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May 2015

# SetraNews



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THE WORLD**

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for the rush”**

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# Use more wood – for the climate’s sake

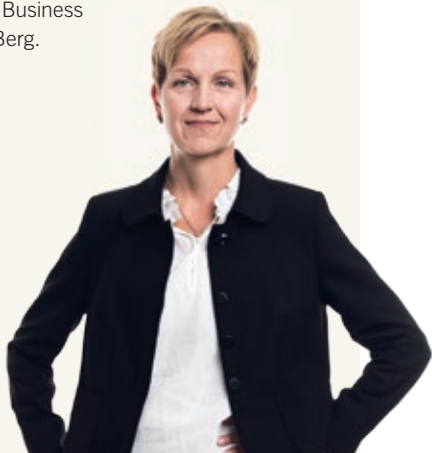
**WOOD AND WOOD PRODUCTS** are perfect proof of the fact that business and sustainability go hand in hand. Every cubic metre of sawn wood product from Setra which is further processed by our customers contributes in a life cycle perspective to reduced greenhouse gas emissions. This is thanks to the wood’s ability to “lock-in” the atmospheric carbon dioxide in the form of carbon. And even though the wood products are sometimes transported over long distances to reach our customers, the greenhouse gas emissions from transport are significantly lower than the climate gain contributed by the use of wood. So using more wood is not only a market issue it is also a climate issue.

**SETRA RECENTLY PUBLISHED** its first sustainability report according to the Global Reporting Initiative, GRI. We did this to increase our transparency and the clarity of our communication with customers, suppliers and other stakeholders who affect or are affected by our operations. Do read or order the report on our website. And please let us have your comments. We want to have a dialogue!

**IN THIS SPRING ISSUE** of SetraNews we get to meet Setra’s dedicated market team. Together with our entire organisation they work to deliver our promise to customers – that it must be simple to do business with Setra. This time Setra’s Wood School is about choosing the right wood for the patio. You can also read about trends for decking and outdoor flooring and how it feels to move into a totally new Plusshus. And don’t miss the market outlook with our Market and Business Development Director, Olle Berg.

Enjoy the newsletter!

Hannele Arvonen  
CEO



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# Plusshus new standard house concept at Ecoforum 2015



**WOOD CONSTRUCTION** Sustainable urban development from vision to reality was the theme for Nordbygg Ecoforum at the Stockholm International Fairs and Congress Centre on 22–23 April 2015. This year Setra Plusshus was there as an exhibitor

to present its new standard house concept.

“Wood construction has a given place when it comes to sustainable and environmentally friendly urban development,” says Jessica Becker, who is an architect at Setra Plusshus. “Therefore Ecoforum was the right place to display our pre-designed small dwellings that can be adapted as terraced houses, linked-terraced houses or free-standing houses.”



Jessica Becker, Architect at Setra Plusshus.



# Setra’s first environmental report ready

**ENVIRONMENT** Setra published its annual company presentation “This is Setra” at the beginning of April. This report describes the company’s operations, products and Setra’s current work with its key sustainability issues. Setra published a sustainability report according to the Global Reporting Initiative (GRI G4, Core level) for the first time this year. This involves

more transparent reporting of work within areas where Setra has a significant impact, clear responsibility and the opportunity to contribute to sustainable development. The company presentation, including the sustainability report, can be downloaded from Setra’s website. Here you will also find the most recent annual report (in Swedish). [› www.setragroup.com](http://www.setragroup.com)

# Setra invests in Kastet, Malå and Färila

**NEW INVESTMENTS** In 2015/2016 Setra will invest in technology in the Kastet sawmill and the sawmills in Malå and Färila. At Kastet the investment involves a new sawmill infeed system and a new progressive kiln. The investment in Malå involves upgrading the trimmer. The investments in Färila include a saw line and sawing equipment.

“These investments are intended to further improve efficiency at high-performing units and at the same time strengthen Setra’s long-term competitiveness,” says Jonas Björnståhl, Head of the Sawn Wood Products business area.



Jonas Björnståhl



## HIGH CEILINGS AND CLOSE TO NATURE

**PLUSSHUS** In scenic Bagarmossen, just fifteen minutes by underground from central Stockholm, the modern and small-scale terraced housing development Furuhusen is starting to take shape. The houses are being put up by building company Erik Wallin AB and Setra Plusshus is delivering the prefabricated modules.

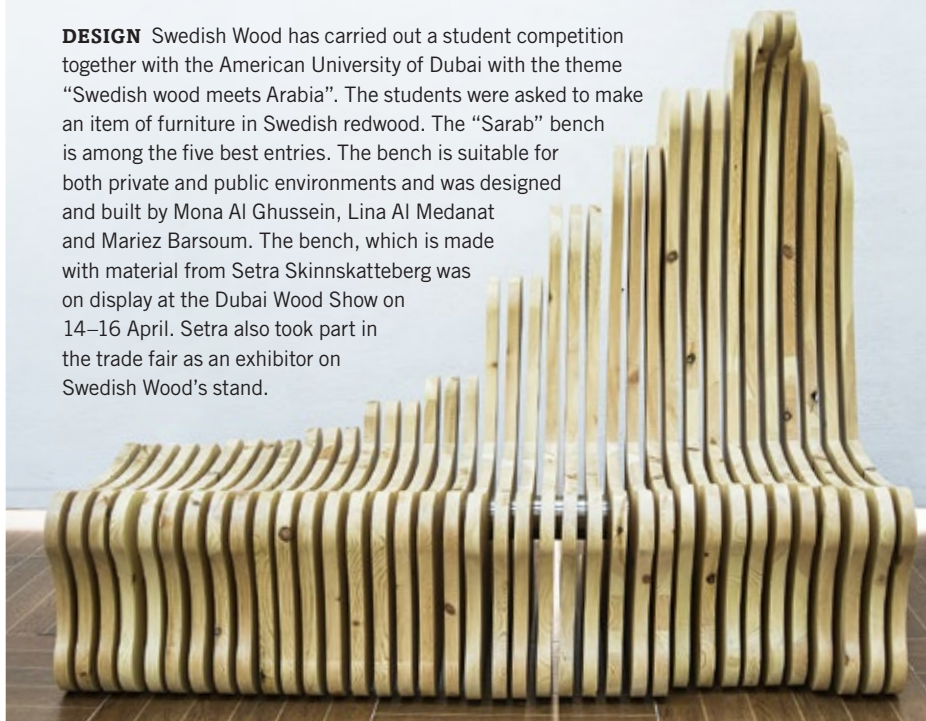
“Furuhusen presents a number of architectural challenges which we have solved by finding a good balance between what is

done in the factory and what is done on site,” explains Hans Åkesson, Marketing Manager at Setra Plusshus.

The twelve terraced houses, which are designed by Arklab, flirt a little with architecture from the 1970s and include many fine details that provide a modern architectural idiom. The floor plan provides 140 square metres in four half-storeys with a ceiling height of a lofty 3.2 metres.

## SWEDISH WOOD MEETS ARABIAN DESIGN

**DESIGN** Swedish Wood has carried out a student competition together with the American University of Dubai with the theme “Swedish wood meets Arabia”. The students were asked to make an item of furniture in Swedish redwood. The “Sarab” bench is among the five best entries. The bench is suitable for both private and public environments and was designed and built by Mona Al Ghussein, Lina Al Medanat and Mariez Barsoum. The bench, which is made with material from Setra Skinnskatteberg was on display at the Dubai Wood Show on 14–16 April. Setra also took part in the trade fair as an exhibitor on Swedish Wood’s stand.



## Build a go-kart – of wood

**NEW IN WOOD** The American company The Flatworks has created Plyfly – a go-kart made of wood which you assemble yourself from a kit. Plyfly is delivered in a flat pack and takes a maximum of a day to build. The material is 19 millimetres thick birch plywood. The maximum speed is 27 kilometres per hour. The first deliveries to customers in the US and Canada are planned in early summer.



### New faces



PETER ÖHMAN

**Peter Öhman** is a new Customer Manager. Peter will work with sales to the building materials trade and industry with special responsibility for floors. Peter joins Setra from Osmo Holz und Color.



URBAN ANDRÉ

**Urban André** is a new Sales Manager for glulam. Urban’s most recent position was Product Manager for Processed Wood Products.



MAURICIO REYES

**Mauricio Reyes** takes over as Product Manager for Processed Wood Products after Urban André. Mauricio has worked at Setra since 2007 most recently in customer service.

# A GLOBAL MARKET

## – it works like this

**Global annual consumption of softwood products amounts to approximately 300 million cubic metres. The enormous volume and all the flows between continents make the wood products market truly global. Where small and large changes in one place lead directly or indirectly to major chain reactions in another.**



Olle Berg,  
Market & Business  
Development Director

**SUPPLY AND DEMAND.** The balance between the two is important. With an export share of about 70% for sawn products, the global market is of major importance to Setra. Even though a large portion of international flows continue to go to the European market, we can see a steady rise in volumes to markets such as North Africa, the Middle East, the US and China. Since the market is becoming more and more global, flows and consumption have a considerable effect on our local markets.

On the global playing field things have changed in recent years. Above all through the steady growth in wood consumption in China which has doubled its share of the global market over the past seven years. Today, the country is the world's second-largest market with an annual consumption of around 50 million cubic metres of softwood products (the US is the largest market with annual consumption of 75 million cubic metres). A development like this has a domino effect. Take a look at the map of the world on the right. There you can see the flows of softwood products. If one flow falls and another rises, what do you think happens?

### Changed flows

Changes upset conditions. In addition to China's strong development curve there are several other trends. The flows are of shifting dimensions. A giant player like the US is experiencing recovery and import needs from Europe may rise. Construction in Japan, which was previously strong, is now falling. In Canada, which has dominated exports to China together with Russia, production is expected to decrease due among other things to problems with the mountain pine beetle.

Furthermore, the global construction sector is expected to increase until 2018, largely due to this growth in China and the recovery in the US. Changes and aspects such as the above have an impact on all players. Regardless of whether or not you are active in all markets. The global aspect is becoming increasingly clear in the industry. Something that does not look as if it will slow down over time.

### Birth of new markets

There are many parameters that lie behind both how a market is born and how it develops. Macroeconomic and political development in the country and/



Global trading flows – sawn softwood products

or region are naturally key factors. But demographics are also significant. A young and growing population drives new construction. Take Japan as an example. There we see the opposite trend.

## “China has doubled its share of the global market over the past seven years”

A tax increase on housing construction that was introduced in April 2014 has had a major negative impact on order bookings for wooden buildings. Average age is high which also has an effect on new construction which is decreasing. Compare this with the US which due to a high rate of immigration has a very advantageous demographic and therefore a very positive forecast for future housing starts.

A market’s own raw material supplies are also important for its development. Is the market self-sufficient or not? Do they need imports? Another factor relates to building culture and the relationship to wood as a material. What is the tradition and has this changed?

### From undersupply to oversupply

I have a positive view of the market and opportunities for wood. The need for new construction will probably grow and environmental and climate aspects that are considered when choosing materials will become increasingly important. Wood has a major advantage here. But it is very interesting to monitor and be part of this development. Forecasts and trends do not always need to be entirely correct. But let us say that the recovery in the US is faster than expected. Can the Canadian sawmills supply the US? Will the US need to import from Europe? Will Canada reduce its exports to China? And in such a case how will China make up for this loss?

When this balance moves. When demand and supply shift. This is when we will see a major impact, directly and

indirectly, on the flows that maintain global wood consumption. This is when the rules of the game for the global market will change.

ON THE FOLLOWING PAGES we present our market team for sawn wood products here at Setra, give a brief presentation of how things are in our main markets and also take a look at logistics. The market team is a close-knit, dedicated, responsible and unpretentious group that works closely together with clear geographical areas of responsibility, to deliver our promise – that it must be simple to do business with Setra.

We know about wood.

And we understand the needs of our customers and our customers’ customers.



# “We must be in sync with requirements”



**Marlene Bergström,**  
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**HISTORICALLY** the Scandinavian market, above all the Swedish market, has been stable in terms of wood use. This is still the case. In 2014 the Swedish market accounted for about 40% of Setra’s total net sales. The trend going forward points in the right direction, although the Norwegian market is showing steady growth.

“Different countries have different conditions and our largest market in terms of countries is Sweden. Although I do find that demand for wood is rising in general here in Scandinavia. And the customer base we have is stable,” says Marlene Bergström.

The furniture segment has accounted for a large part of the Scandinavian market. As furniture manufacturers have relocated their

production to other countries, this segment has decreased. But Marlene is optimistic about the future.

“There are major opportunities. There is no denying the furniture segment has decreased but there are others to fill the gap. Production of claddings, floors and structural timber can be replacements. And this is all about how we choose to optimise our own flows, where and to whom we deliver, rather than a lack of demand.”

One challenge is new requirements from customers.

“We must be in sync with how wood is used and what the market wants. One clear trend is that customers are increasingly demanding specific lengths and grades.”



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## Customer service – the link between production and market

Setra’s Customer Service acts as the spider in the web and is the hub for sales of sawn wood products. Customer service was previously located out in the various sawmills but is now centralised. The central customer service unit is based in offices at the Setra Kastet sawmill on the shores of the Baltic Sea. Most employees have their workplace here.

All deals relating to sawn wood products made by Setra’s customer managers go via customer service, which acts as the link between production and market. Pro-

duction output is matched with customer wishes. Customer service plans deliveries, makes sure the right documentation is in place, books freight and ensures that the customer receives the right products at the right time. Processed wood products have their own customer service unit.



Last year (May 2014) we published an article on customer service for sawn wood products. Would you like to read it again? Visit our website where you can also download the newsletter in pdf format.



# “We deliver what customers want”

**JAPAN IS STILL** Setra’s third largest market outside Sweden. But construction is declining, the average age is high and wood imports are falling.

“This is a mature market which we have been in for many years. The market is declining, it’s a fact of life but we have managed to keep going and not lose as much as the market as a whole. This is mainly because we provide specific lengths based on what customers need. Our volumes of glulam beams are also increasing. We simply deliver what customers want,” says Henrik Bertilsson.

Future potential is mainly to be found in other Asian countries such as China. Setra established its sales office in China at the end of 2013.

“This is a huge market where the curves point sharply upwards. We are still at the build-up phase but volumes to China are showing a strong increase. We mostly deliver to furniture manufac-

urers. There is major potential in the country. This is a big market where with relatively small volumes we can increase even in a less favourable economic climate,” says Henrik and adds:

“I see more opportunities in Asia. When the resources are in place we will be able to work on more countries. Such as Vietnam, Indonesia and Malaysia. In the longer term, if we take a wide look, India can also be an important market if the use of higher wood grades takes off.”

Last year Setra also opened a sales office in Poland – a new market with considerable potential. “This is a strategic investment. We believe that construction will increase there if we take a long-term view. And we have already managed to obtain more and more customers and achieved a broader product portfolio even if we are not yet talking about huge volumes.”



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**NORTH AFRICA,  
MIDDLE EAST  
AND SOUTHERN  
EUROPE**

### TAKE PART IN SETRANEWS' WORLDWIDE VISITS!

SetraNews has reported from several countries over the years. We have visited Tunisia, the UK, China, the United Arab Emirates, Poland and we have also written about the market in Japan.

**READ MORE** Browse through previous issues if you want to know more. Or surf to [www.setragroup.com/setranews](http://www.setragroup.com/setranews) to look at and download all the back issues of the newsletter.



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## “Growing for every year that passes”

**IN NORTH AFRICA** and the Middle East the numbers are pointing upwards. The market is growing by 3–4% per year and has done so for some time now.

“It’s looking great. The population is growing, average age is low and wood is needed. Since we intensified our sales efforts six to seven years ago, the trend has been upwards. I am very pleased with this development,” says Hans-Joachim Neuhaus.

About 95% of Setra’s sales in these markets is redwood. In principle the entire range of sawn products produced by Setra is sold here.

“Mostly our products are used to make sofas, beds, windows and doors. Purchasing behaviour is highly traditional. There is no major industry in the region, so there are a lot of craftsmen. This is where our end users can be found.”

The future in this region looks bright. The increase is steady, the young populations are there and hopefully there will be more building.

“This is about us at Setra wanting to grow in the market and keep pace with it. It grows by several per cent a year and it is important for us to keep up with this development. If something changes, we need to be on our toes.”



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# “The UK is showing strong belief in the future”

**SETRA HAS CONSIDERABLE** experience and expertise in Western and Central Europe. Almost one-third of Setra’s total net sales are made here. The two largest single markets outside Sweden are the UK and Germany. The UK accounted for 9% and Germany for 6% of net sales in 2014.

“The UK is currently a market in Europe that is showing strong confidence in the future. This year we opened a warehouse so that we can increase sales through faster deliveries to our customers. The person responsible for this concept is our UK Customer Manager Jason Dodd. Many of our regular customers are already using the warehouse so that they can obtain rapid deliveries that would previously have been impossible for us to manage logistically from Sweden,” says Carl-Johan Petersson.

In Germany and France, logistics and delivery times are key to Setra still retaining market shares but demands are becoming tougher every year. For the Netherlands and Belgium the market went down in 2013 but the trend has shifted since then and 2014 was a year of recovery. These markets are now at a stable high level.

“The future challenges I see for Western and Central Europe as a whole are very much about logistics and meeting customers' current, but also future, length requirements,” says Carl-Johan, who looks to the future with confidence:

“I believe that Western and Central Europe will continue to be one of the most important export markets for Setra even looking further ahead. However, we cannot turn a blind eye to higher requirements when it comes to service.”



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Within Europe, lorries account for most of Setra's transports.

# Logistics as part of the customer promise

**Smooth logistics play a decisive role in delivering Setra's customer promise where one of the challenges is to find the details which further trim the process.**

**“The solution is a working method where the marketing and logistics organisations work closely together,” says Logistics Manager Maria Jansson.**

TEXT: KATARINA BRANDT PHOTO: CHRISTIAN LJUNG

**IN AN ENVIRONMENT** characterised by constant change, several functions need to cooperate in order for a company to be flexible and act quickly. Setra has taken this on board and some time ago implemented a new working model. The aim is to achieve the highest possible efficiency thanks to close cooperation throughout the value chain.

“There's a lot to be gained from an integrated approach,” says Maria Jansson. “Close cooperation and a good understanding of conditions through the entire flow mean that we can quickly adjust to changes in the market and to the demands our customers make on us as a

supplier. We want to be proactive rather than reactive.”

## Many factors behind Setra's precision

Maria takes development in Asia as an example where increased exports mean both opportunities and challenges, not least when it comes to logistics.

“Sea transport makes special demands with many factors that are decisive for precision. For example we cannot control the elements or do anything about a shortage of containers. Sometimes vessels need to be re-routed which can mean that we might need to have the goods ready a little earlier or later. Logistics and marketing need to know all this in good time in order to ensure, in cooperation with the production units, that the promise to the customer is met.”

Setra is committed to ensuring sustainable working methods throughout the value chain. As Logistics Manager, Maria appreciates the long and well-established cooperation with Setra's transport partners. This makes it easier to optimise and develop together thus achieving a good flow and improvements



Maria Jansson, Setra's Logistics Manager, centre, flanked by Kristina Svård, Market Controller, and Henrik Bertilsson, Sales Manager Asia and New markets.

where environment and sustainability issues are prioritised.

“We are members of Q3 – Forum for sustainable transport, an association which works towards simplifying buying and selling of sustainable road transports. Recently our road transport contractors responded to a questionnaire on working conditions, road safety and environment related to transports. We will follow up and check this through simple interviews with drivers who come to our units in order to ensure quality and get an idea of the level of sustainability.” ■

## MOST TRANSPORTS BY ROAD AND SEA

Setra's large market outside Europe means that the major part of export volumes go by sea. Within Europe, lorries account for most of the transports. Rail transport is limited, mainly due to the geographic location of sawmills and customers.



# PATIOS of the right stuff

What should you choose to have under your feet now that the longing to walk barefoot on a sun-warmed deck is growing? Setra's Wood School explains the jargon and finds the way among outdoor flooring and decking.

TEXT: KATARINA BRANDT

## PRESSURE TREATED WOOD

The numbers speak for themselves. Almost 95% of Sweden's patios are made from pressure treated wood which is both cost-effective and easy to work with. In addition, tests show that pressure treatment protects against rot for at least 25 years above ground, which gives a patio a long life. As well as the classic green tint, pressure treated wood is now available in brown. Setra also has a grooved variant which provides extra protection against slipping.

## PRESSURE-TREATED GLULAM DECKING

Setra Glulam Decking is made in the same way as glulam beams which gives it unusual properties. It is dimensionally stable and durable as well as being less susceptible to splitting. The decking is a full 170 mm wide which makes it quick to lay and cover large areas.

## HEARTPINE

Setra Heartpine is a natural decking material made from the innermost and hardest heartwood of slow growing pines. Heartwood is rich in natural preservatives and therefore has built-in protection against rot. Heartpine decking is for use above ground and without surface treatment the patio will over time become an attractive grey colour.

## OUTDOOR FLOORING

For sunrooms and covered patios Setra's black or brown outdoor flooring is a good alternative. The surface resembles driftwood and the wood grain is clearly visible. The boards are planed and treated with hardwax oil containing anti-mould protection.



## LARCH AND IMPORTED WOOD SPECIES

A larch deck is an environmentally friendly alternative to pressure treated wood. However, you must differentiate between the Siberian larch, which grows in many places in Europe, and larch which has grown in Siberia in conditions which make it harder. Imported wood species such as teak, iroko, Brazilian teak, black locust and western red cedar are hard and have a long life. The disadvantage is that they are expensive and difficult to work with. Further, volumes of certified goods are limited and the lengthy transports have a negative environmental impact.

## MODIFIED WOOD

During recent years attempts have been made to find other types of treatment to give decking natural protection against the elements. These include thermal treatment and different types of impregnation. One example is OrganoWood® which is decking impregnated with silicon. ■

## Classification of pressure treated wood

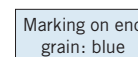
Pressure treated wood sold in the Nordic countries is covered by a classification system developed by NTR (Nordic Wood Preservation Council) based on European standards for preservative-treated wood. The classification applies primarily to pressure treated pine and now also to industrially treated spruce.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

### Marking and penetration

#### NTR/M

##### Wood in sea water

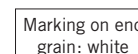
The toughest class for jetties and piling in contact with salt water.



#### NTR/A

##### Wood in contact with ground or fresh water

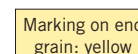
For posts, garden timber, outdoor steps, decking in contact with ground, jetties in fresh water, sills on foundation walls, etc.



#### NTR/AB

##### Wood above ground

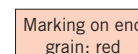
For fences, planks, trellises, decking above ground, gable end fascia, drip edges, etc.



#### 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](http://www.setragroup.com)

Source: Swedish Wood. More information can be found at [www.swedishwood.com](http://www.swedishwood.com)

## STYLISH SETTING ▼

The key to a stylish patio which withstands the elements for decades is the raw material itself. There are no shortcuts here! To get a stylish setting you can put a frame of decking boards round the patio. Mitre the corners of the boards that make the frame.

# Now it is in to be out

At last it's time to move out onto terraces, patios and verandas for long glorious days in the sun. Before the summer, we furnish our outdoor space and turn it into a pleasant extension of the house with room for both relaxation and socialising.

“We are ready for the rush, and have stocked up for the season with a wide selection of outdoor flooring and decking which create a comfortable and cosy feeling. Plain, grooved and textured boards in various colours. Traditional green, warm brown or modern black,” says Annica Olsson, Market Coordinator at Setra.

Setra Outdoor Flooring, Decking, Heartpine and Glulam Decking are all made from high-quality Swedish redwood.

**SAMPLES OF DECKING AND OUTDOOR FLOORING** Setra has produced new sample displays for decking and outdoor flooring. We are happy to provide these to our customers. Contact your Setra salesperson for more information. The picture shows Annica Olsson, Market Coordinator, and Betty Malmo, Customer Manager, alongside the new display.



**THE BLACK GARDEN ▲**

All the talk is about “The black garden” with black grow boxes, black outdoor flooring and black walls which are dramatic and showcase the plants’ rich colours in a new and exciting way.



**◀ KNOCK UP YOUR OWN FLOWER BOXES**

Solid flower boxes in pressure treated wood withstand the elements and elegantly match a wooden deck. The boxes offer plenty of room for evergreens, too, which livens up the outdoor area during the months it is not in use.

**WIDE, HARD-WEARING AND DIMENSIONALLY STABLE ▶**

The wide boards of glulam decking give the patio a robust and genuine appearance. Further, they are dimensionally stable and sustainable as well as being less susceptible to splitting than ordinary decking. Another plus is that they can be laid quickly since the wide planks cover a large area.



**◀ PERFECT ROUND THE POOL**

A pool deck is not just stylish. It is practical, too. A pool deck keeps surfaces free from dirt and thus protects the pool from earth and grass. A tip is to use grooved decking for parts of the deck to reduce the risk of slipping.



**◀ PROTECTION FROM WIND WITH SECLUSION**

A well-made, correctly sited windbreak ensures a pleasant outdoor area even in a howling gale. As well as providing lee, the windbreak makes a cosy corner in the garden and provides seclusion. Pressure treated wood can be painted and surface treated as normal wood.



**THINK OUTSIDE THE BOX ▶**

Setra’s glulam decking is not just for use as flooring in an outdoor space. It is also excellent for building and construction. A decent-sized box is always useful and can store cushions, toys and other trappings of outdoor living.



› See Setra’s range of decking and outdoor flooring (texts in Swedish): [kampanj.setragroup.com](http://kampanj.setragroup.com)

# WELCOME HOME TO FYRKLÖVERN

**Light streams in from the three points of the compass to Annie Önnerdal's pleasant four-room apartment on Klövervägen in Bålsta outside Stockholm. Although she and the children Erik and Julie have only lived here a few weeks, they have already made themselves at home.**

**“We are very happy with both the apartment and the surroundings,” says Annie.** TEXT: KATARINA BRANDT PHOTO: EMIL NORDIN

**IN THE NATURAL BEAUTY** and calm of Viby Ång in Bålsta lies the newly-built tenant-owner development BRF Fyrklövern. The association consists of a total of 16 apartments in four buildings built using the FyrBo concept developed by TB Exploatering. The project used prefabricated modules from Plusshus which shorten the time from order to occupancy. Annie Önnerdal became the happy owner of the last apartment in Fyrklövern. That it is built using modern wood building technology is, however, nothing that she thought about, just that the construction went amazingly fast.

“I bought the apartment in June 2014 and just eight months later we were able to move in. You could say that it was love at first sight and incredibly positive that construction went so quickly.”

TB Exploatering has put some extra thought into the details and offered buyers a standard range of high-quality. This can be seen among other things in the fine oak parquet flooring, window-sills in stone and the roomy terraces of each apartment.

The floor area of 78 sq.m. can be a large two-room, a three-room or, as in Annie's case, a functional four-room apartment. These are suitable for different family groupings, from the older couple with grown-up children to the new parents of small children and a single parent who has the children on alternate weeks.

“The flexible floorplan has made the buildings attractive in the market,” says Cherie Pettersson at TB Exploatering, who designed the buildings. “Together

with Plusshus we have worked out a well-managed flow for the whole build which is the be all and end all for a successful housing project.”

What remains is the landscaping around the buildings where slabs will be laid and lawns rolled out. Annie hopes there will also be a play park and perhaps a small football pitch for the area's many playful children. ■



Fyrklövern consists of four buildings with four apartments in each.



Annie has chosen to configure her apartment with four rooms where she and the children each have their own room.

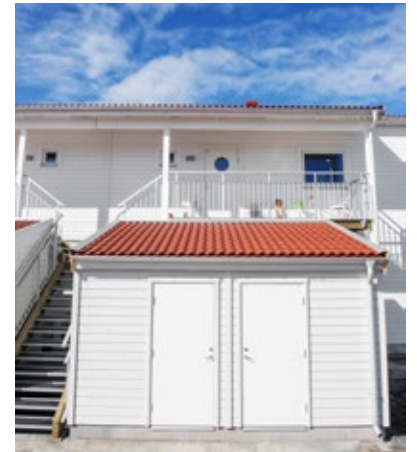


Annie likes to be outdoors and looks forward to spending a lot of time on the apartment's generous patios.

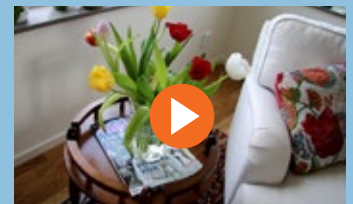
## “The flexible floorplan has made the buildings attractive in the market”



Light streams in from three points of the compass to Annie's apartment where colourful details give a cosy feeling.



Each apartment has a spacious storeroom. Perfect for cycles, garden furniture and other things you want to keep under cover but still have close at hand.



**WOULD YOU LIKE TO SEE MORE?**  
Surf to [www.setragroup.com/setranews](http://www.setragroup.com/setranews) to see a short video from SetraNews' visit to Bålsta.



Lars-Erik Jansson  
Title: Kiln Technician  
at Setra Kastet  
Age: 62  
Lives: Gävle  
Family: Wife, two children  
and four grandchildren  
Interests: Ice hockey, football  
and music

# Wood is unbeatable in every way

TEXT: JOAKIM GERHARDSSON PHOTO: EMIL NORDIN

**TAKING RESPONSIBILITY** for quality and always trying to do everything better. That is what drives Lars-Erik Jansson, Kiln Technician at Setra Kastet. And this commitment has been there for a long time. Lars-Erik started at Kastet sawmill when he was only 18 – directly after his national service at the start of the 1970s. He is now in his 44th year.

“It shows how much I enjoy what I do. From the very beginning, I have felt pleased when I go to work. It’s always different, no one day is like another, and I really like getting results by working as a team. There are many positive aspects behind job satisfaction,” he says.

Lars-Erik has worked with the kilns in principle since he started at the sawmill. Development there, especially technology, has made significant advances over the years.

“This is the challenge, but also the excitement. New things are happening all the time. Technology being refined, new equipment and changes in methods. It’s a big responsibility and I need every day to try to do something I did yesterday even better. It makes the job interesting and I really get a kick when we achieve results and confirmation that we have succeeded.”

During his time as a Kiln Technician, Lars-Erik has seen most things. One high spot has been work on products destined for Japan. Lars-Erik and his colleagues worked hard to find the right drying times and temperatures. Work that has given good results. In recent years there have also been new possibilities for co-operation which have renewed his role.

“Nowadays we do a lot together with other Setra sawmills. I think this is great

fun! Helping each other and exchanging experiences. It’s good for both sides. Recently I was up in Malå discussing possible improvements with colleagues there. It really strengthens the team spirit.”

When we get on to wood as a material, Lars-Erik’s face lights up.

“Wood is unbeatable in every way. It is renewable and flexible. Above all it’s fun to work with. There are many challenges and a lot of components that have to fit. But that’s what drives it, achieving quality by taking responsibility.”

In a few years Lars-Erik will retire. But his thoughts are more in the here and now than on life ahead of him.

“I am still inquisitive when I come to work. The worst thing I can think of is that it just becomes boring.” ■

**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.