

# PULP FOCUS

THE ROTTNEROS  
CUSTOMER NEWSLETTER #36

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MEET OUR  
NEW CEO

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SPECIALISTS  
READY TO HELP

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NEW GOALS  
FOR NORTH  
AMERICA





## “PULP IS OUR SPECIALTY – PEOPLE OUR PASSION”

I am grateful for having the honour of being appointed CEO for such a well-managed company as Rottneros. We are financially solid, with strong relations to all stakeholders and with a promising future that I am excited to be a part of.

I will continue to lead Rottneros on the chosen path where focus lies on customized pulp, customer focus and optimised production where safety is key.

We will continue to put the safety of our employees first while also taking responsibility for the internal and external environment. I believe that integrating sustainability into our business model and understanding the link to financial returns are essential factors to deliver a successful development of the Rottneros Group going forward.

Through the strategic investment program Agenda 500 we will increase our capacity and productivity further. We will also remain focused on developing our selected niches and our customer service offering. Our goal is to, through our knowledge and innovation, create products that optimise your products.

I hope that my big interest in leadership and communication can help contribute to making Rottneros a company even more full of energy and forward thinking than before. This spirit will be felt throughout the business – in our customer relations, in the mills and in our ability to attract the workforce of tomorrow.

We have a lot of hard work ahead of us but I am certain that we can accomplish this together. I look forward to developing Rottneros together with you.

**LENNART EBERLEH**

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### PULPACKTION

## SUSTAINABLE PACKAGING YOU CAN AFFORD

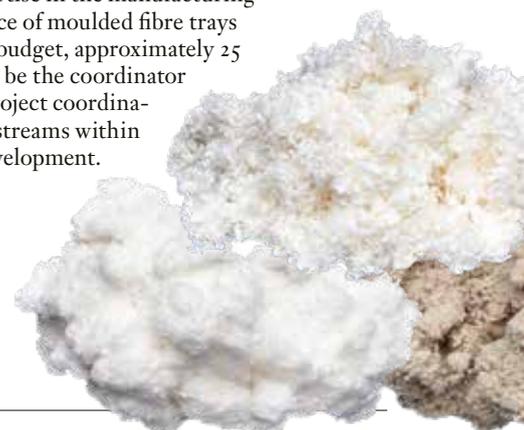
With a new international project Rottneros aims to develop a 100% fossil-free packaging solution, ready for commercial use and at a competitive price.

As the only Swedish industrial partner, Rottneros is now involved in the EU innovation project PULPACKTION, with the objective of developing a 100% fossil-free packaging solution at a competitive price, and thus contribute to a more sustainable development in the packaging industry. Rottneros Packaging is already leading in trays made of fibre and has a great knowledge of the development of these. The packages produced by Rottneros today are 90-95% fossil-free but the aim is to reach 100%.

“The bio-based packaging solutions today are usually too expensive for commercial use. Therefore, an important part of this project is finding a solution at a competitive price.” Says Lennart Eberleh, President and CEO of Rottneros.

Rottneros, with its vast expertise in the manufacturing of special pulp and its experience of moulded fibre trays will get the biggest part of the budget, approximately 25 million, and will therefore also be the coordinator of the project. In addition to project coordination, Rottneros will lead work streams within the tray moulding and pulp development.

The initiative is a way to meet the increased demand for fossil-free products and is an important part of the Group's strategic decision to grow in the area of sustainable packaging. ●



# “SPECIALISTS THAT LISTEN TO YOUR NEEDS”

Innovation, extensive knowledge about our customers’ end use areas and tailored pulp has resulted in one of the world’s broadest product ranges of pulp. By working close with our customers we aim to help optimize their products, through our products.

Rottneros’ employees have a unique knowledge about our customers’ end use areas. Therefore, they always start with your business’ need to make sure we deliver the right pulp. If we don’t already have the right pulp for your products and requirements, we’re happy to tailor it.

We aim to create the best pulp possible for each and every one of our customers. By working side by side with our customers and constantly keeping an open dialogue we can optimize our process and the customer’s product.

Fredrik Danielsson, Manager of Technical Sales at Rottneros mill, tells us more, “We’ve executed test runs with customers in our mills. The customers have brought their own laboratory staff to work with ours in the analysis. In that way the customer has been able to come with comments and requests for characteristics they would like to alter right away.”

Most of the employees at Rottneros have a technical background and several have a past working in the end use areas. This ensures that when you contact Rottneros you’ll be speaking to someone who understands your production process and your challenges.

“We’re very open to discuss all types of questions and solutions with our customers,” says Danielsson.

“We’ll try different raw materials to find the optimal product characteristics. Then we’ll have the pulp delivered to the customer for further evaluation. Everything to make sure the customer gets the right pulp,” says Danielsson. ●

➔ **READ MORE ABOUT OUR PRODUCTS AT**  
[www.rottneros.com](http://www.rottneros.com)

## WIRELESS BALES MAKE HANDLING EASIER

Apple is not the only one who believes in wireless technology. Vallvik mill delivers its pulp using wireless bales. This saves you time and money as you no longer have to free the bales from metal wire. It makes the working environment less hazardous for your employees and reduces waste. ●

## Lowest conductivity on the market

Rottneros is a world leader in e-pulp used in electrical insulation material, transformer boards and condenser paper. The e-pulp is manufactured using an advanced production process which involves extensive cleansing, ensuring extremely low levels of conductivity. In fact, no one else has managed to do this better. That is why our Robur Flash UKP-E is used and well-known all over the world. ●



**NEIL GOSBEE IS JOINING THE ROTTNEROS TEAM AS AN AGENT**

## “They have goals for North America and I’d like to help them achieve those”

We’re happy to announce that Neil Gosbee is joining the Rottneros team as an agent. With the recruitment of Neil, we are also ready to increase our presence in North America. Our pulp will be stocked in several locations in the USA, expanding the volumes we can deliver.

About working with Rottneros as a supplier Neil says, “It was a mutual affection. If you look at their products they’re very strong in the specialty segment. These guys are very focused on the specialty side of the business, which is the most challenging part. It’s much more strategic in nature and something that lines up very well with my history and philosophy.”

“They have goals for North America and I’d like to help them achieve those. They’ve got a great foundation already. Rottneros has served the market in North America for a long time and has a good platform to build on,” says Gosbee. ●

➔ **GET IN CONTACT:**  
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## MECHANICAL PULP



CONTACT:  
OLLE DAHLIN  
CEO ROTTNEROS MILL

### GROUND- WOOD PULP



Spruce

#### Bleached/unbleached



Board



Printing and  
writing paper



Tissue paper

### CTMP



Spruce/pine

#### Bleached/unbleached



Board



Tissue  
paper



Printing and  
writing paper



Filters

### CTMP



Aspen/birch

#### Bleached



Printing and  
writing paper



Fine paper

## CHEMICAL PULP



CONTACT:  
MAGNUS PERSSON  
SALES DIRECTOR,  
VALLVIK MILL

### LONG- FIBRE SULPHATE



Spruce/pine

#### Bleached



Printing and  
writing paper



Tissue paper



Board



Filters

#### Unbleached



Kraft paper



Filters



Electrical  
insulating  
material

## PULP FOCUS

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