

SetraNews

January 2013



Tomorrow's
smart
house factory

Page 4

Färila finds strength in the forest

Sawmill looks ahead and invests heavily in the Helsingø spruce Page 10

New product lines
**FLOORS AND CLADDINGS
IN INTERIORS CAMPAIGN**

Page 2

Climate-smart building
**WOOD HAS LEADING ROLE IN
MASTER BUILDER'S HOUSE**

Page 8

Digital tools
**NEW SHAPES WITH
PARAMETRIC DESIGN**

Page 9

FINALLY: Harald and Sofie – young graduates who believe in wood. Page 12

A new, exciting wood-year lies ahead

SO NOW WE HAVE STARTED A NEW YEAR – with new challenges. The market is difficult to assess with many factors pulling in different directions. It looks, however, as if the beginning of 2013 will be tough in our largest markets here in Sweden and in Europe. On the other hand, we are seeing increasingly strong demand from North Africa. We wrote about this in the last issue of SetraNews. In November, I visited Algeria and Morocco where it looks as if construction will be very strong in the years ahead. Furthermore, positive signals are coming from the US. Even though we at Setra are not directly active there, this trend can have a positive impact on the global market balance.

NORTH AFRICA AND THE MIDDLE EAST will continue to be key export markets for us. At the same time we have a major focus on the markets closer to home where we want to be the partner of choice when it comes to wood. Our focus on Plusshus is a good example of how we want to strengthen our position in our immediate market and move further down the value chain. Another example is our exterior claddings which are planed and surface treated in Skutskär and manufactured from the fine Helsing spruce which grows in the forests around Färila.

THIS ISSUE OF SETRANEWS includes a visit to the Plusshus factory in Renholmen and to our sawmill in Färila.

2013 will be an exciting year with many opportunities. I would like to wish all our customers, colleagues and other readers a truly successful wood-year!

Enjoy the newsletter!

Johan Padel
President and CEO of Setra



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:** 5,400.

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Major focus on floors and claddings

PRODUCTS There is no mistaking the fact that wood is trendy. Interior design and furniture magazines are full of interiors in which wood takes centre stage. This is why Setra is now placing a major focus on the interiors product range.

Two new items in the floor range were launched in the autumn. First there is a solid pine floor treated with hard wax oil which preserves the genuine wood feeling. And secondly there is a 15 mm thick floor with a white-pigmented varnish which is excellent for renovations and conversions.

"Floors finished with hard wax oil are becoming a real success," says Annica Olsson, market coordinator at Setra. "Over time this will replace traditional finishing methods

which use lye, oil and soap."

Hard wax oil soaks deep into the pores of a wooden floor which allows the floor to breathe and move naturally. The wax also provides a moisture-repellent surface which makes it easy to clean, maintain and renovate. The white-pigmented floor also has an extra resistant surface and naturally both floors are produced in an eco-friendly manner.

The range of claddings is also being broadened with more profiles and new surface treatments. The profiles have a more modern cut with straighter lines and a rawer, sawn surface.

"At the beginning of the year we will introduce new store displays and brochure material where we present our new, interior range," Annica concludes.

BIOFUEL MAKES GÄVLE GREENER

ENVIRONMENT The new bio heat and power plant which will make the Swedish town of Gävle far "greener" goes into operation at the start of the year. The power plant is owned by Bomhus Energi AB and runs on, among other things, biofuel from Setra's sawmill in nearby Kastet. Using biofuel instead of oil will reduce fossil carbon dioxide emissions by 60,000 tonnes per year. Bomhus Energi AB will in turn supply steam

for Kastet's dryers which account for 85–90% of the sawmill's energy consumption when it comes to heat.

A total of SEK 1.8 billion has been invested in the new heat and power plant and construction started in 2010. The main purpose of the project is to ensure long-term, reliable and eco-compliant energy production for both industry and Gävle municipality in the future.



Right moisture content for the furniture industry

QUALITY Setra Kastet has invested in new timber dryers and control systems. This is in line with the sawmill's focus on increased sales of value-added wood products to the furniture industry. The investment comprises two batch kilns and twelve new control systems.

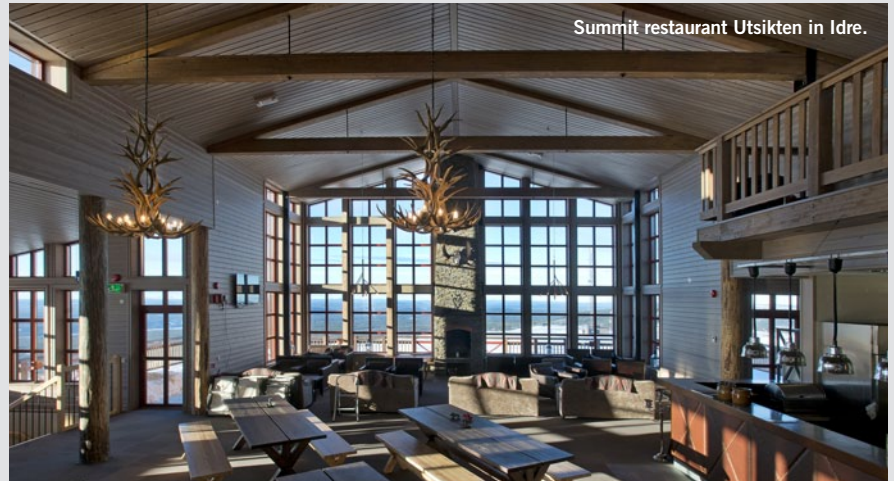
"There are good opportunities for us to grow in the furniture segment. But this will require production that meets the furniture industry's high demands on the exact final quality of the wood products," says Setra Kastet's Mill Manager Ove Sjögren.

Wood products that are used in furniture manufacturing are dried down to moisture contents below 10%. The equivalent for construction timber is 12–18%. The wrong moisture content can result in the wood products becoming deformed or cracking.



Below 10% is the moisture content for wood products for furniture.

Photo: Par Bäckstrand



Summit restaurant Utsikten in Idre.

GLULAM REACHES NEW HEIGHTS

NEW CONSTRUCTION Two of Sweden's most popular ski resorts are well equipped with new summit restaurants ahead of the upcoming ski season. One of the largest and most attractive summit restaurants in Scandinavia, located at the very top of the Orsa Grönklitt mountain, was opened in December 2011. The facility offers an unbeatable panoramic view over the countryside round Lake Siljan and seats over 200 people indoors and outdoors. The architecture and choice of materials were inspired by the surrounding environment and include glulam from Setra Långshyttan.

"The summit restaurant is a success and we are more than pleased. Given the facility's location in the middle of the wilderness, it felt totally right to use natural materials and have a lot of visible wood



Summit restaurant at Orsa Grönklitt.

inside," says Lars Axelsson, Manager of the Orsa Grönklitt station.

Setra Långshyttan also supplied glulam to "Utsikten", the new summit restaurant in Idre which was also inaugurated in December 2011. This impressive complex seats more than 200, has an ample terrace and duplex storeys with loft.

NEW TRIMMER IN SKINNSKATTEBERG

TECHNOLOGY Setra Skinnskatteberg's new trimmer was inaugurated to the sound of trumpets at the end of October. The new equipment is part of a strategic future focus at the unit and replaces the old equipment from the 1980s. The investment totalled SEK 60 million and includes advanced technology in the form of FinScan's camera sorting and the market's fastest stacker, known as a Triple Stacker.

"This is an important milestone for the Skinnskatteberg sawmill. When the business climate turns around we will be ready to meet future demands in terms of both efficiency and quality," says Johan Padel, Setra's President and CEO at the official opening.



"This new technology means that sorting will be more consistent and accurate, which will result in us obtaining better products from the log. This will benefit both our customers and Setra," summarises Hans Liljeström, Mill Manager of Setra Skinnskatteberg.

REDWOOD GLULAM TO JAPAN

Glulam is mainly made from spruce, but Setra in Långshyttan has now started manufacturing from pine as well. The reason for the extended product range is the strong demand in the Japanese market. Japan traditionally uses a lot of pine in construction and Setra's redwood glulam will mainly be used in Japanese house factories.





Box units being assembled at a terraced housing development in Örby south of Stockholm.

Tomorrow's smart wooden houses are factory-made

Industrial-scale construction of wooden buildings has the wind in its sails. The trend is to combine time efficiency and simplicity with a climate-smart concept. Totally in line with Setra subsidiary Plusshus's business mission. With a strong belief in the future and profit-oriented factory production, they are ready to meet the market.

TEXT: KAROLINA GRUNDIN PHOTO: CHRISTIAN LJUNG AND EMMA SÖDERLUND

HOUSE CONSTRUCTION in Sweden has been redefined in recent years. Wood has acquired a more important role, at the same time as the traditional, built on site wooden building has had to give way to prefabricated units, frequently with several floors.

Increased demands on efficiency and environment, combined with changed regulations for multi-storey wooden buildings, have given the factory-built wooden house a real boost. Today an increasing number of buildings are prefabricated and assembled on site like a giant Lego set.

"The trend is for building sites to focus increasingly on effective working time where prefabricated building leads to a drastic reduction in establishment

costs," explains Nils Clausén, CEO of Setra's subsidiary Plusshus.

Both modules and box units

Factory-built buildings are nothing new, however, and Plusshus was involved at an early stage. They have been delivering prefabricated houses to developers and contractors for more than four decades. Currently, with a focus on the Swedish and Norwegian markets although they previously exported to Germany, Spain and Japan.

Today, modules and box units are manufactured in two factories in Kristinehamn and Renholmen, outside Skellefteå. Modules and box units production can take place in parallel in both facilities but when we visit the factory in Renholmen

it is only box units that are being assembled.

"Right now we are making box units for a terraced housing development south of Stockholm and for a block of flats in Skytterhusfjellet in Norway," explains Nils, as he shows SetraNews round.

Complex production

The factory in the little community of Renholmen is beautifully situated on the Gulf of Bothnia and inside it feels unusually light and quiet. Most of the assembly work is carried out manually at special work stations. At one a glulam frame is being built, at another a window is being fitted, and at a third the exterior claddings are being attached. The finished result is like a piece in an enormous house jigsaw. It resembles Ikea's furniture manufacturing – a set of precisely made components which are fitted together into a finished product. Of course, house production is a little more complicated than that.

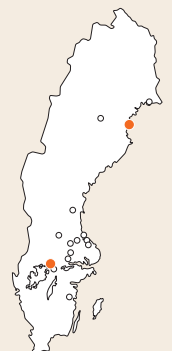
"Manufacturing buildings in this way is highly complex and it becomes more complicated the more floors you add. But →



Employees at the Plusshus factory in Renholmen manufacture both house modules and box units.

This is Plusshus

Plusshus was formed 1984 from the former company Lundbergshus which was founded in 1967. Plusshus has been a wholly owned subsidiary in Setra Group since December 2009. The head office is in Skellefteå with production in Renholmen and Kristinehamn. The business concept is to deliver industrial-scale produced housing to the Swedish and Norwegian markets.





Plusshus CEO Nils Clausén believes in increased prefabricated house building.

“Prefabricated building leads to a drastic reduction in establishment costs”

everyone who works here is very skilled and we adapt each project to meet customer requirements,” says Nils.

The idea, however, is to make the factory process even more efficient and just assemble pre-sized building components to a greater extent.

“For example, we are discussing with Setra in Skutskär about deliveries of ready-cut and pre-painted exterior claddings adapted for specific buildings,” explains Nils.

The plan is also to try to have a range of standard models for popular house types and thus be able to standardise some production stages.

Building “housing”

Hans Åkesson is Sales Manager at Plusshus and he is optimistic about opportunities for development.

“The trend is clearly moving towards prefabrication. New construction of single-family homes has certainly decreased in both Sweden and Norway, but since we compete within all types of housing this has less effect on us,” says Hans.

Plusshus does not work with production of free-standing houses. The projects

they take on require a certain volume in the form of a larger number of single-family homes or a more extensive single building.

“We have chosen to say that we build “housing” since we build multi-storey homes and also focus a lot on hotels and housing for seniors,” Nils explains.

More wood at high heights

After Sweden’s more than 100-year ban on the construction of multi-storey wooden buildings was abolished in 1994, wood construction has developed strongly.

Today a growing number of developers are choosing to build in wood even when building tall. One example which is often highlighted in wood circles is the Ekorren block in central Skellefteå. Ekorren is a multi-storey apartment building constructed using Setra’s Trälyftet building system with Plusshus as building contractor.

“Ekorren is a first-rate example of the fact that it is possible to build tall using wood. It shows the many advantages of the wood material. It is strong and gives a solid impression. Examples like this persuade the building industry to understand that wood is a fully viable alternative to concrete,” Hans insists.

The Ekorren block is built with modules and the choice of modules or box units depends on the architecture of the building. When using modules almost all the interiors are installed in the factory and the rooms are lifted into place out on the building site. With box units the architect can be more adventurous and



Industrial-scale house production is complex and requires great precision.



Box units are completed in a dry and safe environment. Here exterior cladding is being placed on a box unit for a terraced house.

Trälyftet

Trälyftet is Setra’s patented building system for multi-storey buildings made of wood. The building system means that modules made on an industrial scale with solid wood frames are finished in the factory and lifted into place on the foundations. The first prototype house was completed in 2001 and is located at Roslagstull in Stockholm.



Hans Åkesson, Sales Manager, outside the Ekorren block in Skellefteå.

furnishings and fittings are added after the building components have been assembled. In both cases, however, the construction time can be shortened compared with building on site and a building can be completed in just a couple of days.

“The minimised time on the building site has several advantages. It saves time and therefore money at the same time as the products are protected against external factors. Furthermore, the factory environment offers a safer place of work than a building site,” says Hans.

“Wood as a material is also easy to work with in industrial-scale production. It has a high value-added, higher degree of prefabrication and is easy to transport,” Nils continues.

Positive belief in the future

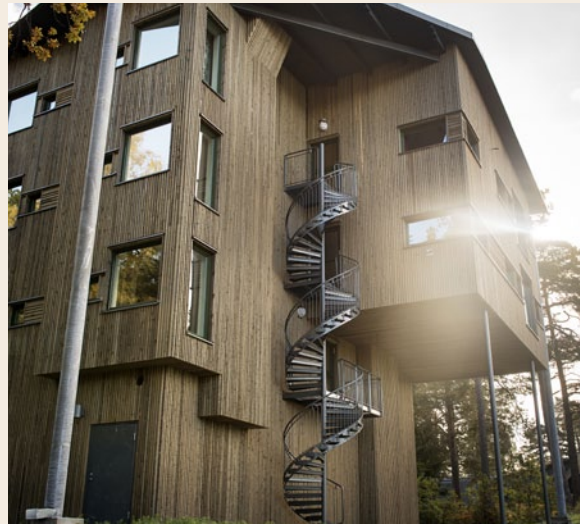
Plusshus is now focusing heavily on profiling itself and clarifying its business concept. They have set a high target and the goal is to double sales within a couple of years.

“We have several attractive projects underway and as the market looks today we have good opportunities to capture market shares,” Hans believes.

And as more and more people realise the advantages of industrial-scale construction the market will broaden. In the slightly longer term both Nils and Hans believe in a bright future for factory-built houses.

“Expertise in wood construction is increasing all the time and Sweden is also well out in front. We at Plusshus were early with prefabricated houses and we definitely have the skills. So I believe that future development will be extremely interesting,” says Nils.

Three current Plusshus projects



SÅNGA-SÄBY HOTEL & CONFERENCE, EKERÖ

“Our hotel has a strong environmental profile and environmental consideration characterises all parts of our business. This is why we made high demands when we decided to build a new hotel section. After looking at several solutions we finally chose the Plusshus module system Trälyftet since we thought this was an attractive building model. Plusshus offered superior quality and thanks to the building’s design and the carefully planned energy consumption we could keep our position as one of Sweden’s most climate-smart hotels.”

Per Åhrlin, CEO Sångasäby



SAGOSKOGEN NURSERY SCHOOL, HUDDINGE

“We looked at several alternatives before we decided to build using pre-fabricated units. We had discussions with Plusshus and even though our project was not something they normally produce, they found it interesting and our co-operation worked well. Our choice of box units for building was mainly because we saw a major potential to save money. The time saving is clear. We went from foundation to finished building in just over two weeks. Sagoskogen is what is known as a passive building with special demands on energy costs and sustainability and these can never be built up so quickly on site.”

Rikard Pegel, Manager NCC



FLYGHALLEN TERRACED HOUSING DEVELOPMENT, SKARPNÄCK

“Järntorget and Plusshus have completed many fine projects together. When we planned the Flyghallen development we chose to build with modules since we saw a number of advantages. Manufacturing takes place indoors in a dry and controlled environment and the modules are delivered with the roof on which further protects them on the site. This raises quality and reduces the risk of construction damage caused by damp. Flyghallen is just as fine as we had hoped and we are positive about continued building using modules.”

Carl Bohman, Project Manager Järntorget

MASTER BUILDER WITH FEELING FOR WOOD

Housebuilder Bengt Adolfi has seen building trends come and go, but wood has always been closest to his heart. In his latest building project – EkoBo 2011 – wood has been allowed to give character to the climate-smart house.

TEXT: KAROLINA GRUNDIN PHOTO: CHRISTIAN LJUNG

SINCE HIS FATHER WAS a carpenter, wood has been part of Bengt Adolfi's life since childhood. Today, wood is an obvious starting-point in his own building projects. In his most recent housing project, EkoBo 2011, wood is a common factor in all the chosen materials. And it is clear that there is thought behind every single detail. The location of the windows has been influenced by the points of the compass and the sloping window recesses are designed to let in maximum light.

"I focus on so-called immeasurable values when I build, things that create

well-being but are hard to quantify. The most important thing is light and choice of materials. You can see that people feel completely differently for wood compared with a non-organic material," says Bengt.

Believes in wood trend

Bengt has been building houses since the 1970s and he can see that wood has become increasingly popular as a building material. Today wood is also used in taller buildings and Bengt is happy to point out the durability of wood in design.

"The advantages of renewable ma-

terials are more obvious than ever today and wood is so unbelievably stronger than people might think. I believe that all buildings of up to eight storeys should be made of wood," he says firmly.

Bengt does not feel that environmental considerations restrict his building projects and he believes that more people would choose to use renewable materials if the opportunity existed.

"For me it goes without saying to build with natural materials, but for people who are not builders themselves it is more difficult. A large part of the problem is that many house building companies do not offer the option," he says.

Wants to increase wood availability

Bengt feels it is only a matter of time before environmentally aware building becomes the standard and more people realise what wood has to offer. He is careful, however, to point out the role of the wood products industry in this process.

"It is important that it becomes easier for us builders to choose wood. With a bigger range of processed products, wood will be more easily available and its use would increase."

When we ask Bengt why someone who is thinking of building a house should choose to use renewable materials, he looks surprised.

"Why would anyone not choose to build an eco-friendly house? With the right skills it is dead easy to build in wood!"



Bengt Adolfi designed EkoBo 2011 together with his daughter Sofia and her husband Jonas. The house is in Skälby outside Stockholm and is Bengt's third ecological house.

Bengt's house-building hints

- Start with your needs and choose functions and layout that suit your lifestyle.
- Take the appearance and conditions of the site into consideration.
- Choose your materials and craftsmen carefully. By getting it right from the start and taking the characteristics of wood into account, you can avoid many problems in the future.

Photo: David Franck



Metropol Parasol in Seville is the world's largest wooden building.

DIGITAL TOOLS IN THE TOOLBOX

Today's architects use computers and digital control systems to machine wood in both two and three dimensions. The result is a new type of structure which is characterised by geometric designs we have never seen before. TEXT: KATARINA BRANDT

PARAMETRIC DESIGN is the name of a new type of design based on mathematical equations. In this design process mathematical ideas and new digital tools are integrated with the actual design process. This makes it possible to analyse complex situations, create new architectural expressions and allows rational production of designs which previously demanded highly skilled craftsmen.

The design is controlled by a number of parameters being defined in a digital model. Data is then exported from the model which in turn controls manufacture of the building material. Mikael Frej works as an architect in Gothenburg and is a partner in Unit Arkitektur AB. He also teaches master courses at Chalmers University of Technology in the subjects digital design and digitally controlled manufacture.

"The new digital tools open up a whole new world of design opportunities. The working methods differ from traditional design and manufacturing where you first draw and then you ask yourself how you will manufacture it. Now we build a model in a computer program where the limitations are already defined."

Parametric design can be applied to many different materials such as wood, glass, steel and plastic. Wood is particularly suitable since it is comparatively inexpensive and easy to work with.

"Parametric design makes it possible to work more precisely. When it comes to

solid wood structures I therefore believe in a renaissance for older methods of building load-bearing structures of wood. Methods that are based on craftsmanship and require a minimum of steel fasteners and joints," says Mikael Frej.

Metropol Parasol, Seville

The Plaza de la Encarnación square, in the Spanish city of Seville, was previously a boring car park. Today one of the city's foremost landmarks and the world's largest wooden structure stands here. The

innovative and modern structure Metropol Parasol is 26 metres high and provides shade to the 5,000 square metre square in the old quarter of the city.

The supporting system and geometric design are the result of 8,000 unique glulam sections made of whitewood which were created with the aid of digital tools and then joined with the aid of steel rods and glue. Metropol Parasol has a winding walkway on the roof and houses a restaurant and gallery. The building is also used for markets, concerts and special events.



Photo: Ketil Jacobsen

Tverfjellhytta, Dovrefjället

On the mountainside in the Norwegian wilderness lies Tverfjellhytta designed by the architect firm Snøhetta. The interior is robust with an organically shaped wooden core inspired by how nature is shaped by water and wind. The design is milled out of thick pine logs using a digital 3D model. The entire wooden structure is put together with wooden plugs and neither glue nor screws have been used.



Photo: Roland Halbe

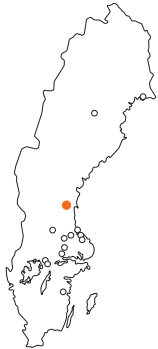
Centre Pompidou, Metz

The Japanese architect Shigeru Ban was inspired by a Chinese straw hat when he designed the new art complex in Metz, in eastern France. The effect comes from almost 2,000 double-curved wooden beams which, using digitally controlled machines, have been milled from large whitewood glulam blocks. The beams are then plaited into hexagonal units to form the curving surface which is the roof of the museum and which is covered with a self-cleaning fibreglass membrane.

Helsinge spruce gives Färila growing power!

With a strong raw material and clear customer focus, Setra Färila is looking ahead. Through a programme of change, efficiency improvements and fresh ideas, the whitewood sawmill has fine tuned its production and found its niche.

TEXT: KATARINA BRANDT PHOTO: CHRISTIAN LJUNG



Setra Färila is one of Setra's three white-wood sawmills.

A TOUGH ECONOMIC situation and negative earnings trend forced Setra to close its operations in Färila in July 2009. But the intermission was short. Just over six months later the mill was operating once more, now guided by a clear special focus and improved efficiency.

When work started again in Färila in February 2010 it was a streamlined white-wood sawmill with a focus on products for visible wood such as cladding, glulam and floors. This concept is still in place and the current production rate is higher than planned.

“There are many things that make us constantly improve, including energy efficiency,” says Mattias Forslund who is Manager at Färila. “Other examples are more accurate measurement techniques

and flexible shifts as well as the focus on the Helsinge spruce which is used for products sold in Sweden as well as for exports.”

Hunting energy villains

Perhaps work on energy efficiency has been the most important part of the process that has been underway since the restart. It has been successful and resulted in the sawmill succeeding in reducing its electricity consumption per sawn cubic metre by about 10% per year. The focus was on four specific sawmill processes – drying, wet storage of timber, compressed air and premises heating. During 2011 Setra Färila saved about 1,800 MWh through energy savings which in cash terms corresponds to SEK

1.5 – 1.8 million. These successes have spurred them on and efficiency improvements continue.

“Our target for 2011 was to save 5% and the result was over 10%. The figures for 2012 indicate approximately another 10%. The goal for this year is to cut a further 5% but now we have a far tougher starting point. After all we have already cut 20%,” says Mattias.

Torbjörn Andersson is dry kiln technician at Setra Färila and he sees these efficiency improvements as providing a new lease of life both for the mill and for him personally. He has co-operated closely with the company Valutec which developed software for smarter drying control. Together with a new meter for measuring electricity consumption, the



Torbjörn Andersson is dry kiln technician and he has fine-tuned the energy-demanding drying unit with the aid of new software and meters.



Färila is a whitewood sawmill. The raw material comes from the well-run and high quality forests of Hälsingland and is perfectly suited for visible wood products such as glulam, claddings and floors.

unit could be fine-tuned in several ways.

“The dryers are major energy villains and the part of the sawmill process that uses most energy. Now I have drawn up a new drying schedule and cut an hour here and there with no loss of quality. No savings can be made at the expense of our timber quality. This is always our main focus.

“You have to adopt changes in small, careful steps. The major challenge is to involve people and make them aware of how with small changes we can actually save money and the environment. This often means simple measures such as closing doors and turning off lights. Simply thinking in the same way at work as you do at home.”

Helsing spruce stronger than ever!

Since the start-up in 2010 only white-wood is sawn in Färila and the raw material comes from the well-run and high-quality forests of the Hälsingland area. The so-called Helsing spruce has a quality that makes it particularly good for visible wood products such as glulam, claddings and floors.

Kerstin Eriksson is head of marketing at Färila and works to find the perfect



Mattias Forslund has been Manager of Färila since the restart in spring 2010. He sees the change process as essential for the sawmill's survival.

combination of high output, the right product mix and customers.

“The sawmill lies in the heart of the area where the stately Helsing spruce grows. Geographically this is a calm and secure habitat with good weather conditions. This provides the basis for the high quality that characterises the Helsing spruce. For us it means short transport distances which are good from both a cost and environmental perspective,” says Kerstin.

She looks after Färila's customers and says that successful co-operation is based on long-term, good relationships where the customer is always given priority

“Helsing spruce is in demand from customers who appreciate high quality. Our internal customers within Setra are important, such as Skutskär which manufactures exterior claddings and joists, as well as external customers in central and southern Sweden. When it comes to wood for glulam production a lot goes internally to Långshyttan, but we also sell to German manufacturers. The aim over time is to increase volumes in two shifts to make better use of the facility.”

Motivated and quality-aware employees

Mattias Forslund insists that the process of change has been and still is imperative for the sawmill's survival. Setra Färila must keep up with development in terms of technology and working methods in order to be a long-term partner to its customers. Much of what has been achieved is directly transferable to other units within Setra, such as electricity savings in the drying process.

“We were forced to examine our operations on a large and small scale. The entire workforce has been involved in this process and without their participation we would not have been able to carry out all the efficiency improvements. I am impressed by how motivated and quality-aware everyone is and grateful for their input when it comes to changes and improvements. By working in new ways and with carefully planned investments we will continue to continually improve our competitiveness,” Mattias concludes.



Kerstin Eriksson is Marketing Manager at Färila and values good and long-term relationships where the focus is always on the customer.

“The entire workforce has been involved in this process and without their participation this would not have been possible”



Correct sorting is a key part of quality assurance and satisfied customers. Seen here are Märta Gladh-Wikström and Kjell Olsson who work as sorters at Färila.

Setra Färila facts

- RAW MATERIAL Spruce
- PRODUCTS Sawn products and biofuels
- PRODUCTION VOLUME 2011 116,000 m³
- MAIN MARKETS 25% to Setra's own processing units and the remainder to external customers in Sweden and Europe.
- NUMBER OF EMPLOYEES Approximately 40
- FOUNDED 1949



FINALLY

Harald Nylinder
Age: 26
Family: partner
Title: Product and production developer at the Redwood business area
Interests: Enjoys fly-fishing and also keeps bees and grows Christmas trees.

Sofie Schelin Kärras
Age: 27
Family: partner
Title: Accounts Assistant in Solna, also works with revenue optimisation in the Whitewood business area.
Interests: Extra job as a spinning instructor and goes to the gym a lot, when she is not playing with her dog Tuva.

Pride and belief in the future

TEXT: KAROLINA GRUNDIN PHOTO: OLA HÖGBERG

THE HIGH AVERAGE age in the sawmill industry is no secret. But Setra's former trainees Sofie Schelin Kärras and Harald Nylinder are certainly helping to bring it down. When they first came to Setra it was in principle straight from the classroom. Just one and a half years later they are part of the industry and seem to have found their roles. Harald within product and production development based at Setra Skinnskatteberg, Sofie within accounts where she divides her time between Heby sawmill and Solna.

"When I applied for the trainee programme I did not know much about Setra as a company but it felt exciting with a manufacturing industry. And it has been great fun to be out in production and work with such large volumes," says Sofie.

From school to production

Both Sofie and Harald had just graduated

when they entered the sawmill world. With a Master of Forestry degree, however, Harald already had some insight into the wood products industry and he knew that was where he wanted to work.

"For me it feels really good to work in an industry where Sweden is a world leader. I think that production is great and our technology is really leading edge," says Harald.

During the past year the two former trainees have made a tour of the sawmills and processing units and gained a feeling for the wood products industry. They have made valuable contacts within the company which they feel benefit them today.

"One amusing memory is when we visited Setra Rolfs and got to go with the timber buyer out into the forest at Övertorneå. Suddenly he put on a paramotor and went up into the air and then we

got to follow by car through the forest," explains Harald with a smile.

Believes in sustainable products

Both Sofie and Harald have settled on the wood industry and enjoy their new roles. They feel it is good to have their experience as trainees with them now that they have taken the final step into working life.

"Even though times have been tough for the industry for a while, I am convinced that the turnaround will come. We have good products that are very much in vogue and I believe that there are major opportunities for young people who are interested in this industry," says Harald.

"For me it's important to feel proud of my workplace, and I am really proud to work in the wood products industry. We have fine, renewable products and it feels good to be part of this," says Sofie.

SETRA is one of Sweden's largest wood products companies and a leading player in Europe. We offer eco-certified wood products for interiors and construction to customers in the building materials trade and industry.

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 1,000 employees and annual sales of approximately SEK 4.5 billion. Exports to Europe, North Africa, the Middle East and Japan account for almost 60% of sales.

Setra Group includes nine sawmills, three independent 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.