

# Supplier of Choice

At SCA Containerboard we feel strongly that selling packaging paper - containerboard - is about much more than just manufacturing and shipping a reel of paper; the value of a single unit of saleable products goes well over the trading commercial level, carrying with it the tradition of the company, the ethical approach to any type of social challenges and the necessary enthusiasm to add the extra bit making the real difference.

Being a division of SCA we are well aware of the responsibility of being a World Class player by definition, in size and operational capabilities; not enough for us though, we have got in our DNA the challenging spirit of getting better and we are firmly committed to become a World Class ROLE MODEL!

Consistency is the key word of the mission ahead, every step we take, every move we make and every inspiring feeling we follow are all in direction of effectively supporting our mission: we aim be considered by our customer as the supplier of choice! ➤➤



►► The strategic direction is clear, we are working very hard to transform our organisation with professionalism, the right attitude and high engagement to build confidence, trust and respect from our customers.

Each single person in the organisation feels responsible for the implementation of our strategy, a sort of mystic commitment to relentlessly pursue the targets:

- Security of supply
- Validation of absolute competitiveness of our offer
- Effective communication

It is not only about Marketing and Sales, it would be even too easy if all the results would be coming solely from the absolute level of the front line performance; a professional sales person is simply the driver of a Formula 1 racing car, finalising, with outstanding skills, the enormous amount of work done by the entire organisation: from choosing the right members of the team, assembling the car, investing in the right technology and so on. It is a real team effort, where the awareness of the importance of each other role is the key to success.



In moving decisively towards our targets it is necessary to develop in a very structured way, because the ambitions are very high and therefore the reduction of any type of energy loss is an absolute must; we are working on three different levels:

- Programs
- Skills
- Organisation

The programs are certainly decided by you, the customer, in pointing-up priorities and development needs; how we capture your valuable inputs? Listening above all! Utilising every single contact opportunity to give you the chance to communicate with us.

The skills improvement is probably the major pillar of the development program. Again, we are addressing three distinctive areas, being the specific competences, the role in the organisation and the behaviour to make sure the attitude is perfectly in line with the ambition level.

We are clearly addressing a major organisation development, where we aim to give back to the Sales the driving seat of our performing set of assets. In doing this it is necessary to evolve the structure, adapting to the ever-changing requirements of the market out there. We have recently moved to the Head-Office in Diegem (Brussels) the administration front of the sales offices of: Middle Europe, Western Europe, UK & ROI, Spain and Export markets. This is enabling the opportunity to create synergies, identify expertise and develop Best Practices. All of this with the declared aim to improve efficiency, perform at best in each

area and free-up resources for an improved customer service.

We are motivated and committed to grow, not certainly for the sake of getting bigger but for the mission of doing the right thing: be considered by our customer as the supplier of choice!

We are convinced of the quality of our strategy as well as the power of our structure; still, we firmly believe that it is vital to base our development on a solid culture, because we can move ahead only when the entire organisation lives up to the committed standard.

We are working on it, very hard ... we would like to share with you the full essence of the Supplier of Choice program; why don't you start by reserving the 24<sup>th</sup> of September in your agenda?

# Berlin

It was in early 2001, seven years ago, that SCA Containerboard first launched the Boarding Pass. More than a product book with the readability of a website (as we called it then), the Boarding Pass was the result of a listening process, a willingness to establish stronger and closer contact with you, our customer. More than printed paper, it contained our philosophy and all our ambitious

## White has never been so

**EXPRESS YOUR IMAGE**



### • EXPRESS YOUR IMAGE

The world-class surface smoothness and cleaner sheets of SCA Containerboard Presentation liners yield packaging with attractive brightness and brilliant images

### • PROTECT YOUR PRODUCT

SCA Containerboard Presentation liners possess outstanding strength values to adequately protect the value of your products

### • REALISE YOUR DESIGN

Even with the most innovative and challenging packaging designs, SCA Presentation liners provide a solution for every application. High quality ensures excellent machine runability and avoids waste

# 24 September 2008 Berlin: a new partnership commitment



commitments. It was, in fact, the first time a containerboard company had dared to counter the credo that containerboard is nothing more than a commodity! We believe in the power of our products and the infinite creativity of our industry to stand up against any competitive material.

Seven years have passed. During that time SCA Containerboard has not

stopped the daily listening process. This has led to a continuous improvement in our services and supporting tools. We are now ready to enter a new phase of our history together.

In Berlin, on 24 September, SCA Containerboard will unveil the next generation of partnership commitment in the packaging industry: to be your

supplier of choice. At this unique occasion, the results of our hard work and total dedication will be presented to the entire packaging industry.

We count on your presence, together with us in Berlin, to make this industry stronger than ever before!

**SCA Containerboard has devoted considerable time and resources to successfully addressing the technical challenges of white top liner production. Soon, a new communication initiative will be launched for SCA White Top Kraftliner and SCA White Top Testliner, around the theme: White has never been so colourful.**

**The focus will be on three customer benefit areas:**

**PROTECT  
YOUR PRODUCT**

**REALISE  
YOUR DESIGN**

**colourful**



SCA Containerboard Presentation liners can be used as external liner to produce corrugated board in several compositions, including triple wall, for the fabrication of boxes for all grocery packaging, as well as many lighter industrial and commercial products.

In addition to offering good performance, SCA Containerboard Presentation liners add value to product packaging, increasing its power as a marketing tool.

As the communication initiative begins its rollout, SCA Containerboard presentation

liners will assume a starring role. In the meantime, for more information about our presentation liners, please contact your closest Sales Office.

# SCA Packaging Aschaffenburg, Herculight at its best!

featherweight

but strong

With the installation of a new pope reeler at the end of the paper machine and a new winder, the last milestone has been settled in Aschaffenburg, after the big rebuild end of 2005.

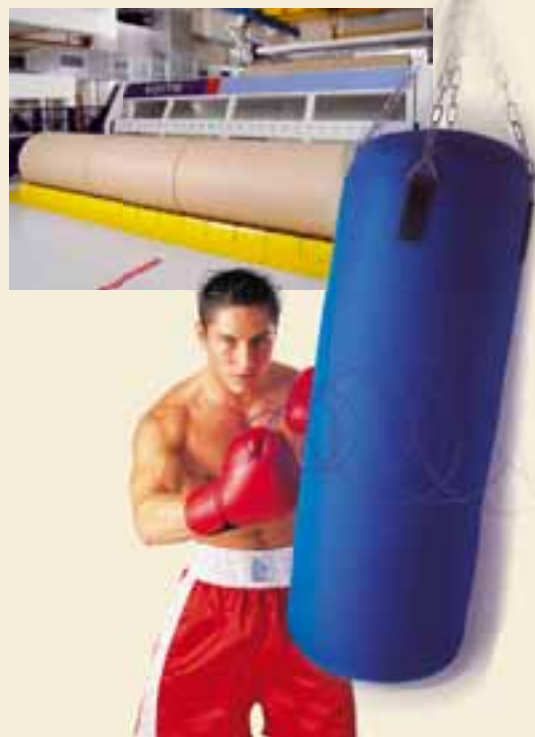
In a paper mill with such high manufacturing technology, it is inevitable to select one of the most advanced winder machines available on the market. Following the Containerboard weight lightening trend, the selection has been focused on a concept used until now only in fine paper sector, where very light products are processed.

The new equipment is fully automatic, precisely able to change reel sets and adjust knives under reliable computerized control systems at the speed of 2,800 meter per minute, delivering customer reels in compliance with the tightest quality finishing requirements.

Most demanding reels standard combinations are not a barrier for Herculight anymore, even the widest corrugators in the market can be efficiently supplied.

With its premium brand Herculight, SCA Packaging Aschaffenburg is today a leader in light weight corrugating medium products, in the range of 90 – 110 g/m<sup>2</sup>, satisfying the most demanding high speed corrugating machines, with outstanding performance.

Do not hesitate to contact your closest Sales Office for any kind of questions or to organize a mill visit ... you are always more than welcome!



## SCA's virgin fibre raw material now FSC chain-of custody certified

SCA Skog supplying all the wood fibre raw material, from SCA's own forests as well as external purchased wood fibre raw material, to our Swedish kraftliner mills Obbola and Munksund is since April 9<sup>th</sup> 2008 holding the FSC Chain-of Custody and Controlled Wood standard certification. These standards place demands on work methods for traceability and origin control of the raw material.

Growing public concern with illegal logging and environmental and social damaging practices has resulted in a greater need for forest companies, corporations and governments to exercise social and environmental responsibility.

One of SCA's environmental targets is to ensure that no wood fibre and no material manufactured from fresh wood fibre comes from controversial raw material sources defined as;

- Illegally harvested timber
- Timber from forests with high conservation value
- Timber harvested in violation of human right or the rights of indigenous people.

The FSC chain-of custody certification is a major step in fulfilling the target.



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