

# SetraNews

October 2014

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PLACE IN  
POLAND**

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## Daring to think along new lines

**I AM CONVINCED** that decisions and action based on values help us in our daily efforts to further develop Setra's business and customer relationships.

Innovation – together with responsibility and commitment – are key values in Setra's corporate culture. Thinking along new lines does not require large development departments. It is more about attitude, about all employees in their role daring to think a little differently and make small, but important, everyday changes. In this issue of Setra-News there are several examples of innovative thinking, in the form of new working methods and new products as well as various ways of providing increased customer benefit.

Setra Glulam Cladding is one of this year's new building products which has been well received in the market due to added value in the form of dimensional stability, short assembly time and the possibility to create interesting facades in terms of design.

**PLUSSHUS' NEW STANDARD** building concept, to be launched during the autumn, is our response to market demands for cost-effective homes. Standardised industrial-scale construction will allow shorter lead times and therefore for our customers further reduce the period from building start to occupation.

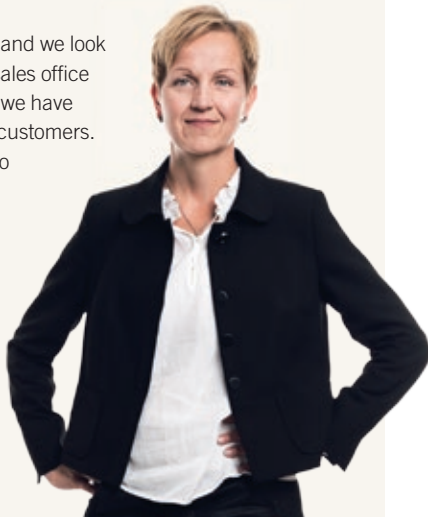
In the feature article from the Setra Långshyttan glulam factory you can read about how a systematic change in working methods has streamlined the entire manufacturing process.

In the article from Poland we look at our newly established sales office in Lebork, a commitment we have made to get closer to our customers.

It should be easy to do business with Setra!

Enjoy the newsletter!

Hannele Arvonen,  
CEO



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## SETRA AT SWEDEN'S LARGEST DIY FAIR

**MARKET** Setra is in place at Sweden's largest DIY fair Hem & Villa (2–5 October) in the southern Stockholm suburb of Älvsjö to display its product range and offer DIY enthusiasts inspiration, tips and advice about building with wood. The stand's exhibits include the new glulam cladding which has already been very well received. This is largely due to its dimensional stability, short assembly time, easy maintenance and the opportunity to create buildings with a unique look in terms of design.

Visitors to the trade fair will also be able to see and feel Setra's classic products such as glulam, ready-painted exterior claddings, interior claddings, wooden floors and the new outdoor flooring.

"We take part in the Hem & Villa fair because it gives us an opportunity to feel the pulse of the market and listen to our end consumers. It is valuable to get their response to our products since we normally communicate most with our retailers," says Annica Olsson, Market Coordinator.



Easy to assemble and maintain Setra's new glulam cladding on display at Hem & Villa fair.



## SQUARE GILDED WITH ECO-FRIENDLY DECKING

**DECKING** During the summer Brunkebergstorg in Stockholm was transformed into a leafy urban park. All the decking on the square was built with Organo Wood's fine, silicone-treated wood. Setra supplies the planed decking to Organo Wood which then treats it with the company's patented, eco-friendly wood preservative. Earlier this year Organo Wood was awarded Nordbygg's 2014 gold medal for the hottest new material of the year. The project Brunkebergstorg 2014 was carried out by the City of Stockholm with the aim of stimulating discussion about a sustainable, future Stockholm.

# Plusshus launches new standard building concept

**NEW CONSTRUCTION** To meet market demand for cost-effective homes, Setra is launching a new series of Plusshus, standardised houses which can easily be adapted for unique projects and customers. They are starting with a basic range of variants of single-family and multi-family homes. The range will later be extended.

“We can see a substantial rise in demand for our building systems, particularly from the Stockholm area and Mälardalen,” says Plusshus Marketing Manager Hans Åkesson and continues:

“With our standardised house types we will be able to offer even shorter times from building start to occupation since all lead times will be cut. They will also facilitate our sales process and make it easier for our customers who will now have finished products to choose from instead of starting from scratch with their own architects.”

In the multi-family buildings the various apartment types are designed to be combined in different ways and can therefore easily be adapted to all types of housing projects. This means that a building can contain a number of one-room apartments as well as some three- and four-room ones, while another can consist of two- and three-room apartments. The architect responsible for the standard houses is Jessica Spångberg.



## NEW TRIMMERS INAUGURATED IN FÄRILA AND NYBY

**TECHNOLOGY** The new trimmer at the Setra Färila sawmill was inaugurated at the beginning of July. Newly installed scanner technology will improve the efficiency of timber sorting which will provide more consistent quality, reduced production costs and strengthened competitiveness. The work took just under ten months.

The Setra Nyby sawmill has also upgraded its trimmer. Totally new machinery, a new cutting system and installation of automatic sorting will raise productivity and adapt the sawmill to future demands. The trimmer in Nyby was inaugurated in mid-September.

Work with the new trimmers in Färila and Nyby was carried out in cooperation with ScanWare, FinScan and CGV (C Gunnarssons Verkstads AB).



**Maintenance Manager Stefan Strand and Mill Manager Karl Pontus Larsson next to the new trimmer at Setra Nyby.**

## Certified wood popular

**ENVIRONMENT** Setra's sales of FSC®- and PEFC-certified products are increasing steadily. In 2010 sales totalled about 500,000 cubic metres. The corresponding figure last year was 650,000 cubic metres, an increase of 30%.



Märket för ansvarfullt skogsbruk



## Setra took part in MellanskogsElmia

**FAIR** 22–23 August the MellanskogsElmia forestry fair was launched just outside Sala, about 120 kilometers northwest of Stockholm. 140 exhibitors were in place to display their activities and products to visitors, who mostly comprised forest owners. Setra was there with a stand bearing the message “We process your forest”. The fair offered plenty of seminars, political debates and high-profile people such as Björn Ferry, forest owner and biathlete. The fair had about 5,000 visitors.

### New faces



JOHAN SVENSSON

**Johan Svensson** took up the role of Raw Material Coordinator in May when he replaced Pär Ranudd. Johan has a forest management degree and many years' experience on the biofuel side at Sveaskog.



MARIUSZ KOWALSKI

**Mariusz Kowalski** is a new Customer Manager in Poland. He took up his position at the beginning of May when Setra opened a local sales office in Lebork.



MATS JONSSON

**Mats Jonsson** will be the new Customer Manager for Scandinavia starting on 1 October. Together with the rest of the Scandinavian team, he will be responsible for sales of sawn wood products in this market area.



EMIL MALMGREN

**Emil Malmgren** joined Setra as a logistician in July. Emil recently obtained a degree in Industrial Economics, Management & Logistics.



JOAKIM GERHARDSSON

**Joakim Gerhardsson** is a new communicator at Setra. Joakim replaces Karolina Grundin and is therefore also the new editor of SetraNews.

# A FLOURISHING MARKET on the other side of

**Developments in recent years make it clear. The Polish market is heading straight up. Now Setra too is increasing its focus in the country. Earlier this year a sales office was opened in the town of Lebork. In conjunction with this, Mariusz Kowalski was employed as Customer Manager.** TEXT AND PHOTO: JOAKIM GERHARDSSON

**21 CALLS.** That is the number of phone calls Mariusz Kowalski deals with while driving his car for less than one hour. When SetraNews visits him on a Thursday in mid-July customer contacts are intensive.

“I lose count of how many there are in a day,” says Mariusz before he is interrupted by yet another call in his Bluetooth headset.

We begin our journey in the port of Gdansk in northern Poland and drive south. We pass vast fields one after another alongside the motorway. A lot has happened in Poland since the beginning of the 1990s. But above all during the last ten years.

“It’s almost like another country. Just take the roads and the increased air traffic.

Ten years ago our infrastructure was not at all good. But since Poland joined the EU in 2004 society has developed unbelievably. We have taken a big step forward and this trend continues,” says Mariusz.

At the beginning of May, Mariusz started his job with Setra when a local sales office was set up in the town of Lebork. Mariusz has many years’ experience of the Polish wood market and has previously worked in the country with sales of wood products.

“Since joining Setra I work with some 20 customers here in Poland. I know most of them from before so I have not needed to travel round the country meeting everyone I am going to work with. A lot is taken care of by phone from the office in Lebork,” he says.

Henrik Bertilsson, Sales Manager for Asia and New Markets, is convinced that Mariusz is the right man in the right place.

“He has a broad network of contacts and many years’ experience. Mariusz knows most of our existing customers and has already added at least five new ones since he started. It always takes a while to get going, so it is positive that we can already see a change,” he says.

Setra’s Market Director Olle Berg already knows Mariusz. It was Olle who at his former employer Stora Enso employed Mariusz ten years ago.

“He knows the industry and built up the market for wood products at that time. I am convinced that he will work just as successfully with us,” he says.

## Praises quality

For Mariusz a visit to Ikea Industry (formerly Swedwood) in the small town of Wielbark is on the agenda when we visit him. This furniture factory is one of Setra’s biggest customers in Poland.

When we arrive we are met by Leszek Armacki, Purchasing Manager of Ikea Industry in Poland. During a tour of the huge factory, which corresponds to about seven full-sized football pitches, with an adjacent sawmill, he praises Swedish redwood.

“The quality is very good. And we very seldom have problems when it comes to Setra. There are no worries with the deliveries,” he says.

During our visit, Mariusz inspects Setra’s deliveries. We are led through an enormous warehouse with very high ceilings.



Mariusz Kowalski is Customer Manager and Setra’s new face in Poland. He has many years’ experience of the Polish wood products market.

# the Baltic

Swedish exports of sawn wood products to Poland are increasing. In 2013 exports totalled about 150,000 cubic metres. This is an increase of 20% compared with the previous year.



## Setra's 10 largest markets outside Sweden

Percentage of net sales 2013

1		UK	9%
2		Germany	8%
3		Algeria	7%
4		Japan	6%
5		Egypt	4%
6		Norway	4%
7		Morocco	3%
8		Denmark	3%
9		France	2%
10		Poland	2%



The Ikea Industry furniture factory in Wielbark is one of Setra's biggest customers in Poland.

"Because we deliver great products, the Polish market trusts Swedish wood. It is of high quality, we keep our promises and they feel that it's safe to purchase from us," says Mariusz, who feels that the Polish market is growing every year.

"I have been around for some time and can definitely see that positive winds are blowing. New factories are being established here and Polish suppliers are increasingly competitive in Europe, largely due to the advantages of EU membership. Transport runs more smoothly and the borders are more open. This is a far more stable climate and expertise is increasing all the time," he says.

### Growing market

About 30% of Poland is forests and the country has its own sawmills. But quality and quantity fail to meet demand. This is why wood is imported from Sweden and other countries. In 2013, Swedish exports of sawn wood products to Poland totalled about 150,000 cubic metres. This is an increase of 20% compared with the previous year. Exports of sawn wood products to Poland are predicted to continue to rise.

Earlier this year a wood conference was held in the Polish city of Poznan with representatives from both the Swedish and Polish wood industry. The aim was to initiate new and extended business contacts between the Swedish sawmill industry and the Polish wood industry.

Sweden and Poland have also signed a bilateral declaration on cooperation within strategically important areas. One of the areas for further cooperation is forest and wood. The governments of both countries have expressed themselves willing to exploit the potential for increased usage of and trade with forest products.

For Setra the trend is pointing upwards. In 2010 just under 14,000 cubic metres of sawn wood products were exported. In 2013 this figure was over 36,000 cubic metres, mainly consisting of redwood exports from Setra's sawmills.

Olle Berg sees the local sales office as an investment in the future.

"Poland is a market that is a near neighbour and has major needs. This is a market that will grow. The reason we set up an office is that we must be present inside the country if we are to continue to



Photo: Getty Images

Setra's sales office is in Lebork, a town in the northern part of Poland.

## “Because we deliver great products, the Polish market trusts Swedish wood”

increase sales. The office in Lebork and the employment of Mariusz are long-term investments. Above all now when we are trying to reach other segments in addition to the furniture industry. But this is a challenge. The market is fragmented with many small customers and this is a big geographic area,” says Olle.

Henrik Bertilsson adds:

“We are heavily into the redwood furniture segment. But we want to develop our whitewood products more towards industrial customers and to enter the processed segment with planed products. We have enjoyed a positive development in Poland in recent years but it is difficult

to go further without local representation with someone who speaks the language.”

In a broader perspective as well Poland is making strong progress. Growth is considerable. Between 2008 and 2012 Poland was the country in Europe with the fastest growing economy. This is a country with a population of over 38 million.

“There are many new industries in Poland and we can see that a lot of production is being taken over by Polish companies. It is in Eastern Europe that new industries are established. Poland is a growth market where there is major potential. A lot of construction will be needed in the years ahead. They want to achieve a higher standard. We expect that construction will be at a higher level in Eastern Europe than in the western part,” says Henrik.

### “There is a great future”

After visiting the furniture factory we get into the car for the homeward journey to Gdansk. I ask Mariusz how he sees the future of the wood products market in Poland.

“I see no dark clouds in the sky. I am sure that the market will continue to grow. There is major potential here. Increased confidence in Polish suppliers means that they will produce more. Then they will need wood products from us,” he says.

We turn off the motorway and drive along a small country road that is surrounded by dense forest which merges into fields with no end in sight. We drive through a village with a row of stone houses. Mariusz looks out and frowns.

“We don't have so many wooden houses in Poland compared with Sweden. It is here I believe there is a great future. Now everyone is learning more, becoming better educated and taking environmental and energy aspects extremely seriously. I believe that building houses in wood will grow and become much bigger in Poland. We are still learning about such things and are becoming better and better with every year that passes.” ■

## POLAND

**Polish name:** Rzeczpospolita Polska (The Republic of Poland)

**Capital:** Warsaw

**Population:** approx. 38.5 million

**Sweden's wood product exports (2013):** approx. 150,000 cubic metres

**Setra's wood product exports (2013):** approx. 36,000 cubic metres

**Applications for Swedish redwood:** furniture and interiors

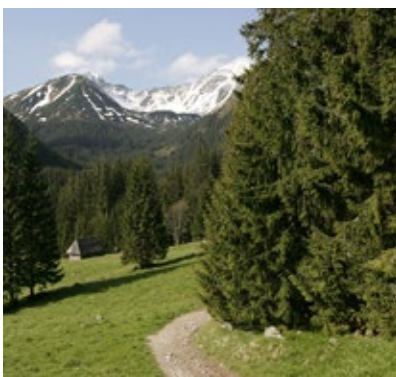


Photo: Getty Images

Despite the fact that about 30% of Poland is forests, wood is imported from Sweden and other countries.

# When every second counts

IMPROVED EFFICIENCY STREAMLINES PROCESSING IN LÅNGSHYTTAN



Kjell Lilletjernbakken, Manager of Setra Långshyttan, has left no stone unturned together with his colleagues. The goal is to optimise working methods. In the picture Anders Karlsson, finger joint machine operator, is seen in the foreground.

**The glulam factory Setra Långshyttan has made intensive efforts to change its working methods and processes. Through clear efficiency improvements and by chasing seconds and centimetres the processing unit has in principle improved every single production figure.**

TEXT: JOAKIM GERHARDSSON PHOTO: CHRISTIAN LJUNG



Setra's unit for glulam manufacture is in Långshyttan, just outside Hedemora in the Swedish province of Dalarna.

**IT ALL BEGAN** at the end of 2011. Kjell Lilletjernbakken, Manager at Setra Långshyttan, took part in a workshop together with the rest of Setra's local managers.

"Among other things we played a game which involved making working methods more efficient and moving away from tradition – changing routines. This was an 'oh wow' experience for me. To move from total chaos to something that works," says Kjell.

The game soon became serious. At the beginning of 2012 Kjell had the shift teams at Setra Långshyttan play the same game as he had done. And then things moved fast. Just a few months later the unit implemented several changes in production.

"It was about efficiency improvements. Reviewing every part of the process. Making an analysis of the flow and seeing where we can optimise the way we work."

**What did you do in practice?**

"One of the first things we did was to attack our finished product stocks. Before we started to change things we had 13 weeks from the time we received the raw material until we sent it away. And then we had only spent one hour working on it. This was not optimal. We managed to reduce this time from 13 to 8 weeks. Now we are aiming for 6 weeks."

Setra Långshyttan has turned the traditional ways of thinking upside down.

"One old rule is that a unit should run every available minute. But we thought

again. If we have a breakdown we must stop and mend the fault. Furthermore we shut down production entirely once a week to do maintenance, clean and have meetings. This makes a difference in the long run," says Kjell.

**Improved almost every figure**

When SetraNews visits Setra Långshyttan the changes can be seen right down to the smallest details. In their efforts to improve production efficiency they have left no stone unturned. Gaining a few seconds per operation leads to major time gains in the long term.

Inside the glulam factory every tool hook is clearly labelled. It must be easy to find what you need. Regardless of





Changing internal routes and moving containers have reduced diesel consumption substantially.



Clear labelling makes it easy to find what you are looking for and saves time.

## “We reduced diesel consumption for the loaders by 30%”



Thomas Liiv, Sales Engineer at Setra Långshyttan.

### Improved figures

8

Time from when the raw material enters the unit until the products leave the warehouse has been reduced from 13 weeks to 8.

85

The time during which the unit is in production has risen from 69% to 85% of available time.

5,000

5,000 kilometres of loader driving corresponds to the reduced fuel consumption every year.

Figures relate to July 2014 compared with December 2011

whether it's a wrench or a broom. Kjell tells us about the clear results from all these efficiency improvements.

“Just by changing internal routes and moving containers inside the area, we have reduced diesel consumption for the loaders by 30% per produced cubic metre. This is a lot, up to 5,000 kilometres per year,” he says.

In principle all figures have improved. Availability, the time the unit is in production out of the time available, has risen from 69% to 85%. Set-up times have gone from 30 minutes to 5.

“We were very tied before. We ran production for Sweden at the beginning of the week, Japan in the middle and Germany at the end. We have loosened this up now. We run Sweden every day of the week and apportion the other countries based on demand. By making ourselves freer we have increased the rate of production by 10%,” says Kjell who also points to the introduction of exception reports as a key part of this success.

“If anyone finds something wrong with our products, this is reported immediately. Since March 1 this year I have filled an entire file. This is not about finding faults to name and shame anyone, but about getting things on the table as soon as possible. We want to be even better and will achieve this by locating errors or omissions and putting them right immediately. This has made a strong contribution to our being able to shorten our delivery times significantly and we have a delivery reliability of 99.9%,” he says.

#### “Things don't happen overnight”

Kjell Lilletjernbakken wants to emphasise the importance of having patience and

working together with an external party who challenges thought processes.

“At first many people were puzzled when we started to put ourselves under the microscope and change accepted things. We enlisted the help of an external consultant which I recommend when it comes to changes such as this. Results are achieved, although it takes time. Things don't happen overnight and there is a danger in moving forward too fast. If you want to reduce your stocks, you do not implement the entire reduction directly but gradually. You must be obstinate and persistent. When we finally saw results, I think the employees got a kick out of it.”

#### What is the keyword?

“Innovation.” ■

## Setra Långshyttan

**RAW MATERIAL:** Sawn white-wood and redwood

**PRODUCTS:** Glulam

**PRODUCTION VOLUME 2013:** 38,000 m<sup>3</sup>

**MAIN MARKETS:** Sweden, Japan, Germany and Italy. About 60% goes for export.

**EMPLOYEES:** Approx. 45

**ESTABLISHED:** 1897, glulam manufacture since 1965.

# Fundamental concepts with glulam

THERE ARE NOT MANY materials that can match glulam when it comes to versatility. It is stronger and sturdier than solid wood and is one of the strongest construction materials in relation to its weight.

Glulam invites cooperation between architects and engineers by offering almost limitless freedom in design and execution, regardless of whether it is a small structure for a house or a huge one for an auditorium or sports hall.

Here we invite you to take a closer look at some building projects around the world where glulam has been the fundamental concept both in terms of construction and architecturally.

## THE HIGHEST WOODEN TOWER IN THE WORLD

The world's highest wooden tower, at almost 100 metres, was inaugurated in June 2013 in the Austrian village of Keutschach. The structure consists of 16 glulam beams made of larch which together with 80 steel beams create the twisted spiral shape.



## BEAUTIFUL SHELTER

The Vorarlberg region in Austria attracts attention when it comes architecture both big and small. One example is the small village of Krumbach which hired international architects to design seven bus shelters. The result is fantastic works of art, installations and buildings. Each bus shelter is unique and both attractive and inspiring. Not least the shelter made of glulam created by the Chinese architects Wang Shu and Lu Wenyu.



Photo: Promolegno

## Four facts about glulam

- ✓ Glulam is one of the strongest building materials on the market and in relation to its own weight has a higher load-bearing capacity than steel, aluminium and concrete.
- ✓ The first Swedish glulam structure was manufactured in 1919. Additional buildings followed in the 1920s including the central stations in Stockholm, Gothenburg and Malmö. Since then thousands of sports halls, churches, schools, libraries, wooden bridges, airport terminals and much, much more have been built using glulam structures.
- ✓ Hetzer-binder is the name of the system for glued timber constructions patented by Otto Hetzer back in 1906. A big step for the glulam industry was the introduction of waterproof resorcinol-phenol adhesive in 1942. This made it possible to use glulam in more exposed environments without the glue being destroyed.



Photo: Promolegno

## TEMPORARY IN WOOD

In the Swiss village of Saint-Loup 200 kilometres north of Lausanne a temporary chapel made entirely of wood was built while the old one was being renovated. The generous church window behind the altar is built of glulam which creates a geometric pattern.



## NICE SWING

A swing made from glulam is a perfect project for the DIY enthusiast. All you need are ordinary, simple tools and a length of dimensionally stable glulam.

- ✓ Due to the often large and homogenous cross sections, glulam is relatively fire stable. The ignition process is slow and it burns slowly. The carbon layer that forms on the glulam surface in the event of a fire protects the inner sections and helps the glulam to maintain its stability during the course of the fire.



Photo: Felix Odell

## SCREWY AUDITORIUM

The Karolinska Institute's new auditorium, Aula Medica, on Solnavägen in Stockholm was completed in autumn 2013. The façade is triangular glass sections in different colours fixed to a glulam structure. A complicated construction which used approximately 15,000 running metres of glulam. On each floor the façade leans out more and more to a maximum of 33 degrees which gives a 23-metre overhang. Aula Medica won the prestigious award Building of the Year 2014.

## HALF-TIMBERED 2000-STYLE

Artist Hubert Kostner's studio and home in the Italian village of Castelrotto is an example of contemporary architecture in harmony with local traditions. The v-shaped glulam structure lifts the building off the ground. The elements of the facade are reminiscent of the half-timbered houses of olden days.



Photo: Proholz

The houses in Lärkbyn are each 132 square metres on two floors with five rooms and a kitchen. The colours in Lärkbyn follow a natural colour scheme of grey, brown and black. The front and back of each house has generous patios with storage space.



# Colour, design and own

## PLUSSHUS TERRACED HOUSES STAND OUT IN NEW BARKABYSTADEN

TEXT: KATARINA BRANDT PHOTO: CHRISTIAN LJUNG



Individual colours and claddings give each terraced house its own character.

**A WHOLE NEW** district is taking shape in Barkaby, west of Stockholm, with over 10,000 dwellings. The building company Erik Wallin AB has built 19 tenant-owner terraced houses using Plusshus modules. Architects Kjellander + Sjöberg were responsible for the design of the project, named Lärkbyn. Using details, colour and design they have succeeded in giving the two terraces their own character.

Architect Ola Kjellander has worked with modules in a number of different projects focusing on the possibilities of this building technology.

“In this project this means the introduction of an overhang of the upper floor which gives the houses their own identity.”

The project is based on an existing product where Kjellander + Sjöberg’s

assignment was to use these principles to find new solutions for both exteriors and interiors. Floor plans have been reworked and transformed. The facades have been completely reworked with new windows, asymmetric roofs and selected panel material. Individual colour schemes have given each house an own identity. In addition, the two terraces – Kopparlängan and Silverlängan – have been named for the metallic colours chosen for components and metal details.

“The project has given a good result both architecturally and economically, mainly due to good cooperation between the architect and developer. A cooperation where we share both visions and interest for architecture,” concludes Ola Kjellander. ■



Small details such as copper coloured air vents and outdoor lamps specially designed for the area contribute to the unique character of each terraced house.



# identity

Architect Ola Kjellander thinks that it is the good cooperation between the architect and developer that has given such a good result in Lärkbyn.



## THREE SYSTEMS FOR INDUSTRIAL-SCALE BUILDING

There are many advantages to using prefabricated building elements. Among other things, building time on site can be reduced by having the different components made in a dry and managed factory environment. But what is the real difference between a box unit and a module and what does it mean to build with Trälyftet?



### TRÄLYFTET

Trälyftet is Setra's patented building system for wooden multi-storey buildings. The concept uses industrially produced modules in semi-solid wood. Complete rooms are built and fitted out indoors and then lifted into place on the foundations. Trälyftet is unique in that it includes standard solutions for such things as sound

insulation, ventilation, heat recovery and cable ways. The building system also includes domestic sprinklers which give flexibility in designing the structure and material of the building without compromising fire safety. The facade material can be freely chosen and is easily adapted to the surrounding buildings.



### BOX UNITS

Box units are accurately manufactured components that are assembled to make a complete building. Here the architect has more freedom and the interiors are fitted after the building components have been assembled. Using box units you can build almost any type of apartment. The building process is shortened compared to on-site construction and a building can be ready in just a few days. Plusshus manufactures box units for outer and inner walls, joists and ceilings.



### MODULES

Building with modules shortens the building time further since there is a higher level of prefabrication. Modules are delivered as complete rooms where everything is in place from floor and wall coverings to kitchen units with white goods and ready-to-use bathrooms. Modules can also be supplied with roofs which provide even better protection on site. This raises quality and reduces the risk of building damage caused by damp.

## EDVIN KEEPS TRADITION ALIVE

**Edvin Eklund is a good example of old not always needing to be oldest. Since the turn of the year he has been master of the carpenters' guild at Stockholm's Skansen and at the age of 28 is one of the youngest guild masters in the history of the open-air museum.** TEXT: KATARINA BRANDT PHOTO: MARIE ANDERSSON



The combination of carpentry and meeting exciting people from all corners of the world suits Skansen's master Edvin Eklund down to the ground.

**IT'S TUESDAY** and the "Sing-along at Skansen" show means that there are long queues at the main entrance despite the ticket office still being closed. In the carpentry factory Edvin Eklund is preparing for the day's work. Wearing period clothes he greets us in the factory which was taken down and shipped to Skansen from the village of Hultorp outside Viserum in Småland. The idea is that the factory should depict the 1920s with tools, working methods and products.

Edvin is noticeably proud of his workplace and being able to share Swedish handicraft traditions. As master he is responsible for his guild and ensuring the supply of furniture sold at Skansen. Currently they are working on a slatted stool and a 1920s chair which are on sale at the Skansen shop. He also makes sure that the factory is staffed to handle the 500-odd visitors who look in each day.

"A lot are curious about wood, how you work with it and what different species are good for. Foreign tourists often ask questions about Ikea."

Edvin, who really wanted to be an architect, has had a straight career path. Following a cabinet makers course he was accepted for the three-year programme at Carl Malmsten Furniture Studies where he graduated in spring 2013.

"I quickly discovered that woodwork was the thing for me. Combining that with meeting exciting people of all ages from every corner of the world suits me down to the ground."

The first time Edvin saw his future workplace was during the Carl Malmsten days at Skansen where he participated as a student and demonstrated different craft techniques. Afterwards he was able to work at weekends and in the summer. When the previous master retired last autumn, Edvin applied for and got the job as his successor.

The smell of wood and glue, the sound of the old machines, the sensation of running your hand across a wood surface and letting your gaze rest on all the beautiful things made from the stacks of wood. Edvin's workplace really invites expe-

riences that involve all the senses. There is absolutely no doubt that he has all the qualities needed to do a good job in the carpentry factory.

"I like to show and teach. I relate easily to people and always have a laugh or a smile. And I have patience, too, which you need when you have to sometimes answer the same question a hundred times a day." ■

### The oldest open-air museum in the world

Skansen was founded in 1891 and is the oldest open-air museum in the world. It is situated on Djurgården in central Stockholm. It is a much-appreciated destination for a large and broad public of all ages and from all countries. Here you can stroll through five centuries of Swedish history and learn more about traditional handicrafts and traditions.

In recent years the weekly summer TV programme "Sing-along at Skansen" has drawn large audiences. Skansen's record is from 1983 with 2.4 million visitors.

## LOOK, SMELL AND FEEL

**Gustis in Alunda, a Bolist store, invests in selling by showing. A showroom with Setra's products has been much appreciated by customers.**

TEXT: JOAKIM GERHARDSSON PHOTO: ANDERS CLARK

**IN GUSTIS' SHOWROOM** flooring, decking and claddings from Setra's product lines are neatly displayed on the floor and walls. The idea is that customers in the store can easily get a direct impression of the products and the possibility to compare different variants.

"Out in the timber yard our products are completely anonymous. The showroom gives customers the chance to quickly come into contact with the products by seeing and feeling them," says Setra's Customer Manager Betty Malmo.

Stefan Gustavsson, the owner of Gustis, feels that customers are extremely positive about the room.

"They think this is great. They get a selection of products put in front of them and can compare them with their eyes and hands. In a room like this, the products sell themselves," he says.

The showroom, which opened when the season started in the spring, is a cooperative effort between Gustis and Setra.

"We are pleased that we could do this. And we will be glad to help and sponsor more stores with a showroom or smaller

walls where they can display products. Store customers really appreciate it," says Betty.

The next step for Gustis is to make the settings even clearer.

"It's about creating a holistic feeling. For example putting in a barbeque and some chairs to show how the products look in the correct environment," says Stefan. ■



"Just great!" says Gustis' owner Stefan Gustavsson about Setra's showroom.



Being able to see and feel the products makes them less anonymous.



Setra's Customer Manager Betty Malmo among the claddings, flooring and decking.

FINALLY



**Kaj Tönsberg**  
Title: Market and Sales Manager  
for Setra's Building Products &  
Systems business area  
Age: 41  
Lives: Åkersberga, north of  
Stockholm  
Family: Wife, four children, one  
dog and two cats  
Interests: Spending time with  
family and friends and watching  
his children play handball.

# Wood – a modern material

TEXT: JOAKIM GERHARDSSON PHOTO: OLA HÖGBERG

**ATTRACTIVE, NATURAL, FLEXIBLE** and practical. When Kaj Tönsberg describes wood he does not mince his words.

“Wood is a unique building and interior design material,” says Kaj, who since June this year is the new Market and Sales Manager in Setra's Building Products & Systems business area.

His first weeks at Setra have mostly involved getting to know both the company and his colleagues.

“The first step was to really get to know the organisation and our customers and to listen to all my skilled and dedicated colleagues,” says Kaj, who started his career in the IT industry at the teaching materials publisher Docendo.

But building and interior design soon took over. Kaj has among other things worked as sales manager for the modular home manufacturer Hjärtevadshus and

joined Setra from the role of Nordic Sales Manager at floor and wall manufacturer BerryAlloc, where he was also responsible for the group's global project team.

Kaj sees himself as basically a competitive person. When he was younger he played hockey and other sports.

“Now I mostly go with the children when they play handball. As often as I can, I sit in the sports halls and cheer them on together with my wife. But I like to train, particularly running and downhill skiing,” he says.

Even though results have always been a key driving force there are other things that Kaj likes about his work.

“I also get a kick out of contributing to people's development, enjoyment and success. Successful companies are made up of people who enjoy their work and have fun.”

Kaj sees major opportunities in the role of Market and Sales Manager for Building Products & Systems.

“Setra really has unique product offerings with fantastic potential. Over time I want to help consolidate Setra's position as market leader in our chosen areas. Innovation, professionalism and reliability are important keywords for me.

Kaj sees a bright future for the wood products industry.

“Environmental and sustainability aspects will be even more topical in future. There is also a trend aspect. Genuine and real materials are attractive to consumers, architects and professional builders. If we also add the need to build more homes, for example in Sweden, I believe the wood products industry has a very exciting future.”

**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 900 employees and annual sales of approximately SEK 4.1 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.