

# fiskeby news



Kristina Skoog Rappestad:

## Stadium uses Multiboard



Silvestre Salazar and  
Torsten Lundberg:  
**Investment in new  
packaging line**



Mindaugas Kurauskas:  
**Fiskeby is  
a valued  
businesspartner**



# Welcome!

A COMPANY LIKE FISKEBY, where 80% of production is exported, is very much dependent on the European economy. Despite a weak European market, we have managed to increase market share in our key markets in the past year.

This is mainly thanks to the properties of our cartonboard. Multiboard is a strong, environmentally friendly and efficient board developed for creative and functional packaging.

**THIS SUMMER WE DECIDED TO** invest in a new packaging line. The investment will lead to increased capacity in the packaging department, and improved product quality. The design work is in full swing and the new packaging line is planned to be operational in June 2013.

**TWO YEARS AFTER THE START** of the energy facility, we can conclude that the plant is working well and has set a new production record. In addition to stable energy costs it contributes to reduced environmental impact. I would say that the investment in the energy facility was the catalyst for the good position that Fiskeby is in today.

**FINALLY, I WOULD LIKE TO THANK** all our customers and employees 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)

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## Multiboard – a product for today

– It feels good to sell a product like Multiboard in these times, says Anders Nyrén, Sales and Marketing Manager Fiskeby. We have managed to increase market share in our key markets thanks to our cartonboard's quality and characteristics. We see the customers who know Multiboard continuing to use it, while new clients quickly appreciate its strength properties and runnability on their conversion and packaging lines.

– We are currently trading in a European market that is not growing and, in fact, in several countries the market is shrinking,

continues Anders Nyrén. In such a situation, it is especially important to show the market that Fiskeby and Multiboard are something special. Our customers should be able to trust that our cartonboard delivers the characteristics required for safe packaging and also increases the efficiency of their conversion processes.

**"Being able to offer a cartonboard manufactured from 100% recycled fibre with strength properties that are at the top in Europe is great fun and a prerequisite for a product for today!"**



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Silvestre Salazar and Torsten Lundberg study the layout for the new packaging line.



# Investment in new packaging line

Last summer Fiskeby Board decided to invest in a new packaging line. Since then, work on the project has been going on at full speed.

» **THE CURRENT INVESTMENT** includes transport from Fiskeby's four cutting machines and one of the winders to the warehouse and a new packaging line for pallets of sheeted board. The investment that amounts to 27 million SEK has two main objectives. The first objective is to increase the capacity of the packing station from 220,000 pallets per year to 280,000 pallets annually and the second objective is to improve the appearance and function of the packing pallets. The supplier is the German company Dücker.

**IT IS A VERY LARGE PROJECT** involving many people which makes it very exciting and interesting, says Silvestre Salazar, project manager. It is a completely new logistics solution

for the finishing department that we will live with for many years to come. Therefore it is important that we listen to all views and that we make informed decisions.

**THE PROJECT TEAM CONSISTS OF** staff from the finishing department, maintenance and the project department. In autumn the project team has worked with the layout for the new equipment and prepared existing equipment for the installation to come. The installation work will get started in February 2013. The transport system will be installed for one cutting machine at a time in the spring.

Fiskeby's customers will not notice the extensive work going on at Fiskeby during the spring, assures Torsten Lundberg, Production

Manager Finishing Department.

– We will have a few days stopped when the old pack station will be replaced with the new one. But we believe that no customers will notice this because we plan and manage our production based on given delivery dates.

**THE NEW FACILITY** is expected to be fully operational by the end of June.

– It is our hope that our customers will clearly notice the difference in quality that we have achieved in our pallets with our new equipment. The pallets will look better and also give better protection, concludes Silvestre Salazar. ●



## Fiskeby's veteran in Eastern Europe

Fiskeby is a strong brand in Eastern Europe says Dick Zetterholm.

Fiskeby has conducted operations in the Baltic countries and Russia since the early 1990s. Dick Zetterholm has been there from the start and can attest to a market with an exciting history and current development.

» — We were pioneers and became one of the first paperboard manufacturers to start selling in the Baltic countries and Russia, says Dick Zetterholm, sales manager for Eastern Europe. It was a very exciting time. We started from scratch and quickly built up a stable and good business. In the early years we worked together with MODO Purchasing. When they ceased operations in 1997, we established cooperation with new business partners. Some of these companies are still important customers to us. These include, for example Å & R in Tallinn and Timashevsk, Kvadrapak in Riga, Grafobal in Vilnius and Polygraphaformlinie in Russia.

### Import Duties to Russia

— What characterises Russia as a market, is the import duties that still exist, says Dick Zetterholm. After negotiations in connection with membership in the WTO (World Trade Organisation) last summer import tariffs to Russia were lowered from 15% to 10% for printed packaging. Import duties on cartonboard are still at 15%.

The Baltic market is characterised by a few large, modern conversion companies. Finland is a very special market with a strong domestic industry with a particular strength in

folding boxboard (virgin fibre based cartonboard). Recovered paper consumption in Finland is modest by comparison.

### Higher growth in Eastern Europe

One aspect that is particular to the countries of Eastern Europe is that they predicted a higher growth than countries in Western Europe. According to a recent forecast from the IMF (International Monetary Fund) growth in Russia is projected to be 3.8% in 2013 compared with 1.1% in Britain, 0.9% in Germany and 2.2% in Sweden.

— In the early years it was a bit difficult to communicate both in Russia and in the Baltic countries since most correspondents did not speak English, said Dick Zetterholm. Today, however, this is no problem. Another thing that I think distinguishes these countries is the hospitality that you encounter there.

### Fiskeby – a strong brand

Fiskeby and Multiboard has a very good reputation and are strong brands in Russia and the Baltics.

— I am convinced that one of the reasons that Fiskeby's brand is so strong today is that we were out so early in this market, says Dick Zetterholm. Another aspect that speaks for

Fiskeby is the excellent geographical location. We have good communications regardless of whether you choose transportation by boat, train or car.

### An amazing journey

Dick Zetterholm is based in the Sales Office in Norrköping. He is Sales Manager for Estonia, Latvia, Lithuania, Western Russia and Finland.

— I started working at Fiskeby in 1971, says Dick Zetterholm. To begin with, in the order and billing department but after a few years, I went over to sales instead. It has been an amazing journey! My work has been interesting and fun and I have had the privilege to have a job that I have been able to control myself.

When asked what Dick Zetterholm think about the future, the answer is.

— Developments in the carton market is largely controlled by the economic development of the country. I think we will see reduced import duty on board in Russia in the coming years. While competition will remain high Fiskeby has an excellent starting point. Strong brand, high product quality and a good location with good logistics. ●



Fiskeby is a valued partner, says Mindaugas Kurauskas, Commercial Director, Grafobal Vilnius.

Grafobal Vilnius is one of the largest manufacturers of printed packaging in the Baltic States. Every year the company converts 7 000 tonnes of cardboard. The majority of the production goes to international clients, approximately 50 % to Russia, 15% to Belarus and the rest to the Baltic States.



## Grafobal – one of the largest manufacturers of printed packaging in the Baltic states

» THE COMPANY IS A PART OF the Grafobal Group with headquarters in Skalica, Slovakia. The group has five production facilities in Slovakia, Czech Republic, Bulgaria, Russia and Lithuania.

— Our strengths are flexibility and close partnership with our customers, says Mindaugas Kurauskas, Commercial Director, Grafobal Vilnius. The quality and functionality of our products are also of great importance. We have acquired ISO and FSC certification.

COOPERATION WITH FISKEBY extends far back in time, nearly twenty years.

— Fiskeby is one of our main suppliers and a valued partner, says Mindaugas Kurauskas. We have a very good relationship and we have

developed a good understanding for each other over the years.

GRAFOBAL HAS AN INTERESTING HISTORY. It was founded in 1964 as a production unit specialized in confectionary packaging. In those days Lithuania was a part of the Soviet Union. Lithuania declared its independence 1990 and 1995 Grafobal was privatised and bought by a Slovakian buyer, who is still the owner of the company.

2010 Grafobal moved to a new production facility in a village outside Vilnius. The new factory and its modern equipment allows the company to meet the standards required of a company that manufactures high quality packaging. The number of employees is 150 persons.

LAST YEAR THE COMPANY MADE an investment in a folding – gluing machine with particularly high capacity, which makes it possible to produce boxes of complex design and with capacity to print Braille.

We met Mindaugas Kurauskas in Grafobal's stand at the fair Scan-Pac in Gothenburg.

— We are very pleased. It has been some busy but interesting days with several visits at our stand. We have met old as well as new acquaintances, ends Mindaugas Kurauskas. There is certainly a lot going on in the packaging industry. ●

### Facts Lithuania

Lithuania is a republic in the Baltic States. It declared its independence in 1990. Lithuania is the southernmost and largest of the Baltic States with about 3.2 million inhabitants. The official language is Lithuanian. The largest city is the capital Vilnius with 560 000 inhabitants. Other major cities are Kaunas and Klaipėda.

Vilnius has always been a multinational, multilingual and multicultural European city. The town has existed since 1323 and was founded by Gediminas who was a Lithuanian Duke. The Old Town of Vilnius is a UNESCO World Heritage Site.





Kristina Skoog Rappestad:

# Stadium uses Multiboard

A tradition for Christmas is to wrap Christmas presents in imaginative and colourful parcels. The reason that we wrap our presents, apart from creating an attractive presentation is, of course, to hide its contents. A carton is suitable for soft Christmas gifts and does not reveal what's in the package. This year, Stadium has chosen Multiboard for their Christmas gift packages.

STADIUM IS A SWEDISH retail chain that sells sporting equipment. It all started in 1974 when brothers Ulf and Bo Eklöf started a small sports shop in Norrköping. The brothers wanted to make sports and sports fashion accessible to all. Since then the company has grown tremendously. Today, the Group has approximately 100 stores in Sweden, Denmark and Finland. They employ 3,200 people. Stadium Group also includes the subsidiaries Stadium Outlet, Stadium Promotion, Stadium Solutions, Ski Stadium and Stadium Sports Camp. Stadium's main office or service office, as they themselves call it, is situated in Norrköping. It employs 250 people within purchasing, finance, logistics, marketing, IT and administration.

STADIUM'S MISSION IS THE SAME as when the brothers Eklöf started the company, says Kristina Skoog Rappestad, Purchaser and President-Secretary at Stadium. We want to inspire people to live active lives and to offer products that enable this. Fitness and health is very trendy right now. We develop functional and stylish clothes that fit the lifestyle.

Kristina Skoog Rappestad has worked for the company for 12 years, in different roles. Her duties include the procurement of packaging.

Gift boxes are ideal for soft gifts, says Kristina Skoog Rappestad. The box does not reveal what is in the package. Every year we use about one million packages.

THIS YEAR, THE COMPANY HAS CHOSEN Multiboard for their Christmas gift packages. Work started in the summer with the design of the packages by Stadium's inhouse advertising agency. The carton's design relates to other Christmas material in the stores. The idea behind this year's Christmas campaign is "Give Sport" ie to inspire active and healthy life by "giving sports".

We are very pleased with this year's packages, says Kristina Skoog Rappestad. The environmental aspect is close to our heart. We are delighted to have found a box that provides good printing results whilst being environmentally friendly and made from 100% recycled fibre.



Company: Stadium  
 Converting company: Ekmans  
 Design: Stadium Inhouse  
 Material: Multiboard Offset, 325 gsm



The solid fuel boiler is working really well, says Bengt Heikne.



Magnus Andersson expects to see stable production for many years to come.

## Progress report from the Energy Department

Two years after the start up of the energy facility, the future looks bright. The fine tuning of both the facility and the staff is complete and a positive future is predicted.

IN 2010, A NEW SOLID FUEL BOILER was built at Fiskeby. This boiler provides all the steam needed for board production; equivalent to about 250 GWh/year. The boiler turbine also produces electricity which meets about 30% of the mill's needs. This can be compared with the electricity usage of 1200 electrically heated houses (30 GWh/year). At certain times Fiskeby can also sell the electricity produced, for example when the board machine is not in operation due to planned maintenance downtime.

Fiskeby's power plant has now been running for over two years, so how is it going? The new facility is working really well, says Bengt Heikne, Factory Manager, Energy. In September we achieved a production record from the electricity turbine.

Important experience We did not have any experience of working with such a facility when we started and it has been a more arduous journey than we expected, says Magnus Andersson, Energy Supervisor. In the past we had both oil and electric boilers here at Fiskeby but to run a solid fuel boiler is an entirely different matter. Since we had no experience there was much to learn in terms of both operation and maintenance.

A major step forward was taken when Bengt Heikne was hired as Plant Manager, Energy. Bengt Heikne has extensive experience and has worked with various types of incinerators over many years.

We have fine tuned both the facility and the staff, says Bengt Heikne. We have also engineered out some problems in the ash removal system and built new steam cleaning equipment. The new condensate treatment gives a better quality of steam, which means that we can run the turbine for longer, hence the production record in September. We have also found a more suitable fuel mix which leads to fewer operational problems.

Full utilisation of all secondary raw materials Fiskeby makes full use of all the secondary raw materials that we purchase. Material that can not be used in board production (for example the plastic from drink containers), so-called rejects, are separated and used as fuel for energy production instead. Fiskeby's reject accounts for 40% of the boilers fuel requirement. The rest of the boilers fuel requirement consists of 40% industrial waste (paper, wood and plastic) and 20% recycled wood (such as demolition wood).

Work in the energy department is not just about running and maintaining the solid fuel boiler and the old electricity and oil boilers. It is also about commerce.

Emissions trading and electricity certificates In Europe there is an emission trading scheme. The aim is to enhance the environment and reduce emissions. The system means that

companies are allocated allowances in tonnes of CO2 from the fuels used and the type of manufacturing industry you belong to. Fiskeby has an effective energy facility. Our fuel mix consists of only about 30% fossil fuel. This means that we do not use all the allowances that we are assigned so then we can sell the allowances that we do not use ourselves.

To promote new production of renewable electricity in Sweden there is a system of electricity certificates. The goal is to increase renewable electricity production in the country by 25 TWh by 2020. For Fiskeby this means that we get electricity certificates for the share of electricity production based on renewable fuel. As with the allowances, we can sell the electricity certificates that we do not use ourselves.

Bright future The facility is relatively new and we have solved some teething problems so we see a positive future, says Bengt Heikne and Magnus Andersson. Certainly, we need to prepare for an upcoming maintenance need that we have now established a programme for, but this kind of energy facility has a life expectancy of 25-30 years if it is well maintained and properly managed. Thanks to all the work we have done so far, we expect to see fine and stable production for many years to come.

## IN BRIEF



## Multiboard has new product sheets

– We wanted to refresh and renew the product sheets for the Multiboard family. At the same time it was important to maintain a common thread to the old sheets. A basic idea of the work was to demonstrate the creative use of cartonboard and highlight the properties and possibilities by showing what you can do with it. The result was that we folded the carton board three-dimensionally with UV-varnish. In this way, the product sheet becomes a sample that will hopefully inspire further use of cartonboard, explains Pia Jakobsson, Fiskeby.

Advertising agency Jerhammar & Co was commissioned to develop the new sheets.

– It has been inspiring to work with the Swedish-made cartonboard which is a combination of both function and identity. We wanted to test the boundaries and find new expressive ways to inspire others, says Magnus Hollwin on Jerhammar & Co.

## KORAB

### – new partner

Since October Korab is Fiskeby's main business partner in marketing and sales of all types of discounted board; stocklots, start-ups, side-runs and fill-out orders. Main markets are Asia, the Middle East and Africa. Korab International is a paper and pulp trading company founded in Istanbul, Turkey 1912. The company has about 60 employees worldwide.

At the beginning of October, staff from Korab visited Fiskeby.

– This is our first meeting since we were appointed Fiskebys business partner of discounted board, says Mr Kornfelt, president and owner of Korab International. We both have the same values because both our companies have a similarly impressive history. We are proud to have been appointed as Fiskeby's partner.



**Fiskeby**  
375 år

## Jubilation

Fiskebys 375-year anniversary ended with a christmas dinner for all staff members at the end of november. It was an appreciated night with Christmas dinner, speeches and musical entertainment.



## Rock carvings at Fiskeby

On land belonging to Fiskeby you can find rock carvings. Just outside the plant next to the car park there is a larger area. The rock carvings believed descended from the Bronze Age ie 1500–500 BC. There are several different interpretations of why people have chosen to carve figures in stone. Some of the interpretations that are available is that there are stories, rituals, tribal marks or hunting magic, for good hunting. Take the opportunity to see the rock carvings the next time you pass.



## Fiskeby to be neighbour to music festival

Summer 2013, a new music festival, named the Bråvalla Festival, sees the light of day. The festival will operate on a former airbase, next door to Fiskeby. Headline acts include Green Day, Rammstein, and Avicii. Learn more at [www.bravallafestival.se](http://www.bravallafestival.se)

## New employees

**Trinity Andersson** has been appointed as an automation technician. He joined the company in August.

**Fredrik Leijdborg** has been hired as an automation technician. He joined the company in september.