low-wage companies in neighbouring eastern countries.

“Despite this, Denmark is still an important market for Setra and we are, of course, pleased that Steens business is going well and sales are now increasing,” says Magnus.

Setra’s cooperation with Steens goes back a long way. So long that nobody can with certainty put a date on it. Magnus and Torben agree that it must be well over twenty years since deliveries of redwood began from the sawmills at Kastet and Malå.

A growing export market

For the past four years Birger Christensen has been sole owner of Steens. He sees a bright future, not least because the export market is growing. Countries in North Africa and the Middle East



Torben Hansen is responsible for purchasing and production at the plywood department at Steens Group.

“They like wood and want it to be obvious that the furniture is made from a natural product”



4,000 items of furniture are produced in the 52,000 square metre production facility every day.

are showing interest in furniture which otherwise has its largest markets in Germany and the UK.

“These are countries where people appreciate Scandinavian design. They like wood and want it to be obvious that the furniture is made from a natural product,” says Birger.

In 2002 Steens received Kjellerup’s integration award and this can be seen on the production line where the majority of the 130-odd employees have a native language other than Danish. In March this year the company was also awarded the municipality’s CSR prize.

“We think that it is important to accept social responsibility and see the potential in everybody. We therefore recruit every year a number of people with reduced working ability. Now we will also create a route into working life for newly-arrived refugees,” explains Birger.

700,000 flat packs leave Steens every year

Steens gets deliveries from Setra several times a week. The packets of knotty pine dried to 9% humidity arrive at the production facility where they pass a number of different stations before being turned into a complete item of furniture in a flat pack ready to be sent out into the world. 4,000 items of furniture per day are made in Kjellerup and every year 700,000 flat packs leave the facility. The offering is broad and some 40 design concepts are marketed under the Steens brand including children’s furniture, dressers, dining room suites, wardrobes and bedroom furniture.

“Setra keep their promises and we can rely on their deliveries arriving as planned. This is critical for a business like this,” concludes Torben Hansen. ■



Steens Group is Denmark’s largest exporter of furniture in flat packs.



Approximately 130 employees work in the production facility.

“Setra keep their promises and we can rely on their deliveries arriving as planned”



Timber from Setra is split into plies which are then made into plywood panels for use in furniture production.



The wood from Setra comes mainly from the sawmills in Kastet and Malå.



Some 40 design concepts are marketed under the Steens brand including children’s furniture.



Mauricio Reyes
Title: Product Manager processed products
Age: 41
Lives: Gävle
Family: Wife and two children
Interests: All kinds of sport

Using wood makes for a better world

TEXT: JOAKIM GERHARDSSON PHOTO: EMIL NORDIN

SINCE MAURICIO REYES joined Setra in 2007 he has been on an instructive journey. He started working in customer service, then moved on to a role as acting logistics manager prior to almost a year ago becoming Product Manager for processed products.

But everything started long before – on the other side of the Atlantic. Mauricio is namely born and raised in Chile.

“I was interested in nature at an early stage and Chile is in fact a big wood and forest country. So I started to study to be a wood technology engineer. It seemed the natural and correct thing to do.”

After completing his studies, love brought Mauricio to Sweden. He wanted to continue his studies and found a two-year master’s degree in wood technology at Luleå University of Technology in Skellefteå. When this course was completed it was time for the next challenge – finding a job.

“One of my strongest and warm-

est memories is when Setra gave me a chance. Getting a job was extremely significant for me and my integration into the country. That Setra had confidence in me meant and continues to mean such a lot. I have seen a lot, had many instructive experiences and the opportunity to meet so many skilled colleagues who have given me so much knowledge.”

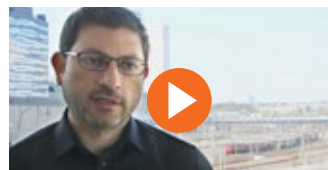
Mauricio worked for a couple of years on customer service, among other things with exports to North Africa, southern Europe and the Middle East (“interesting and stressful”). Following a short period as acting logistics manager he now has the role of Product Manager for processed wood products.

“An extremely interesting job. In this role I am in touch with both marketing and production. In one way it feels as though I am both learning and closing the circle. Because this is where I wanted to be when I started to study wood technology in Chile. To be close to produc-

tion but still have a perspective over the market.”

Mauricio also feels proud to be working with wood as a material.

“I see great possibilities for wood, not least when you think of the ongoing discussions about a sustainable society. We all know that using renewable material such as wood has a lot of advantages. Every time we use wood we help directly or indirectly to make a better world. It makes me feel really proud. And I am still very curious to see what the future holds for wood.” ■



Surf to www.setragroup.com/setranews to view a short video in which Mauricio tells us more about the advantages of wood.

SETRA is one of Sweden's largest wood products companies. We process raw material from responsibly managed forests and offer climate-friendly products and solutions for building and living in a global market.

Sawn and planed wood products in redwood and whitewood account for most of sales. The assortment for the building materials trade includes products such as floors, glulams, exterior claddings, interior claddings and decking.

Setra has 900 employees and annual sales of approximately SEK 4.2 billion. Exports to Europe, North Africa, the Middle East and Asia account for almost 60% of sales.

Setra Group includes nine sawmills, three wood processing units and two modular building factories.

Setra's principal owners are Sveaskog (50.0%) and Mellanskog (49.5%). The other approximately 1,500 shareholders together own 0.5% of the shares in the company.