

AZIENDE E STRATEGIE
SCA Containerboard
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RI 2 February 2009

A communications campaign for the new containerboard line

SCA Containerboard presented several innovations in Berlin: renewing the brands used to identify the various materials, the company has developed a set of communication tools designed to forge closer relationships with customers and simplify their lives.

Containerboard: communication pays off

The SCA Containerboard Impressions day in Berlin was the European stage for the presentation of a series of innovations launched by a company which can be considered as one of the world's leading players in the containerboard sector.

The new product branding scheme was presented to an packed audience of representatives of the most important European processing industries, alongside a “new way” of illustrating the company's technical and customer service capacities, a new website and a book dedicated entirely to the world of corrugated cardboard. A demonstration of the way that containerboard is not just a simple consumable product, but an important material for which all the possibilities should be explored.

A precise mission

Traditionally oriented towards cutting costs, SCA has always striven to be a privileged supplier on the market. However, the Berlin event showed the intent to launch a new mission, that of becoming “The trusted supplier”, a real partner in the activities of its own customers. A project that can be identified in the company policy in three fundamental areas, the first being security of supply. SCA is indeed in a position to guarantee deliveries of of containerboard which are always punctual and in excellent condition, making it possible to respect production and customer deadlines. This was made possible by an organization that has experience, skills and partnerships and can guarantee a reliable service of the highest quality.

The second point focuses more closely on product quality and concerns the competitiveness of the SCA catalogue: Containerboard Customer Service (CCS) does indeed constantly engage in knowledge sharing with its customers, offering assistance in developing ad hoc solutions. High, rigorous standards are applied in all operations, so that the products and services on offer are always of the highest quality. Furthermore, every paper mill is equipped with the most modern equipment for processing and testing paper. .

Lastly, but no less important, is the “communication” aspect: maintaining a constant dialogue with customers guarantees perfect understanding of the most recent developments in the sector.

New product branding

One of the major innovations presented at the Berlin meeting concerned a renewal of the product range. SCA decided to change the brand of its own papers with the aim of achieving greater uniformity, so that SCA products can be guaranteed to be well identifiable on the market. The catalogue therefore no longer includes a range of paper produced by specific mills, but instead a well-defined range is branded as “SCA Containerboard”. For example, “Testliner 3 from a given mill” was replaced by “SCA Testliner 3”. The SCA Containerboard portfolio is now split up and presented in three distinct, well-structured categories:

-“Presentation liners”, white cover paper (SCA White Top Kraftliner, SCA White Top Testliner C);

-“Brown Liners”, manila cover paper (SCA Kraftliner, SCA Kraftliner WS, SCA Eurokraft, SCA Testliner 1, SCA Testliner 3, SCA Eurotest);

-“Medium”, card for corrugation (SCA Herculight, SCA Medium HP, SCA Medium, SCA Kemionda Extra, SCA Kemionda, SCA Schrenz).

Containerboard world, printed communication

SCA Containerboard was one of the first companies in the sector to invest in communication: not just in advertising campaigns, but also in the creation of services and tools developed to improve day to day communication with customers and others. During SCA Containerboard Impressions two new publications were presented which will be of particular interest to industry insiders.

The first, “Containerboard World”, is a full-scale book which clearly illustrates the containerboard production process in eight chapters. A project which was designed with the objective of communicating SCA's commitment as a responsible player in the packaging sector, “a world that includes people, sophisticated technology and creativity”. In substance it is not just a marketing tool, but a declaration of intent and a commitment to work with customers to strengthen the sector.

The approach presents a high technical level of presentation while remaining pleasingly readable: “Containerboard World” is therefore not just intended for customers, but will also be useful for schools, institutions, local administrations and sector organisations. The second publication, “SCA Containerboard Expressions”, is in contrast a full and in-depth presentation of the products and service capabilities: the chapters illustrate the whole range of technical provision and services offered by SCA Containerboard. In other words, it is a real technical tool for use by purchasing staff and specialists, that clearly sets out the developments in SCA's portfolio of products and services.

A complete website redesign

Backing up all these new initiatives by SCA Containerboard, the website www.scacontainerboard.com has been fully redesigned. More complete, more intuitive e completely designed around customer's requirements, it is presented as a simple structure and offers a great deal of useful information. Visitors, for example, can look up the characteristics of any product and download the technical specifications; many pages deal with production processes, the standards for the sector, quality checks and tests. And many aspects of the SCA Containerboard Customer Service are dealt with in depth: sales, commercial information, administration, logistics, technical support, R&D structures.

[Captions]

A moment from the Berlin presentation last September

The “Containerboard” book clearly illustrates the containerboard production process.