

SCA CONTAINERBOARD SHARPENS ITS CLAWS

Since 2001, SCA Containerboard has been working continuously to transform itself from a traditional production-oriented company to a supplier who places the customer centre-stage. Now, they are taking the next step and wish to become the customers' Supplier of Choice. At the end of September they began pursuing this in earnest by gathering a large number of customers at an event in Berlin.

It was in the beginning of 2001 that the first edition of Boarding Pass from SCA Containerboard saw the light of day. Boarding Pass was more than just a product catalogue; it was the result of active listening and the will to establish stronger and closer contacts with customers. According to the company, it was the first time a containerboard company dared to challenge the notion that containerboard is just a simple commodity! There is, they say, inexhaustible creativity in the industry, which makes it possible to defend the product against any competing material. Seven years have passed since then and now they want to take one step further and become the first-choice supplier for their customers. This will be realised, among other things, through delivery reliability, competitive offers and effective communication, and this is what they wanted to announce in Berlin. In connection with this, they have developed a number of new communication tools. These include:

Containerboard World

Containerboard World is a hardback book with exclusive design spanning over eight chapters that describe the different aspects of the industry. The material is a fine balance between an advanced technical presentation and a stylistic level that makes it readable for a more general public, for example in sectors like schools, institutions, trade organisations and associations.

SCA Containerboard Expressions

A brochure, which describes the programme of SCA Containerboard in different chapters but is actually a technical aid specially developed for the customer's staff in technology and paper purchasing.

A Refreshed Brand

At the same time, the company has decided to refresh its brand and now moves away from a product range that is specific for separate mills to a more defined portfolio of products from SCA Containerboard. For example, they have replaced "Testliner 3 from a certain mill" to "SCA Testliner 3".

New Website Design

To support all these activities, the company has now also given its website, scacontainerboard.com, a new design. The new design makes the website more transparent and user-friendly than before.