

# fiskeby news

Anders Nyrén:

## Cooperation, key to the future



Hans van Schaik:  
**The future  
for cartons  
is bright**



Jessica Allard:  
**How we  
conduct  
taste tests**



Magnus Johansson:  
**The biogas  
project has  
started**

# We look forward with confidence

**AT THIS TIME**, it is tempting to look back over the past year. The market in Europe was characterised by some recovery in 2013. Among converting businesses we noticed further restructuring and consolidation.

**FOR FISKEBY 2013 WAS** a very positive and eventful year. This summer we introduced a new packaging line that has led to increased capacity in the packaging station and in November it was time for the inauguration of a brand new warehouse facility. This means that Fiskeby's products are now loaded into containers and on to trucks indoors. In December an extensive training programme for all staff on the subject of "Lean Production" was completed.

**WE LOOK FORWARD WITH CONFIDENCE** to 2014. The EU Commission is predicting a gradual growth in Europe and at Fiskeby we are planning long-term for increased production volumes. Applications for permits to allow increased production have recently been submitted to the Environmental Court.

**IN 2014 THE CONSTRUCTION** of a so called anaerobic waste water treatment plant linked to the company's existing water treatment facility will be started. Through this process biogas will be produced to be used in cartonboard production. The facility is scheduled for completion in 2015.

**FROM 2014, WE WILL OFFER** our customers Multiboard with metallized polyester film. Packaging with metallized polyester provides excellent conditions for decorative print where a luxurious impression is sought.

**FINALLY, I WANT TO THANK** all the customers and staff for their cooperation during the past year and wish everyone a Merry Christmas and a Happy New Year!



Torbjörn Hansen, CEO



Fiskeby Board AB is one of Europe's leading manufacturers of packaging boards. Our Multiboard brand is based on 100 % recycled fibre. Our premises are located in Norrköping, Sweden where we have 300 employees. We manufacture 170,000 tonnes of cartonboard each year.

Read more at [www.fiskeby.com](http://www.fiskeby.com)

**Fiskeby Board AB**

Box 1, 601 02 Norrköping, Sweden. Tel +46 (0)11 15 57 00  
info@fiskeby.com www.fiskeby.com

**Fiskeby Board A/S**

Tingshøjvej 5, DK 3650 Oelstykke, Denmark. Tel +45 (0)33 25 16 66

**Fiskeby Board Ltd**

2 Prebendal Court, Oxford Road, Aylesbury Bucks. HP19 8EY, United Kingdom.  
Tel +44 (0)1296 42 62 19

**Fiskeby Board GmbH**

Bergstrasse 61, D-87724 Ottobeuren, Germany. Tel +49 (0)8332 796 132

**Pack partner Sp.Z o.o**

Wynalazek 4, PL-02-677 Warszawa, Poland. Tel +48 (0)22 607 0460



**Fiskeby News** is Fiskeby's magazine for customers, staff members and other stakeholders.

**Editor and text:** Pia Jakobsson. **Photo:** Sofia Andersson, Pia Jakobsson.

**Graphic production:** Energi Reklambyrå AB. **Print:** Pronto, Linköping.



Torbjörn Hansen, CEO Fiskeby Board AB

*“Folding cartons get more and more recognition as the preferred packaging choice for customers who value performance together with product safety, sustainability and last but not least, aesthetics”*

Hans van Schaik, CEO ECMA

**Facts**

Fiskeby development of biogas in figures

**9 milj**  
KWh/year

**1,8 milj**  
cubic meters water/year

**20**  
meters high

**950** tonnes less  
carbon dioxide into the atmosphere

**300**  
tonnes less biological sludge/year



## Successful cooperation with end-users



Anders Nyrén, Marketing & Sales Manager enjoys the new warehouse facilities at Fiskeby

End-user cooperation is nothing new for Fiskeby. It has always been important. Fiskeby's first contacts with end-users probably started at the same time as Fiskeby began to produce recycled cartonboard, which means back in the '50s.

» The most important advantages of the cooperation were and still are transparency, stability and predictability. All these things were valid throughout the whole supply chain. But of course, an end-user would never start up this process if there wasn't a financial incentive.

**Relaxed response**

– End-users have always been interested in upstream cost drivers, says Anders Nyrén Marketing & Sales Manager at Fiskeby. I would say that end-user cooperation started, in a structured way, in the early '90s. As the major food producers consolidated and grew stronger so did their purchasing power. Questions from Pan European and global groups became more frequent and ideas on how to structure the cooperation got more detailed, also including price agreements.

The response in those days was mixed. New ways of working are often perceived as challenging. But as the end-user agreements have become established throughout the industry the response is now more relaxed.

**Introducing key account managers**  
Fiskeby is introducing key account managers and end-user responsible sales managers into the traditional regional structure.

– I believe the converting industry will get more consolidated in the near future, explains Anders Nyrén. At Fiskeby we have to follow the development and organize ourselves accordingly. We notice the development in IT-systems regarding planning and forecasting. Investments in this area is crucial in the next few years. Sustainability is highly prioritized among our end-users. Luckily this area is one of Fiskeby's strengths.

**Highlights**

– The best thing with my work is what I believe most salesmen would say – success together with the customer, says Anders. One highlight in my career was when I participated in the introduction of Bag in Box for Wine in Scandinavia. It was so interesting to see a complete shift in consumer behaviour. Today 56 % of all wine sold in Sweden is in Bag in Box.

– Another highlight is the turn around of Fiskeby Board in recent years and to experience the benefits of investment after so many years with extremely limited resources, concludes Anders.

When Anders is not working he enjoys travelling with his family & spending time at their summerhouse. ●

# The future for cartons is bright

Folding cartons get more and more recognition as the preferred packaging choice for customers who value performance together with product safety, sustainability and last but not least, aesthetics.

MARKETING POSSIBILITIES AND the shelf appeal folding carton provide are immense. When purchased the packaging still plays its role. A corn flakes pack is providing branding and advertisement on the breakfast table, or in the kitchen cabinet, every day.

The folding carton industry is in the middle of all market developments and carton is increasingly recognised as a very powerful marketing tool, says Hans van Schaik, Managing Director ECMA. Another fact about cartons is that they add to the “product experience”, for example the enhanced experience to open up the carton box of the newly bought smart phone.

WHAT IS POSSIBLE WITH CARTONS is shown every year with the magnificent entries for the different categories of the Pro Carton / ECMA Award. On the stage during the yearly Congress both the board converters and the producers are together in the spotlight.

It is important that the performance of the cartons is based on good quality board suitable for the various demands in every respect of customers and end users, emphasizes Hans van Schaik. Working together closely in the industry for both converters and suppliers is of the utmost importance and allows the industry to be able to meet the on-going process of sharper demands. The requirements on food safety are eminent and



Hans van Schaik, CEO ECMA.



## Facts about ECMA

ECMA is the voice of the European Folding Carton Industry and the platform for industry collaboration, since 1960. ECMA supports networking, knowledge sharing and is based on active engagement of the members. The organization represents 500 carton producers in nearly all countries in the European Economic Area with a current workforce of about 45.000 people. Important events 2014 are for example the release of “ECMA toolkit” with status updates which will bring value for ECMA members and “Young leader’s forum” a forum for the next generation managers.

will probably grow even further in importance, which also applies for the pharma market where cartons have to deliver product safety at a very high level.

SO FOR CARTONS THE FUTURE IS BRIGHT, but every day will be challenging, ends Hans van Schaik. New trends develop like e-commerce, new sorts of product design by the brands, high

end private labels, convenience shopping etc. Flexibility to meet all the different customer demands is very important and accounts especially in a market that is developing rapidly from local, to European to global. This applies for the world of production and consumption, and for new customers but also for new competitors. ●

## Inauguration of a new warehouse facility

FROM APRIL 2013 the warehousing of Fiskeby’s products has been managed by the company AGNA Logistics AB. In connection with this change, construction of a new warehouse was started.

IN EARLY NOVEMBER the brand new warehouse facility was opened. This means that all Fiskeby products are now being handled exclusively indoors and are loaded through weather sealed docks.

We hope that our customers will notice an improvement in quality for all delivered products following this development, says Sten Christoffersson, project manager for the work.

WITH THE NEW WAREHOUSE Fiskeby has a total storage capacity of 20 000 m<sup>2</sup> within the mill area. The new warehouse will result in environmental impact decreases as a result of reduced local transportation.

For our staff the new warehouse means a safer and better working environ-



ment, adds Joachim Cederberg, site manager for AGNA Logistics AB. Staff will work exclusively indoors and we will also replace the old diesel trucks with electric trucks.

In connection with the new warehouse opening, traffic within the Fiskeby mill area will be redirected. All traffic must register at the Security Reception before entering the mill. Once registered the empty trucks will be led via a newly built road around the mill area directly to the loading docks. ●



Sten Christoffersson submits flowers to Erik Alfredsson, one of the owners of AGNA Logistics AB.



## We consider Multiboard to be a good quality board



The cooperation between Dr Oetker and Fiskeby which has lasted for several years is based on professionalism, respect and a constructive dialogue.

DR. OETKER IS AN internationally operating branded food company based in Bielefeld, Germany, employing a workforce of nearly 10 000 persons. The company was founded by pharmacist Dr August Oetker in 1891. He took over a pharmacy in Bielefeld and developed the baking powder “Backin”, which became a great success. To meet rising demand, industrial production and the development of other products were rapidly built up.

THROUGHOUT THE EVOLUTION of the family enterprise, the owner family has played a crucial role in shaping the company. Today Dr.h.c. August Oetker, great-grandson of the company’s founder, is active in the management of the Oetker Group as personally liable partner. Richard Oetker, a younger brother

of Dr.h.c. August Oetker, is Chairman of the Executive Board of Dr. Oetker GmbH.

The company operates in Western and Eastern Europe, North and South America as well as parts of Asia and Africa. Altogether in approximately 40 countries. Depending on the particular market, the product range covers a wide range of food; baking goods, baking mixes, dessert powder, müsli, pizza and snacks and ready desserts. Today, Dr. Oetker is market leader in many of its assortments across Europe.

THE PRODUCTION FIGURES of the company are quite impressive.

Dr Oetker produces for example approximately 500 million pizzas in one year, explains Angela Lindhorst, Purchase Packaging/Procurement Organization of Dr. Oetker Lead Buyers (POOL). We are constantly developing new

products. At the moment an innovation on the German market is the pizza burger! The pizza burger can be eaten out of the hand, making it especially convenient. The inside is filled with juicy pizza toppings and the outside contains a crusty burger bun. The Pizza Burger combines the taste of a pizza with the handling of a burger.

Our cooperation with Fiskeby started several years ago, continues Angela Lindhorst. Our contacts with Fiskeby have been on a professional, constructive and respectful base. We, with our converters, use Multiboard from Fiskeby in order to produce various pizza folding boxes. We consider Multiboard to be a good quality board, suitable to our needs. Important issues for us when it comes to carton board are the quality of the board, price, sustainability and that the board is a good match for our equipment. ●

## Robert – our new Sales Manager

Robert Parker is Fiskeby’s new Sales Manager in Western Europe. He works with the UK-team providing additional support and customer contact. Robert is based in the north of England. Additionally he will focus on customers in the Netherlands and will also be responsible for the end-user Unilever.



My first impression of Fiskeby is that it is a very friendly company that delivers a very good product, says Robert Parker. Multiboard has a very high quality and runs well in the converters machines and is well respected in the market.

Prior to joining Fiskeby, Robert spent over twenty years working for carton converter Graphic Packaging at Leeds as Sales Manager.

I would like to bring an understanding of the industry from both an end-user and carton converters perspective. I hope my experience can benefit both Fiskeby and our customers, explains Robert. I believe Fiskeby listens to the market and tries to work for the benefit of both the company and the customer. It is important both

parties benefit from working together and in doing so we must ensure our service and support remain at the highest level.

When Robert is not working he likes to be out in the countryside either on his mountain bike or running to keep fit. He is married with a wife and daughter who is studying at university.

# Fiskeby invests in biogas

Fiskeby is investing in a biogas plant next to the cartonboard mill in Norrköping. The biogas will be used as energy in the production of cartonboard, replacing purchased electricity.

FOR PROCESS INDUSTRIES the key to survival and profitability is to be effective, resilient and innovative. Now Fiskeby is taking the next step and investing in biogas in the company's water treatment plant.

– With this biogas investment, we solve several needs, says Magnus Johanson, Process Developer at Fiskeby. To reduce emissions, we will install technology that uses less energy and chemicals than our existing water treatment plant. Fiskeby has so far used oxygenated (aerobic) biological treatment but will now add an oxygen-free (anaerobic) step. The contaminants will be converted to gas with a high energy value to be used for drying the cartonboard during manufacture. Self-made energy will then replace purchased electricity.

Fiskeby is a pioneer in the Swedish forest industry in the use of so-called UASB (upflow anaerobic sludge blanket) technology.

– Clear proof that we are doing something positive and new is that the Swedish Energy Agency has decided to support this investment with a financial contribution. Fiskeby will become a national reference facility and will be presented as an example of environmental and energy development, concludes Magnus Johanson ●



Fiskeby will become a national reference facility and will be presented as an example of environmental and energy development, says Magnus Johanson.

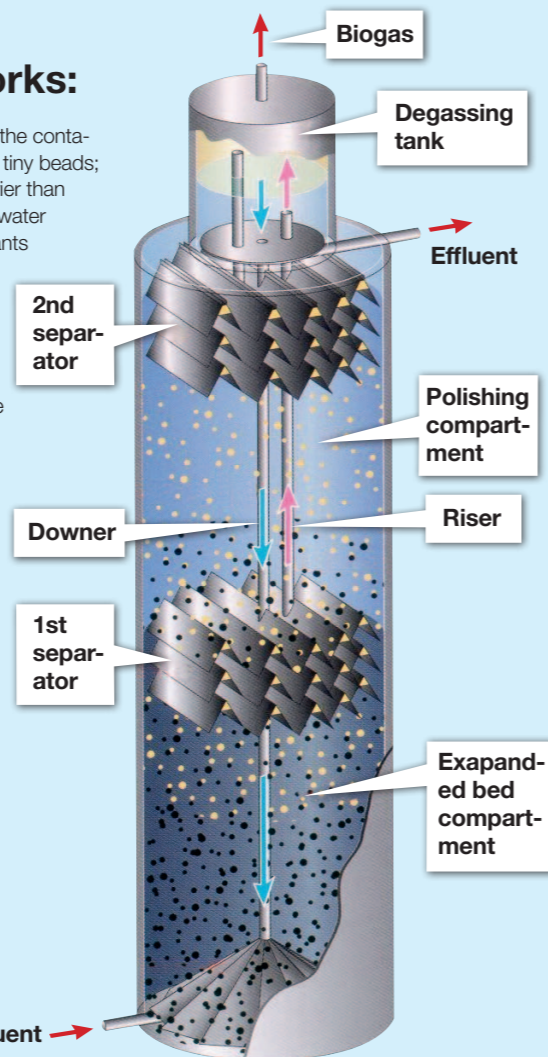
## This is the way it works:

In a 20 foot high tank, called the reactor, the contaminated process water will meet millions of tiny beads; granules of bacteria. The granules are heavier than water and form a "bed" through which the water flows upwardly. The bacteria eat the pollutants and release small bubbles of gas.

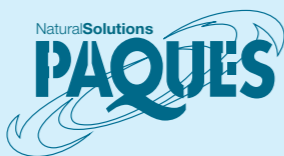
In the middle and at the top of the reactor is a separator which separates the gas and granules from the water.

After the anaerobic treatment plant, the water goes via the regular water treatment plant where the biogas is purified and can then be used directly in board production. Gas powered infrared dryers will replace some of the electric IR dryers that Fiskeby use today.

In cases where the gas is not needed in the factory it will be released and fired in a "torch". Should there not be sufficient biogas there is always gas in reserve.



**BIOPAQ®**  
IC reactor



## Facts investment

**Start of construction:** 2014

**Start of production:** 2015

**Production volume:** approximately 1 million Nm<sup>3</sup> biogas/year equivalent to about 9 GWh/year

**Investment:** 47 million

## Facts biogas

Biologically formed gas, popularly known as "marsh gas", consists mainly of methane, the simplest hydrocarbon compound with the chemical formula CH<sub>4</sub>. Other components are carbon dioxide and hydrogen sulfide.



Kerstin Strömqvist, Laboratory Assistant, prepares a test.

# They test the taste



It takes a special kind of board to package foods.

The packaging product must not affect the flavour or the smell of the packaged product. Therefore, Fiskeby's laboratory regularly conducts taste and odour tests on Multiboard.

MULTIBOARD HAS LONG BEEN used for food packaging. And since 1991, the cartonboard has been tested for smell and taste. It is the Fiskeby laboratory that performs these tests.

A SO-CALLED ROBINSON taste test based on DIN 109551, is a standardised sensory test used globally throughout the packaging industry. Robinson taste tests are based on comparative testing using taste panels. The test, developed in the 60's aims to measure how a package can impact on the taste or smell of chocolate products.

CHOCOLATE IS AN EXCELLENT product to use as a test bed because it is sensitive to smell and taste disorders and this is



Jessica Allard is responsible for the taste tests at Fiskeby.

because of the fat in the product. Due to this nougat is also used as a test product. ●

## This is the way it works:

Pieces of cartonboard are placed in a jar with grated chocolate. The jar is then placed in a dark room for 48 hours at a temperature of 20 degrees and a relative humidity of 75 %. Each test contains four random samples and a known O-sample (reference sample).

After 48 hours, a test panel consider the taste of the chocolate and rate their impressions of any odd flavours with numerical values.

The taste panel includes trained and carefully selected individuals. They should be able to discern any flavour. The panel group compares the taste of the grated chocolate that stood in jars with cartons and fresh chocolate as reference, also called O-sample, which was not in contact with the cartonboard. The test takes about 10–30 minutes.

The results are expressed as the average value of the whole taste testing panel.

O-test and also strong tasting samples may sometimes be included in the test series in order to check the stability of the people on the taste panel.

## IN BRIEF



## Merry Christmas and Happy New Year

This year's Christmas card highlights Fiskeby's new barrier solution Multiboard Barrier with metallised silver polyester film. Our aim is to demonstrate the capabilities of the product and hopefully inspire further use. The Christmas card is printed by Göteborgs Tryckeri.

### Fiskeby's sustainability work gets highest rating

Fiskeby has been rated "excellent", the highest rating in an evaluation of packaging suppliers' sustainability efforts undertaken by Nestlé. The evaluation takes into account air and water emissions as well as the company's certification efforts.

### Project "Big Bang" has started

Project "Big Bang" aims to introduce a number of new standard IT-systems that will replace Fiskeby's old IT-systems. Work began in September 2013 and is scheduled to be completed in December 2014.

## Students Work with Multiboard



Students on a packaging design programme at Broby Grafiska School in Sweden were commissioned to design a perfume box. The assignment was to create a pack design that would have a rock music image. The students chose Multiboard Kraft.

– Multiboard Kraft compliments the tough & strong image of rock music that was perfect for the result we wanted to achieve, say students Johan Bovin Löndahl and Lina Sponberg. The decoration on each box is unique. Furthermore, we think that a recycled cartonboard is good for the feeling that we wanted to achieve.

### New Employees

**Tony Berthling** has been hired as IT Manager. Tony, with a past at Ericsson, started in July.

**Mats Stensson** is our new production engineer on KM1. He comes from Holmen and started at Fiskeby in August.

**Tina Höglund** has been employed as an accountant/quality coordinator. Tina began in September.

**Robert Parker** has been hired as Sales Manager at Fiskeby's UK Office. Robert began in September.

### Bamse on recycling

The Swedish packaging and newspaper collection company has cooperated with Bamse/Egmont and developed a popular childrens magazine on the recycling of packaging and magazines. The material is intended for pre-school classes. The magazine is simple and educational and contains the series "Bamse and the debris thief" as well as a recycling and crafting school.

