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Seminar – Event

SCA Containerboard

Being a preferred supplier

In September, SCA Containerboard brought together in Berlin (Germany) a number of European packaging industry stakeholders. Report.

The aim of the event held by SCA Containerboard in Berlin was to present the new name for the group's products, its new website and a book entirely dealing with the packaging industry called *Containerboard World*. This superb bound volume describes in eight chapters all the many fascinating aspects of the packaging industry. More than just a marketing tool, it is a collaborative work that states the company's pledge and commitment to customers.

Continuing to track towards its goal of becoming its customers' preferred supplier, SCA Containerboard has decided to change its products' names to reflect changes across all the products manufactured in its specific plants towards a coherent range of products under the SCA brand. The range is now divided into three major categories: presentation liners (SCA White Top Kraftliner and TestlinerC); brown liners (SCA Kraftliner, SCA Testliner, SCA Eurotest, etc.), and medium (SCA Medium, SCA Kemionda, SCA Herculight, SCA Schrenz, etc.).

The group explained that considerable improvements have been made on white liners, upscale products that are flexible and attractive in terms of technical applications and brand image promotion. Similarly, the group has been working on securing supply and ensuring its deliveries are exempt of any delay. The [www.scacontainerboard.com](http://www.scacontainerboard.com) website also reflects the brand's changes: more comprehensive, more user-friendly and focussed on the customers and the sector's needs with a vast array of information: product data sheets, manufacturing standards, quality control, tests and customer service missions.