

# fiskeby news



## Construction of Fiskeby's biogas plant has started



Paolo Labardi:  
Packaging is very important for the overall impression



Johan Fridsén:  
Fiskeby's way to success gives results



Arvid Klinthäll:  
The training has given me a good idea of maintenance work

# Sustainability in practice

**SUSTAINABILITY IS A HOT TOPIC.** As consumers become more environmentally aware and can create a global insight through social media sustainability is an increasing focus area for our customers, as it is for us.

**SUSTAINABILITY HAS LONG BEEN** a natural part of operations at Fiskeby. We contribute to a sustainable society by using recycled fibre and renewable energy.

**WE CONSTANTLY STRIVE** to improve efficiency and minimise environmental impact. Our new investment in a biogas plant is an obvious example of this. The new biogas plant increases Fiskeby's self-sufficiency in energy. In addition, the new biogas plant relieves the company's existing water treatment plant in a tangible way. The expanded treatment capacity will further reduce the company's environmental impact.

**IF WE BROADEN THE CONCEPT** of sustainability, it can also include social and ethical responsibility in addition to environmental responsibility, so called CSR, Corporate Social Responsibility. Fiskeby promotes a positive development in the region of Norrköping in addition to show concern for the environment. We support cultural and sporting life in different forms and are active in school collaboration.



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 280 employees. We manufacture 170,000 tonnes of cartonboard each year.

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

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Torbjörn Hansen, VD Fiskeby Board AB



*We manufacture board, delivering strength, quality and service to customers in Europe. We contribute towards a sustainable society by using recycled fibre and renewable energy."*

Fiskeby's mission

**169 000**

tonnes board produced 2013

**275**

GWh steam produced 2013

**280**

persons employed 2013

**124 000**

tonnes sheet cutting 2013



Camilla Mattsson Plant Manager Cartonboard, Kerstin Ekestubbe Project Leader, Rickard Stark Project Manager prepare the start of the building.

## Construction of Fiskeby's biogas plant has started

**The construction started with** a symbolic groundbreaking activity in May 2014. The anaerobic water purification process is directly linked to the company's existing water treatment plant and is scheduled to be completed in 2015. The production volume is estimated to be about one million Nm<sup>3</sup> biogas per year, equivalent to an energy content of approximately 9,000,000 kWh per year.

**THE GROUNDBREAKING MARKED** the start of an extensive building project to be carried out during the year. During the summer the initial ground work next to the existing water treatment plant took place. In August installation of process equipment will begin and the facility is scheduled to be completed in 2015.

**THE PRODUCTION VOLUME** is estimated to be about one million Nm<sup>3</sup> biogas per year, equivalent to an energy content of approximately 9,000,000 kWh per year. Biogas is a renewable energy source and will replace electricity in the production of white lined chipboard.

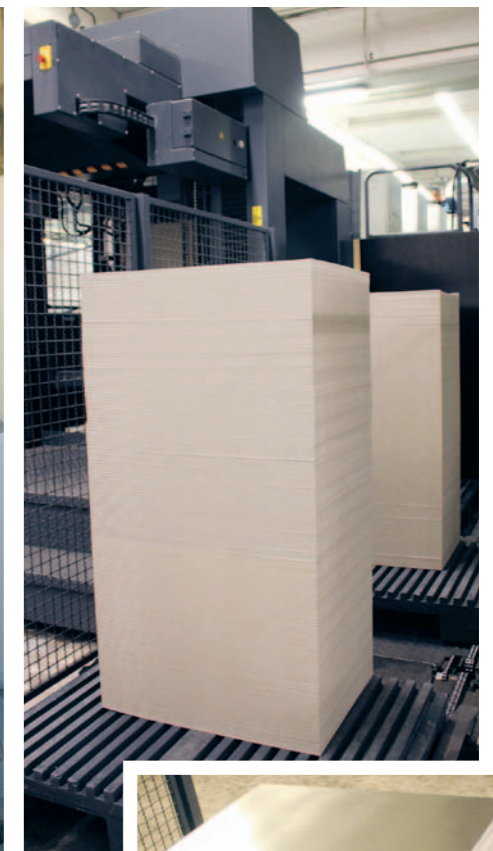
– With the biogas plant Fiskeby will increase our self-sufficiency in energy, says Torbjörn Hansen, CEO of Fiskeby. In addition, the new biogas plant

will relieve the company's existing water treatment plant in a tangible way. The expanded treatment capacity will reduce the company's environmental impact and provide the potential for increased board production.

The investment amounts to SEK 33 million, of which the Swedish Energy Agency has granted SEK 12.6 million.

– **SUPPLIER OF THE BIOGAS PLANT** is the Dutch company Paques bv, says Kerstin Ekestubbe, Project Leader at Fiskeby. Fiskeby will be the first in the Swedish forest industry to use so-called UASB technology (Upflow Anaerobic Sludge Blanket) and Fiskeby will become the national reference site for this new development. ●





Sheet audited after printing. The gift box is made of Multiboard Barrier with metallised polyester foil.

# Gifts

with **care** and **content**

**Design Food has the ambition to package** their gourmet products in smart packages that can be reused again and again. The latest in the line is a luxurious gift box made of Multiboard with metallised polyester film that can be used to collect recipes.

» **PAOLO LABARDI AND** his wife, Camilla, own and operate the two companies Kryddhuset and Food Design. Kryddhuset started more than two decades ago with the sale of spices in markets. Today, the company markets 250 rich flavour and fresh quality spices to the retail trade. Design Food sells trendy delicacy gifts and smart kits with spices, pasta and oils mainly to shops and high profile companies.



Packaging is very important for the overall impression, says Paolo Labardi, Food Design.

**PAOLO LABARDI HAS A WELL** thought out product strategy where packaging plays a very important role.

– The idea is to find interesting products that can inspire the recipient, says Paolo Labardi. The packaging is very important for the overall impression, as it stands for the first impression.

– Our mission is that the package should always have a dual function. The package should not just be a box that is thrown when the gift has reached the recipient. The packaging should also be re-usable. It runs like a red thread through our entire product range. We feel that it is important for us and it is becoming more and more appreciated by our customers. This year's package is a luxurious gift box for salt and pepper grinders and gourmet products made from Multiboard with metallised polyester foil.

– The packaging should communicate luxury, explains Paolo Labardi. At the same time, it should be a durable product. We immediately liked the material when Benny Stenmark at Schur showed us Fiskeby's recycled cartonboard with metallised polyester foil. It communicates luxury, while it is a durable material that can be reused and recycled. We think the end result is a striking and luxurious packaging. ●

## Cool looks and attractive price

**WHEN SCHUR PACK WERE APPROACHED** last Spring by Design Food the project to develop a different and creative packaging that could be re-used started.

– Multiboard with metallised polyester film immediately came to mind as we began to discuss the project, says Benny Stenmark, Key Account Manager at Schur. The material has a cool metal look, which means that the package gives a luxurious impression and "stands out" from the crowd. In addition, the material has an attractive price.

After initial brainstorming Schur introduced packaging solutions and design samples to the customer. After that a designer formed ideas about colours and layout. Finally trials were made and it was time for the final printing.

– It was very exciting to test the new material, says Benny Stenmark. The material worked well in our printing presses after some initial colour adjustments. Overall, I must say that the result corresponds to my high expectations.

### The story behind the new **Multiboard Barrier**

**This is the story behind Multiboard Barrier** with metallised polyester film, the latest member of the Multiboard family. The product, introduced during the winter of 2014, has been very well received by the market.

**FISKEBY IS ONE OF THE FEW** cartonboard makers with a coating and laminating machine connected to the board production. The introduction of this new product brings added benefits for our customers.

– Above all this brings the convenience of a complete solution from Fiskeby which means full quality control and faster delivery, explains Anders Nyrén, Marketing and Sales Manager at Fiskeby.

– Multiboard Barrier with metallised polyester film fits very well in our product portfolio, says Anders Nyrén. It provides a decorative print for packages where a luxurious impression is sought. This is something that is increasingly important in certain market segments.

After the idea was introduced a workgroup started to assess the market potential.

the product and found that hygiene products, confectionery, wine & spirits, as well as medical products could be suitable. The next step was to upgrade our extruder with a new idler in order to create a product with the highest quality. Finally the product was tested throughout the supply chain. A converter made trial packages to measure the properties and product testing was also done in Fiskeby's laboratory.

**FOR FISKEBY THE PRODUCT MEANS** an addition to the existing portfolio.

**– IT TURNED OUT THAT SEVERAL** customers were interested in the new product, says Pia Jakobsson, project leader prestudy. We also looked at the various end uses that could benefit from

– This has been an exciting and learning development project, say Anders and Pia. It is really pleasing now when we see the product out in the market.

# Fiskeby's way to success

Over the past five years, an active corporate culture and values study has been conducted at Fiskeby. Values, vision and mission have been formulated and a methodology according to the philosophy of Lean production has been introduced.

➤ **FISKEBY'S ROAD TO SUCCESS** is the company's collective term for a set of work values that began in 2009. Then a survey of employees revealed that staff lacked a clear and well communicated vision. Much has happened since then. The company's values, vision and mission have been made clear. And a variety of training courses, seminars and other activities have been implemented.

**WORK ENTERED A NEW PHASE IN 2012**, when Fiskeby's Lean journey began. During the following two years all staff were trained in the philosophy of "Lean production". We continued to build on our core values and our vision, supplemented by the

principles of our work using the Lean philosophy. By increasing the participation and focus on improvement, the aim was to create a more pleasant and safer workplace while increasing our competitiveness and gaining more satisfied customers.

**- IN THE CURRENT SITUATION**, our primary activities are about working towards the goals through improvement meetings in the various work force teams, says Åke Pettersson, Human Resources Manager at Fiskeby. Taking advantage of the strength and creativity of the staff and working with continuous improvements. Leadership is a vital ingredient in the phase we are in now. ●



## A few comments about the work

1. What do you think about Fiskeby's Way to Success?
2. Has it led to changes in your work?
3. What has been the best?
4. What challenges do you see for the future?



**Johan Fridsén,**  
Team Leader KM1

1 My feeling is that the staff are more positive than before. Previously it was thought that one could not affect their work situation, but it is now clear that everyone can influence by writing suggestions for improvement. What is important is that the company now clearly shows how work is progressing.

2 We talk a lot more about the improvements and bounce ideas off each other. Our approach has changed with the new meeting formats. Every Tuesday management walks around all the work stations and talks with the staff about what the situation is in their workplace. And on Thursday we have a shift meeting when we gather all the improvements concerning the entire shift.

3 It has clearly become a better atmosphere at work. People talk more about the company in general. During the different courses we got to meet staff from other parts of the company which gave us a better understanding of the company as a whole.

4 We are on our way but there's more to do. One challenge is to mix larger proposals that require resources from other parts of the company (such as the project department) with quick fixes, that we can implement ourselves. Another challenge is to create involvement from all staff. Today, most but not all of the staff are engaged. I want everyone on my shift to say what they think and get involved.



**Tomi Törrö,** operator  
Finishing Department

1 I think the lean work has been very positive. I have got a better overall picture of the company than before. We have also developed new common routines.

2 We have found a common approach for the various shifts. Now, we try to work more in the same way whereas previously we had different procedures on the five shifts. It facilitates and simplifies work.

3 We have got a channel where we can talk about our views. And there is someone who will listen to us and even fix what we want to be done. It can be small things but important to us. When managers listen and proposals are addressed one becomes more self-motivated. It becomes a positive circle. We have also been given more authority to fix things by ourselves.

4 We can be even better at working together and helping one another even between different departments. A lot has to do with communication. If you do not tell other people what the problem is, how can they know what you want? But it is also about taking more of your own initiatives when you see that something needs to be done.



**Åsa Lundgren,**  
Maintenance Technicians

1 I think it has been very positive. The boundaries between departments have become blurred and we work a lot better together with each other. Everyone has a better approach to solving problems jointly.

2 Better cooperation. For us in the maintenance department it is very important because we are out in other departments a large part of our working day.

To get a good result in our work we need good cooperation with the staff of that particular machine, this is incredibly important. It is the staff who are there every day who know best what problems exist and how the machine works. Another thing that has become much easier since we started the Lean work is to provide suggestions in other departments. Now it is completely natural and is perceived not as a criticism but as a means to improve.

3 All are more positive! We help each other to a greater extent than before.

4 To continue the good work.



# School Collaboration in practice



**Arvid Klinthäll,** trainee and **Lars Signeböen,** Manager Mechanical Maintenance.

There has been much talk about CSR, Corporate Social Responsibility, lately. CSR means acknowledging social, ethical and environmental responsibility. Simply being a good citizen. Fiskeby is acting as a good citizen in Norrköping. In addition to showing concern for the environment, the Company is also promoting positive development in the local area.

➤ **FISKEBY HAS A LONG HISTORY** of environmental efforts. But the commitment to sustainable development is also available in other areas. A concrete example is our focus on young people and education.

Fiskeby is a sponsor for a high school class in a project run by the Chamber of Commerce in East Sweden. Here the students in the mentor class from Ektorp School in Norrköping get to know about Fiskeby and its business for their future secondary school. Through this project Fiskeby hopes to be able to influence our own future and the future of the students in a positive direction.

**The partnership works well**  
Fiskeby also receives a large number of trainees, graduate students and summer workers each year. A thesis or a summer job is perhaps the first important acquaintance with the world of work.

For some years Fiskeby has had an established cooperation with Ebersteinska secondary school in Norrköping. Fiskeby takes in trainees 2-3 times every year. Lars Signeböen, Manager of Mechanical Maintenance at Fiskeby also serves on the Ebersteinska secondary school professional board.  
- The cooperation between Fiskeby and Ebersteinska works very well, says Lars. The school is sending interested and motivated students who are interested in this area of work. And we are willing to invest in the students who come here. If we get on with each other it can lead to a long-term job in the future.

**Good picture of how it is to work**  
Arvid Klinthäll is a student in the industrial technology programme at Ebersteinska secondary school. He has trained in the Fiskeby Maintenance Department in the spring of 2014.

- I've worked together with the regular maintenance staff and helped with the maintenance jobs that have arisen, says Arvid. I've got to see and try a lot and it has given me a good idea of how it is to work with the maintenance of a big workplace. This is absolutely something I can imagine myself doing in the future.

**Technicians on the incinerator**  
Fiskeby has also been collaborating with the East Sweden Polytechnic school with regard to technician training for several years and receives two students per semester for training. Magnus Andersson, supervisor of the Fiskeby energy plant, is well versed in education. He is a supervisor for trainees and is also a member of the education management team.

- It's a great way for both parties to get to know each other, says Magnus Andersson. ●

## IN BRIEF



### Metal shiny chocolate packaging

**Customer:** Yasnaya Poliana  
**Converter:** Grafobal Vilnius  
**Material:** Multiboard Barrier metallised polyester, 325 + 15 + 17 gsm

## For a circular economy

In July, the European Commission published the programme "Towards a circular economy – a zero waste programme for Europe." As part of the circular economy package, the Commission also adopted a legislative proposal to review recycling and other waste-related targets in the EU.

The proposal aims to increase packaging waste recycling/re-use to 80% in 2030 with material-specific targets.

Read more: <http://ec.europa.eu/environment/circular-economy/>

### Increased production permit

Early September Land and Environment Court granted Fiskeby expanded production permits from 170 000 tonnes of cartonboard per year to 200 000 tonnes annually.

### Multiboard Collection

Now we are introducing the "Multi-board Collection", a comprehensive selection of our board grades. In this collection you will find both printed and unprinted cartonboard samples. You can order your own copy of "Multi-board Collection" from your contact at Fiskeby. Multiboard Collection has been printed by Göteborgs Tryckeri.



### Shoes made of cardboard



Mike Leavitt is an artist from Seattle, USA. He makes all kinds of art, from action figures to reproductions of these iconic shoes that he recreated in minute detail.

### New employees

**Marina Gåverud** began her work as a human resources administrator in September. She has previously worked at BillerudKorsnäs.

### The leader of the year

Camilla Mattsson, Plant Manager Cartonboard at Fiskeby, has been awarded the prize of "the leader of the year in Norrköping". Camilla was awarded at the Norrköping Industry Gala 2014. The jury's citation reads as follows:

*Camilla is a person who through her leadership shows strong will and energy to get the staff with her while she also shows openness and responsiveness. She represents the company values and is a good example.*



### Paper Recycling

Paper Recycling in Europe amounted to 71.7% in 2012, according to new statistics from CEPI (Confederation of European Paper Industries). It is startling given that paper consumption in Europe has fallen by 13% since the peak consumption in 2007. Learn more at [www.cepi.org](http://www.cepi.org)

