

PAPIETHEQUE

SCA Containerboard unveils its new strategy

On September 24th, SCA's corrugating medium division (liner and medium) unveiled a new structure aimed at strengthening its customer service.

To coincide with this major change, SCA has standardised the specifications for its papers and revised the organisation of its services, adopting a more customer-focused approach. In support of the new structure, SCA's communications approach has also changed. The group is now seeking to become its customers' choice supplier.

Jean-Paul Résimont
VP and Managing Director

The SCA brand shall now appear instead of the grade's source papermaker, and each grade has been tested so that those mills unable to achieve SCA specifications can no longer produce them.

Their production therefore complies with more stringent geographic criteria. SCA has, nonetheless, maintained the option of producing at several sites and is optimising the creation of buffer stocks so that it can more easily meet customers' needs.

Meanwhile, SCA has restructured its customer service. Customer Technical Service in Brussels (Belgium), supervises and works with the three regional centres in Sweden, Germany and Italy. Within this apparent simplification lie procedures and an action plan involving extensive preparation: these services work with customers to plan their inventory, help them locate the most suitable paper, and organise tests, if necessary. By guaranteeing a constant supply of consistently high quality, SCA hopes to build longer-lasting relations with its customers.

SCA is renewing dialogue with its customers by pursuing the approach introduced in the early 2000s, when it published its "Boarding Pass". More than a mere catalogue, it was designed to promote discussion and forge ties with customers. In the same vein, SCA has upgraded its website: www.scacontainerboard.com.

Through open dialogue with its customers and an internal department specifically for benchmarking, SCA constantly tracks the market and identifies the emergence of new requirements.

The focus today is on infusing a new approach into this stronger sense of dialogue including, internally, greater discussion between the mills' technical services working directly with the customers.

Product range

According to Stefano Rossi, Director of Sales and Marketing, "Presentation liners is the product category that has most changed, as a result of investments in their production mills", as by and large their actual specifications have not changed.

These grades have been regrouped into three categories covering a total of 14 products: presentation liner, brown liner and medium. All medium is manufactured using 100% recycled fibre and all virgin fibre is sourced from FSC forests. VP and Managing Director Jean-Paul Résimont sums up the situation saying, "being an industrial leader requires a greater degree of responsibility which is why we are continuing to develop the concept of sustainability."

Y.T.

Pap-argus article – our ref. : SCA081001

English for validation

Sémantis for SCA Containerboard – 04/11/08

www.semants.com

The SCA Containerboard product range	
Grade	Basis weight
Presentation liner	
SCA White Top Kraftliner	125, 135, 175, 200
SCA White Top Testliner C	135
Brown liner	
SCA Kraftliner	100, 115, 125, 135, 175, 186, 200, 250, 280, 400, 440
SCA Kraftliner WS	440
SCA Eurokraft	125, 140, 165, 180, 200
SCA Testliner 1	120, 145, 175, 200
SCA Testliner 3	110, 120, 135, 170, 190, 220
SCA Eurotest	115, 125, 135, 150, 175, 185
Medium	
SCA Herculight	90
SCA Medium HP	125, 135, 150
SCA Kemionda Extra	120, 127, 140, 150,
SCA Medium	100, 105, 110, 120, 140, 160
SCA Kemionda	120, 127, 140, 150
SCA Schrenz	115

© Pap'Argus No 237, October 16th, 2008 – www.pap-argus.com - Printed on Grycksbo G-Print
 BP 13, 27260 Epaignes, France. Tel.: +33 (0)2 32 57 40 62 – fax: +33 (0)2 32 57 40 86 – Email: edmf@wanadoo.fr