

SetraNews

October 2016



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Build for the future – choose wood

WOOD IS A MATERIAL FOR THE FUTURE. It is attractive, strong and climate-smart. If we in the industry together can increase the use of wood for building and living, we will also be contributing to a sustainable development for our planet. This is an important mission which requires us to focus on customer needs and changes in our business environment and constantly work strategically with our skills supply.

There are many arguments in favour of glulam as a construction material. You can read more about this in our report from Setra Långshyttan. Here in the glulam factory, long-term and systematic efficiency improvements have been carried out and the short process lead times mean that today Långshyttan can offer customised project deliveries within eight days from order. And despite these fast deliveries, the unit has had 100 per cent delivery reliability since August last year! We are proud of this.

IN THIS ISSUE of SetraNews we also make a customer visit to the Norwegian company MøreTre which has developed its own method for making wood more resistant and virtually maintenance-free. Under the heading “Natural simplicity with wood” you will find an overview of Setra’s product range and a little advance information about what is happening with our interior offering. Setra’s Wood School this time is about finger jointing and the advantages this gives to products in the form of shape stability and strength. Don’t miss our Outlook on the situation in the wood products market – things are looking fairly positive for the autumn.

Enjoy the newsletter!

Hannele Arvonen
CEO



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New owner for Setra Plusshus

PLUSSHUS At the beginning of June, Setra’s wholly owned subsidiary Plusshus was sold to the Derome Group where the company is now called Derome Plusshus.

“Setra’s subsidiary Plusshus with its concept for industrial-scale construction of wooden buildings has developed well in a growing market for building in wood. To ensure the next stage and continued positive development, Setra has concluded that this should take place together with an owner which has wooden

building construction as its core business,” says Hannele Arvonen, CEO of Setra in a comment on the sale and continues:

“Setra’s role is to be a strategic partner to a wooden building company. We are very positive about Derome as the new owner of Plusshus. Derome represents a long-term ownership and is a strong group with good capacity and the right skills to run and further develop the business.”

New container weighing requirements

REGULATIONS With effect from 1 July this year it is obligatory to specify verified gross mass (VGM) for packed containers to be transported by sea. This requirement comes from the International Maritime Organisation (IMO). It is global and has been introduced to improve safety. The reason is that misdeclared weight information for containers has resulted in shipping accidents, damaged goods and in the worst case personal injury.

“I think it’s a good thing that the IMO has decided to

deal with this since safety is extremely important in all types of transports,” says Maria Jansson, Logistics Manager at Setra. “As vessels become larger and larger even a small weight deviation on each container has a major impact on the total weight.”

The framework comes from the IMO but it is up to each country to set more detailed guidelines for the practicalities of weighing and documentation. In Sweden the Swedish Transport Agency is responsible for this.





SWEDISH WOOD ATTRACTED ATTENTION AT THE FURNITURE FAIR IN CHINA

CHINA In July, the industry organisation Swedish Wood took part in a furniture fair in Chengdu in western China where Setra, too, was represented as one of the member companies. The reason for taking part was to inspire and inform companies in the Chinese furniture industry about Swedish wood as well as establishing new contacts between these companies and representatives from Swedish sawmills.

“The Chinese furniture industry is an important export market for sawn wood products from Sweden and the region

around Chengdu has major development potential for our members,” says Charlotte Dedye Apelgren, Director Interiors and Design at Swedish Wood.

Swedish Wood’s stand displayed furniture made of Swedish redwood designed by Chinese designers. Also displayed were surface samples of Swedish redwood and whitewood produced by brushing, painting, lacquering or varnishing the wood. The stand also contained information about the high quality of Swedish wood and responsible Swedish forest management.



Setra invests in Malå

SETRA Setra has decided to develop its processing capacity in Malå and will invest in improved sorting as well as improved planing for production of flooring. This will enable the unit to become increasingly specialised with fewer products and a high level of value added.

“An increased focus on floors and claddings, based on favourable raw material and with a focus on Japan, will also reduce the proportion of seasonal production. This is highly positive,” says Hannele Arvonen, President and CEO of Setra.

Setra took part in MellanskogsElmia

FAIR On 19–20 August, Setra took part with a stand at the MellanskogsElmia forestry fair in Sala, north of Stockholm. The fair, which is aimed at all forestry stakeholders in central Sweden, was well attended and included both exhibitions and presentations. Representatives from Setra included Hannele Arvonen, President and CEO, Olle Berg, Market Director, and people from the raw material organisation. The theme of this year’s fair was “Sustainability – from climate to forest ownership” and Setra’s message for increased sustainability was “Build for the future, choose wood”.



Watch a film clip from the fair where Hannele Arvonen talks about sustainability. www.setragroup.com

New faces



Andreas Hörnfeldt takes up his post as Technical Director in December. His responsibilities will include technical development, digitalisation, investment projects, purchasing and IT. Andreas has a M.Sc.Eng. from the Royal Institute of Technology in Stockholm and joins Setra from Stora Enso where he conducted innovation and development work.



Axel Sternö will take up a new post in October as head of Business Development and Market Strategy with responsibility for further development of Setra’s industrial processing concept. Axel was previously responsible for Stora Enso’s component operations.



Charlotte Thedéen has been appointed Sustainability Director with overall responsibility for the staff functions Environment, HR and Communications. Charlotte, who will be a member of Setra’s Group Management, has been Environmental Manager at Setra since 2013.



Jan-Erik Lindblom was recently employed as a technical specialist and will work with Setra’s strategic investment projects. Jan-Erik joins Setra from Stora Enso’s Gruvön sawmill where he had overall responsibility for production development.



Laura Loué is a new Customer Manager for France and will gradually take over customer responsibility in the French market when Philippe Cacheleux retires at the end of the year. Laura joins Setra from a role as district sales representative for the company Texdecor.



Sandra Abrahamsson started in August as a project and process assistant at Logistics and Customer Service. Sandra recently completed her M.Sc. in Forestry but already knows Setra after a summer job in customer service.



Ulf Karlsson is new timber purchaser at Setra Vimmerby. He joins Setra from a post as purchaser at Holmen Skog. Ulf will primarily work as a timber purchaser but will also receive training as a raw material coordinator.

Cautious optimism for the autumn

It is always difficult to try to form an opinion about how international trade in wood products will develop during the autumn months. During the warm summer period, with holidays in most of Europe as well as in Asia and the Middle East, there is less activity in the market. From a global perspective, however, we can be cautiously optimistic about the autumn.

FOR THE EUROPEAN markets, development for sawn wood products still looks stable with the UK and Germany as the main drivers. However, there is still uncertainty about the possible effects of Brexit, primarily in the UK, but also whether this will have negative impact on other markets in Europe.

So far we have not seen a declining trend for wood consumption due to Brexit. On the other hand, market prices for Swedish exports to the UK are negatively affected by the development of the pound sterling since the referendum. But since the euro has been affected in the other direction at the same time, this has led to an improved price scenario for Swedish wood in other European markets.

Asia is a driver

Asia, led by China, continues to drive the global wood products market. For Setra, the Chinese market has grown at an explosive rate during the last three years and China has today developed into one of Setra's largest export markets.

Looking ahead at the Chinese market we can see continued high demand in manufacturing industry during the autumn as well as a stable order intake.

However, we do expect some slowdown in the fourth quarter since we consider that stock levels are generally above normal, particularly at importers.

The Japanese market continues to show high demand. There is stable activity for new construction and the balance of stocks is good in most product areas.

Some uncertainty continues to characterise the markets in North Africa and the Middle East. This applies in particular to Egypt where the Egyptian pound has fallen considerably in value in relation to the US dollar. This has led to some price turbulence which in turn makes new business difficult before the market has found its new level. Other markets in the areas, with the exception of Libya and the Yemen where there is outright war, are currently functioning relatively well. At present it is too early to say how the current uncertainty will affect the markets in this area.

Increased construction in the US

The American market is seeing a steady increase in new construction. The present rate indicates about 1.2 million newly built units per year. Wood product prices have improved slightly in recent months and the development of the dol-

lar makes it slightly more interesting to ship to the American market. Volumes from Swedish producers will probably be greater in 2016 than in the previous year but without approaching the volumes shipped regularly before the 2007 financial crisis.

From a global perspective, wood consumption is stable and the Swedish wood products industry can probably view the autumn with cautious optimism. ■



Olle Berg, Market Director, Setra.

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



Tsinghua University in Beijing. One example of Asia, led by China, continuing to drive the global wood products market.



Långshyttan delivers 100 per cent

Since August last year Setra's glulam factory in Långshyttan has had 100% delivery reliability. But the employees are not exactly putting their feet up. A new product specialist and strengthened sales organisation are now setting their sights on increasing glulam volumes in the Nordic market. TEXT: KATARINA BRANDT PHOTO: BJÖRN LOFTERUD

GLULAM IS STRONG, attractive and mouldable. It is suitable for most types of building project. The almost unlimited possibilities for design and execution make it a hot material of the future which really pushes the boundaries. So it is not so strange that interest in glulam is increasing and that the industry association's statistics show a new Swedish sales record for 2015.

This increased interest can also be seen at Setra's production facility in Långshyttan which is highly automated and has an annual production volume of about 45,000 cubic metres. The facility is characterised by forward thinking and innovation. For nearly five years, work has been focused on the smallest details in order to optimise and streamline working methods.

Thomas Kling is a new product specialist for glulam. He has extensive experience of the industry including as sales manager at Moelven Töreboda and with housebuilder Mälarvillan. You cannot help noticing that Thomas sees great potential both in glulam as a material and in the production unit in Långshyttan.

"We see that more and more people are becoming aware of glulam and that the material is capturing market share for building frames. This is because it is

strong, attractive and easy to handle and work. Also it is a fire-stable material and has an obvious role in a sustainable society. The work done here in Långshyttan is admirable in many ways. There is forward momentum where all employees are aware that their individual input is decisive for the end result."

A few seconds can mean significant time savings

Efficiency work at Setra Långshyttan has paid off and it is now clear that a few

seconds saved at each stage are sufficient to achieve significant time savings. The processing unit has in principle improved every metric that can benefit the customer. This applies not only on the factory floor but also in the office where short lead times from enquiry to offer have been a success factor for the business.

"We have achieved a good flow in our work," says Thomas Liiv who is a sales engineer and together with his colleagues Ronny Dahlberg, Niclas Tapper →



"We are efficient and have Sweden's fastest glulam delivery times," says Thomas Kling, product specialist for glulam.

and Tobias Österberg has come up with a model for answering customers' enquiries just a few hours after they come in.

"Everybody does the same thing out in production and that also applies to us here in the office. To be able to have short response times we need things to be neat and tidy and to work in a structured manner," states Tobias Österberg who is a designer and helps customers dimension glulam.

Håkan Mettäväinio is a salesman responsible for wood at Beijer Byggmaterial in Luleå and a customer of Setra Långshyttan. He confirms the importance of rapid feedback, not least since he thinks that forward planning in the



Neat and tidy are keywords that permeate the whole operation. Everything has its place at Långshyttan.



Per Morelius has a good overview of the entire production line.

building industry has got worse. "When I started at Beijer Byggmaterial 24 years ago the situation was different. Then I could have several weeks to prepare a proposal for my customer. Today, I need to get a price in the same afternoon that the enquiry came in. Here Setra Långshyttan is unbeatable. They handle all questions immediately and although we have worked with them for a couple of years we are still amazed at how quick and efficient they are at getting back to us."

Setra Långshyttan is a partner to rely on

Today about 40% of Långshyttan's production is exported. Now Thomas Kling and his colleagues in the sales department are fully focused on increasing

market share in Sweden. A lot of this, of course, is about building and maintaining good relationships, but also informing about glulam in general and Långshyttan's offering in particular.

"We must tell the market how we can help. That we are a partner who can respond to enquiries fast and that a quick offer can often lead to a quick order. But also about the advantages of letting us get involved in the process as early as possible. Then we can give the best advice on how our glulam fits into a planned construction, which saves a lot of time on the project," says Thomas Kling.

At Långshyttan production has been set up to meet increased customer demands for glued wood and shape-stable products. The facility is extremely flex-

Everything you need to know about glulam

Industry association Swedish Wood's seminar in April was a great success. A key item on the programme was the launch of the Glulam Handbook, parts 1-3. These informative handbooks are the result of cooperation between glulam manufacturers and their industry associations in Finland, Norway and Sweden. The books are available in three languages – Finnish, Norwegian

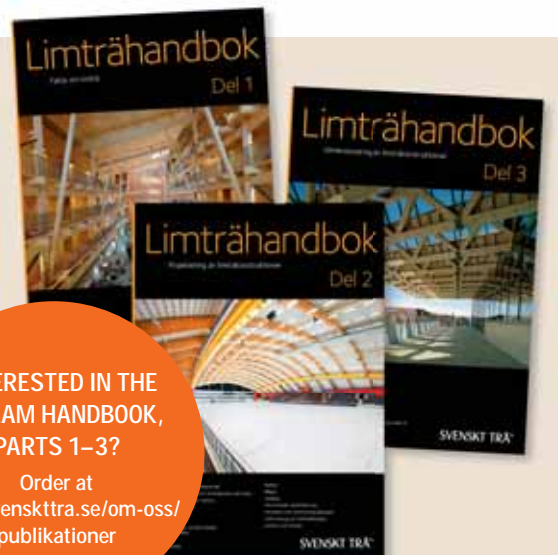
and Swedish – with content aligned with Eurocode 5 and the associated National Annexes.

Come to the seminar in Gothenburg

The free seminar will be held in Gothenburg on 18 October. You can get a close look at the programme and register at www.svenskttra.se/ibit2016.

INTERESTED IN THE GLULAM HANDBOOK, PARTS 1-3?

Order at www.svenskttra.se/om-oss/publikationer





Stock beams or special projects. Every order is made to meet customer demands.



Setra Glulam is top quality. Tests and checks are made throughout the manufacturing process.

“The results of our efficiency work just get better and better and we have taken big strides on most fronts”

ible, which means that each individual order can receive special treatment. The glulam that is delivered is customised directly for the end user and a well-developed logistics system delivers the products quickly and securely throughout Sweden.

“The results of our efficiency work just get better and better and we have taken big strides on most fronts,” says

Kjell Lilletjernbakken who is Mill Manager at Långshyttan. Since August last year we have had a delivery reliability of 100% and we have the shortest delivery times in Sweden. We promise eight days, but will pare that figure down further. Considering we have full control of our processes, I am convinced that we will achieve this.” ■



Setra delivers glulam worldwide and Lena Wedin has total control of logistics and deliveries.

11 good reasons to choose glulam

STRONG In relation to its weight glulam is one of the strongest construction materials.

RENEWABLE The raw material is renewable and glulam can be reused or recycled.

ATTRACTIVE Glulam gives character and is gladly used by architects.

ENERGY-SAVING The energy used to make glulam is very low compared with other materials.

DURABLE Glulam copes with tough weather conditions better than many other construction materials.

MOULDABLE Glulam can in principle be moulded into any shape.

SHAPE-STABLE Glulam neither twists nor bends.

FIRE-STABLE Glulam resists fire better than many other materials.

VALUE-FOR-MONEY The total cost of a glulam structure is often lower than for other materials.

EASY TO WORK WITH Glulam can be worked with using both simple hand tools and power tools.

CLIMATE-SMART Wood binds carbon dioxide and by replacing steel and concrete structures with glulam, carbon dioxide emissions are reduced.

Natural simplicity with wood

From outdoors to indoors. Setra offers a wide range of processed products and is a stable supplier with access to quality raw material and with our own sawmills and processing. In this spread you will gain an overview of our various product groups – and read what Kaj Tönsberg, Setra's Sales Manager for building products, has to say about the new interior concept. TEXT: JOAKIM GERHARDSSON PHOTO: SETRA

INTERIOR CLADDING

Setra Interior Cladding can be supplied ready-treated for quick and easy assembly and there is a wide choice of profiles. Interior cladding is available with different surface treatments – white wax or white painted – and different surface structures – smooth-planed or fine-sawn. The ends are tongued and grooved which simplifies assembly and minimises waste. Interior cladding is manufactured from slow-growing pine and spruce from northern Sweden.

All interior cladding is also available totally untreated. In such cases it can be painted, varnished, oiled or stained according to taste.

Setra offers a wide standard range in Scandinavia but is also a significant exporter of customised interior cladding where both length and quality can be adjusted to customer requirements.





GLULAM

Setra Glulam is ideal for all types of load-bearing structures, but has many other applications. Glulam unites raw strength with elegance and is a material with infinite possibilities. Setra offers both standard beams and customised project deliveries. The raw material for glulam is spruce, but the product is also made from pine for certain markets. Glulam is also available as pressure-treated beams. Setra Glulam is straight beams and can be supplied in dimensions up to 215 mm wide, 1,260 mm high and 21 metres long. Cutting to the nearest millimetre, rebating and customisation can be done to customer requirements.

For customised project orders, short lead times and quick deliveries are an important part of the offering. Setra's glulam factory in Långshyttan can offer customised project deliveries within eight days of order.

Setra Glulam is available in several appearance classes

- Framing appearance – for construction. Glulam which is used where there are low demands on appearance and which has partially untreated vertical sides.
- Industrial appearance – often for industrial and agricultural use where demands on appearance are moderate. The vertical sides of the element are planed. Individual laminations may be untreated.
- Architectural appearance – used when there is a high demand on appearance, often in public areas and homes. The element's vertical sides are planed.
- Premium appearance – used when there is extremely high demand on appearance. Cracks, knotholes or glue residues must not be present.

You can read more about Setra's glulam factory in Långshyttan on pages 6-9 of this issue of SetraNews.



WOOD FLOORS

Setra's solid wood floors have recognised high quality and at the start of 2017 a new interior concept will be launched which will include wood floors.

Read more about this in Kaj Tönsberg's comments on the right.

EXTERIOR CLADDING

Setra Exterior Cladding is an industrially painted exterior cladding. Only specially selected spruce raw material is used. This is produced in our own sawmill situated in one of Sweden's best spruce areas. Sufficiently slow growth produces tight annual rings but also an attractive knot structure. The industrial surface treatment is time-saving and cost-effective for both new construction and cladding replacement. Setra Exterior Cladding is available in four alternative surface treatments: Oljegrund, Oljegrund+, Proffs and Proffs+. We also offer the popular Setra Glulam Cladding, a really wide cladding that gives character and a unique appearance to your façade. Setra Glulam Cladding is shape-stable and durable as well as being less susceptible to splitting.



DECKING AND OUTDOOR FLOORING

Setra's classic and popular pressure-treated decking and battens are available in several dimensions and are of very high quality. Choose between green or brown decking and between a smooth-planed or grooved surface.

The range also offers more exclusive products, e.g. Setra Glulam Decking, extra wide and made in the same way as glulam beams which makes the decking shape-stable and durable, or Setra Heart-pine, the most natural and environmentally friendly decking you can use for an attractive and hard-wearing patio. There is also the new Setra Polar Decking – an extremely durable decking which has tight annual rings, a high proportion of heartwood and a fine-knotted structure. This decking is made from slow-growing pine from the region around the Arctic Circle and has tighter growth than normal decking. The finger-jointed variant of the decking can be supplied in lengths of up to six metres!

CONSTRUCTION TIMBER

Construction timber is one of our largest categories by volume and covers almost everything that is needed for renovation and new construction. Setra is known for its high quality with straight timber and fine structure.

We can offer strength-graded timber (C14, C24, etc.) and also finger-jointed battens from Rolfs in the length the customer wants.

New exciting interior offering



KAJ TÖNSBERG,
Sales Manager
Building Products,
sums up Setra's
range of processed
wood products and
what is coming up
in the future.

“A wide and attractive range of high quality, which our customers can rely on over time, that's what this is about. Since we control the entire flow from raw material to finished building product, we create optimal conditions for a successful result – which benefits our customers, both at home in Sweden and abroad.”

Setra plans to launch a new interior concept in 2017. Can you tell us more about that?

“Yes, with pleasure. Real, solid wood flooring has always been a favourite with

architects, designers and consumers interested in interiors. The comfortable and genuine feeling, attractive appearance and the fact that with a little care the floor will last for generations is attracting more and more people. During autumn 2016 we will be investing in a completely new floor and interior concept at Setra Malå in the heart of Norrland. With optimal raw material and our own control of the entire chain from forest to floor or cladding, we plan to create a modern and innovative world-class interior offering both for Sweden and the global market. The new concept will be presented at the beginning of 2017 and is only one example of several exciting things we are planning for the future!”

Read more about our products at www.setragroup.com



Material that always has a finger in the pie

High shape-stability, improved strength and low risk of cracking. In this edition of Setra's Wood School we take a closer look at finger-jointed products and the material's many advantages. TEXT: KATARINA BRANDT PHOTO: ANDERS ALM AND SETRA

FINGER JOINTING MEANS milling the ends of the wood into long “fingers” which allows different pieces to be joined together. Before milling, major defects such as large knots are cut off. When the pieces are then joined by gluing and pressing, they make a wood product up to 12 metres long with almost invisible joints. The technique also helps release a lot of the tension in the wood which makes the material more torque resistant, straighter and more shape-stable. In addition, the end product is more homogenous and free from defects.

Finger jointing allows lengths to be made with minimum waste. For the customer this means faster assembly, lower costs, less waste and therefore lower environmental impact.

Customised length and quality

Setra Rolfs in Kalix is the only one of Setra's production facilities which makes finger-jointed products. These are mainly construction timber and studs in different dimensions and lengths, but cladding and pressure-treated products can also be finger-jointed. Orders are also processed from customers with special requirements for length and quality such as door and window frames.

“I notice that our customers increasingly want to have a product which is as finished as possible. This contributes to higher demand for finger jointing,” says Andreas Nyström who is a buyer at Setra and acts as the link between production and marketing for finger-jointed products.

Six-metre decking boards

Setra Polar Decking was launched in the spring as a new item in the product



The milled fingers are critical to getting a tight and stable joint.



“I notice that our customers increasingly want to have a product which is as finished as possible”

range. The decking, which is also available in a finger-jointed variant, is made from slow-growing pine from the region around the Arctic Circle. This means that the decking has tight annual rings, a high proportion of heartwood and a fine-knotted structure which gives the patio an attractive, high-quality appearance. The finger-jointed variant of the decking can be supplied in lengths of up to six metres. Finger jointing also means that the decking has consistent quality and any cutting waste is minimised.

Finger-jointed products are somewhat more expensive than ordinary boards or battens. But the higher price is offset by the advantages of being able to buy the lengths required and thus avoid extra work and waste. ■

MøreTre

TAKES PRESSURE TREATMENT A STEP FURTHER

The Norwegian company MøreTre AS in Surnadal has found its own way to make wood more resistant and virtually maintenance-free. In what they call Royal treatment, the highest quality redwood is used which comes among other places from Setra's sawmill in Malå. →

TEXT: KATARINA BRANDT PHOTO: MAGNUS LAUPA



"Our operations are based on having good raw material to work with," says Roar Nordvik who is Production Manager at MøreTre. He is seen here with Bo Andersson, Customer Manager from Setra Malå.



THE VESTLANDET REGION is a fascinating landscape with narrow fjords, high mountains, roaring waterfalls and awe-inspiring glaciers. These distinctive environments were formed by a number of ice ages but are in principle unchanged since the first humans arrived.

Here, just outside the small community of Surnadal, is the location of the company MøreTre which has been manufacturing Royal treated timber under the MøreRoyal brand for 35 years. This is a pure, natural product that after pressure treatment in two stages provides a highly durable wood that is particularly suitable for outdoor structures. The product range includes exterior claddings in a choice of sizes, profiles and colours as well as decking, wooden roofs and a range of different concepts for terraces, conservatories and gardens.

Setra has been working with MøreTre for several years and is one of the suppliers of the high-quality redwood

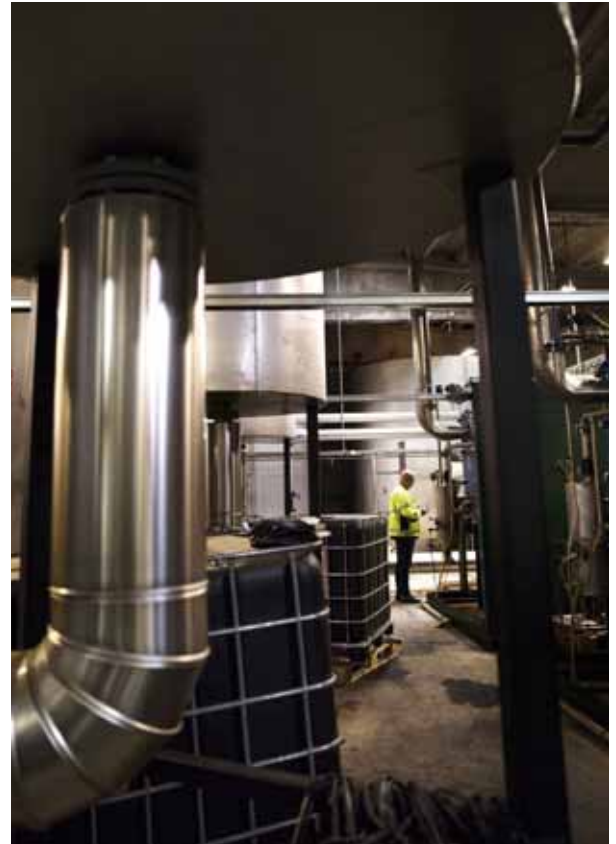
product that forms the basis of Royal treated decking.

“We have worked intensively to produce a grade that meets MøreTre’s high requirements,” explains Bo Andersson who is Customer Manager for building products at Setra Malå. “Today we mainly supply the so-called duo decking which is smooth on the underside and grooved on the upper side. We plane and groove in Malå before it is given the Royal pressure treatment in two stages at MøreTre.”

Pressure treatment in two stages

The cooperation started with Setra supplying raw material that was planed in MøreTre’s own planing mill. When the new, fully automated treatment unit was completed three years ago, Setra was asked if they could supply planed wood.

“Our operations are based on having good raw material to work with. What we appreciate with Setra is that sorting takes place after planing. This means



The treatment process is fully automated and takes place in a closed system.



Bo Andersson inspects the Royal-impregnated wood together with Roar Nordvik and Hallvar Brusethaug.



Royal treatment provides a highly durable wood that is particularly suitable for outdoor structures.



At the facility in Surnadal, MøreTre has been manufacturing Royal-treated wood for 35 years.

“Here in Norway our sometimes grim climate places high demands on the wood products used in various types of buildings”

we can feel even more secure in terms of quality. Furthermore, delivery reliability is high and they have a lot of expertise about wood,” says Roar Nordvik who is Production Manager at MøreTre.

The fully automated treatment unit was inaugurated in 2013 and has an annual capacity of 50,000 cubic metres. Two employees monitor operations that take place in four huge autoclaves that can be compared with enormous pressure chambers. The process starts with high quality redwood being pressure treated with a copper-based solution. This takes place in a closed system where the impregnating agent is forced all the way in to the heart of the wood. In stage two, the wood is boiled under vacuum for eight to ten hours in 80-degree hot oil that fills all the pores of the wood’s surface. This treatment makes the surface highly water repellent and reduces the risk of swelling and cracking. The result is a dimension and shape-stable wood product oiled on all sides.

This process is very energy-intensive and MøreTre has solved this by building its own biofuel plant where they utilise and burn everything that is left over from the sawmill that is also part of the operation.

Climate demands high quality

A fully treated product that requires minimum maintenance and carries a full

50-year warranty against rot, naturally means that more and more people are discovering MøreRoyal. Not least Norwegian architects who in recent years have specified Royal impregnated wood for several notable buildings in coastal areas, including the recently completed Romsdal Museum in Molde. With its spires and unexpected nooks and crannies, the roof is the most eye-catching part. And just like the museum’s façade the roof is also clad with MøreRoyal.

“Here in Norway our sometimes grim climate places high demands on

the wood products used in various types of buildings. On the coast, for example, the damp air provides an excellent breeding ground for microorganisms. So if you perform a life cycle analysis on a material that lasts for 50 years and is also almost maintenance-free, cost and environmental impact are very small,” concludes Roar Nordvik. ■



In the recently completed Romsdal Museum in Molde both the roof and the walls are clad with MøreRoyal.



Annica Gullin Caspersen
Title: Mill Manager's Assistant at Setra Nyby
Age: 44
Lives: Läby outside Björklinge
Family: Husband and two children
Interests: Training and sport in general
(chairs a football and floorball club)

From pastries to planks

TEXT: JOAKIM GERHARDSSON PHOTO: EMIL NORDIN

FOR ANNICA GULLIN CASPERSEN, Mill Manager's Assistant at Setra Nyby, no working day is like another. Minute-taking and fetching the mail are the only fixed daily routines. She describes her role as "free and varied".

"It's really difficult to reply when I'm asked what I do on a working day. There are often both highs and lows. Sometimes it feels as if I am doing everything! But it can be anything from following up diesel usage to administering outbound deliveries."

Annica started at Setra Nyby in 2009 on the trimmer. Her previous job was in quite a different industry – bakery.

"Obviously quite a leap, but in fact baking and the wood products industries are like each other. The industrial processes are there. At Setra I was attracted above all by working with such a living

and sustainable material as wood. That's why I applied for the job."

Annica is motivated by challenges and development. After a few years at Setra, last year she started to work as an operations assistant at The Swedish Union of Forestry, Wood and Graphical Workers in Stockholm.

"A very instructive period where I got the chance to step away from the actual processes and do something new. Good experience which I really grew from. I enjoyed it, but commuting between Björklinge and Stockholm was tiring and eventually took its toll."

At the same time Setra Nyby was looking for a mill manager's assistant. Annica went for it – and got the job.

"It was really nice to come back to Nyby! I like it when there is pressure, tempo and pulse. And here at Nyby I

certainly sit near the action with nice colleagues. Even though I worked here previously, there is a lot new in the role itself. And it's a really enjoyable job."

Annica likes to highlight the corporate culture at Setra, which she thinks has developed positively.

"We promote employeeship in a completely new way and discuss values and other things that are really important. I think that's wonderful."

At the same time there are challenges. Such as attracting more female employees to the units.

"Both the industry as a whole and we here at Setra need to work harder to get the real picture across to others. Many think that it is tough and heavy work at a sawmill, there are prejudices that persist. But a lot has happened and development has made huge strides." ■

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 processed range includes products such as floors, glulam, exterior claddings, interior claddings and decking.

Setra has some 800 employees and annual sales of 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 and three wood processing units, one of which is in the UK.

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.