INNOVATION
WHERE IDEAS AND REALITY MEET

Walki Group Customer Magazine

Cover Stories 2010

Smart shelves
travel light
Noticeable luxury
Meet Mr Jazz

THE LID THAT STAYS ON • THE ENERGY SAVING COVER
THE DNA OF WALKI

Last year we experienced a set of global challenges seldom encountered before by our industry. In these circumstances, the Walki Group delivered a robust and resilient operational performance having responded to the challenges by overhauling our cost structure and focusing on cash generation. Much of the success was attributed to the strong support from our customers, our owners and our dedicated people.

The recipe for survival was to have an organization understanding and accepting the need for fast changes in a marketplace with the lowest possible visibility. During the process of change, we were also able to rely on our long-term customer relationships.

Despite the challenging trading conditions, we did not lose faith in the future but continued to invest in our growth initiatives. A good example of such an investment is the new and highly efficient sheeting line for our Steinfurt plant in Germany. With this investment we will also be able to increase our sheeting capacity in the UK, since one of the existing lines from Steinfurt is moved to our UK plant at Garstang. Thanks to these moves, we will be well positioned to serve our consumer board customers more efficiently in the future.

Innovation has always been an essential building block in the DNA of the Walki culture and the track record of what has been done on the product development side is impressive. However, in the fast moving world in which we are living, life cycles of products and solutions tend to get shorter and shorter. Past achievements will not necessarily provide answers for future requirements. This we know and that is why we spent more on R&D in the crisis year of 2009 than we did in some of the previous years. Experience has taught us that innovation is the engine that spurs new periods of growth, provided that the new solutions create value to our customers.

I guess it does not come as a surprise that many of the articles in this magazine deal with innovations in one form or another. Hopefully, these stories will give you a flavour of what is in the Walki pipeline of new products and solutions.

Enjoy your reading.

Leif Frilund
President and CEO
THE BILLY SHELF
the slimmed-down bookcase for heavy literature

The furniture industry is becoming increasingly interested in materials which make intelligent use of resources and reduce the impact of transport on the environment. The folding back of the Billy bookshelf is an innovation which has taken Walki and Smurfit Kappa Lagamill into new markets.
IKEA’S BILLY

solid wood furniture became popular at a time when transport routes were short and material resources seemed limitless. Now the furniture industry wants to find new solutions that make intelligent use of resources. Today the aesthetic demands placed on furniture are still high, but now environmental and logistical factors, together with production costs, have a significant impact on product development. Smurfit Kappa Lagamill in Sweden has developed a back for the Billy bookcase which makes each flat pack two kilos lighter. The result is an annual reduction of 10,000 tonnes in the weight of transported goods.

During the 1990s, Smurfit Kappa Lagamill contacted furniture industries and suggested replacing wood-fibre based hardboard with a paper based alternative. At the time, the price of hardboard was so low that no one in the furniture industry thought that this was necessary. “However, their problem was that the backs of bookshelves and wardrobes needed very large packaging. If we could find a folding board which would fit in much smaller packaging, they would be very happy,” explains Björn Karlsson, Sales & New Business Development Manager at Smurfit Kappa Lagamill.

His team worked together with Walki’s team made up of Jan-Anders Fagerhed, Gustav Grahn and Tomas Nyström to develop a strong, printed surface material that would hold the board together across the two folding creases. “It was a challenge for us. Until then, Walki had mainly manufactured packaging material that protected the contents during transport and storage, but now we had to develop a material that would last for decades of domestic use,” says Tomas Nyström, Sales Manager at Walki.

To a certain extent the assignment was clearly defined, but it gave the Walki team scope for innovation. “We wanted the back of the bookcase to be made from paper based, non-toxic solid board instead of masonite, which contains formaldehyde,” says Jan-Anders Fagerhed, Technical Service Manager, Consumer Board.

The process involved choosing the right grade of paper, the right colour and the right grease and moisture barrier. “After Walki had solved the problem we started marketing our new product to different industries,” says Björn Karlsson.

For the first generation of the product, the focus was on ensuring high quality. After that, Walki looked at reducing the cost. Now the third generation is in production and the development work is continuing. “There is huge potential for this type of product made from recycled fibre. The need to adapt to market requirements and new directives means that the furniture industry’s interest in new solutions is growing,” says Gustav Grahn, Managing Director of Walki Sweden.

For Smurfit Kappa Lagamill, the folding back of the Billy bookshelf was the starting point for other new furniture solutions, including the backs of chairs, desks and wardrobes. “We are now firmly established in the living room and the bedroom and we are aiming to move into the bathroom and kitchen. These are more challenging environments, but there are a lot of potential uses for our board,” says Björn Karlsson.

Since the Ikea Billy shelf is one of the world’s best-selling bookcases, there is a great deal to be gained in transport volumes by using intelligent packaging solutions.

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ARE YOU AN INNOVATOR? WIN AN iPOD TOUCH!

SOLVING OUR CUSTOMERS’ problems is our day-to-day work at Walki, as you can see in the story about the Innovation Steering Group on page 12. Innovation is however not the exclusive task of a special group but the right of anyone with good ideas. We are open to any proposal from you, our customer, that could be the beginning of a new product or a new function of an existing product. So what is your proposal? Please send your ideas to us and we will enter all respondents into a draw for an iPod touch.

The competition address is www.walki.com, then choose “Innovations” from the top menu bar. The competition draw will take place on 22nd of October 2010 with the winner being announced on our website.

FRESH FISH FINGERS FROM AN OPENED PACK

Imagine buying fish fingers in economy packs, taking out the number you want and then reclosing the packaging and putting it back in the freezer. Walki has worked with its German partners to design practical fish finger packaging that is appreciated both in the industry and at home.

“Birds Eye was looking for new, consumer friendly packaging for its fish fingers. We came up with various options,” says Stefan Erdmann of Walki’s Technical Sales Consumer Board in Steinfurt, Germany. The goal was to find a re closable solution.

“The packaging has to withstand temperatures as low as -40°C and be approved for foodstuffs. Another consideration is that the cartons are stacked on top of one another in the freezer section. It’s also important to have print friendly packaging.”

The development team produced a tear strip that was strong enough to break the cartonboard at exactly the right point but also thin enough not to hold up production. Once the carton is opened, a tear strip, everyone can enjoy the financial advantages of economy packaging without eating 10 fish fingers in one go.

A new MarquipWardUnited SheetPro sheeter, incorporating the latest sheeting technology, has been in operation at the Walki plant in Steinfurt, Germany, since the beginning of 2010. The investment forms part of Walki’s ongoing initiatives to continuously improve product quality and efficiency. “We are pleased to be able to meet our customers’ needs for sheeted, PE coated and laminated barrier packaging materials even more effectively. This investment is a vindication of the confidence that Walki has, as market leader, in the future of barrier packaging,” says Wolfgang Thiesen, Vice President and General Manager, Consumer Board.

The new sheeter at Steinfurt means even better product quality and efficiency. It’s also important to have print friendly packaging.

Increased flexibility, more reliable deliveries and shorter delivery times are the results of Walki’s investments in new equipment for ream wrapping. The new machine for cut size ream wrappers in Pietersaari, Finland, offers a more flexible service for customers. As the plant now has two machines which can operate in parallel, delivery reliability has also been increased.

“Our customers use many different brands of cut size ream wrappers, so it is important for us to offer fast and flexible deliveries. We can meet these expectations because we are geographically close to our customers,” says Arno Wolff, Vice President of Sales and Marketing for Paper Packaging. As the printer in Pietersaari is equipped with the latest technology, it also brings other benefits, like efficiency from shorter set-up times and the ability to print all required print repeat lengths.

The plant in Jatne, Poland, has a new six colour, foilo format printer. Until now the Jatne plant has only been able to produce cut-size wrappers but in future will be able to support Central European customers with foilos as well. The new machine offers customers excellent print quality and the opportunity for improved supply chain management.

“The new printer is a response to the increasing demands of the marketplace, and it has enabled us to reduce our delivery times to between 7 and 10 days,” says Arno Wolff.
FIBRE LID
keeps the snack in the container

We’ve all had this unpleasant surprise when unpacking a shopping bag: a tiny hole in the lid of the container has let the yoghurt leak out into the bag covering everything with yoghurt. This will hopefully become a problem of the past, as Walki®Lid offers a solution.

Walki®Lid, developed by Walki, is a user friendly, renewable fibre based lid, designed for milk product packaging. Its excellent printability enables customers to design more impressive lids.

“Walki®Lid is not an entirely new product, but in the last six months the lid has been developed further and interest in it has grown,” says Heikki Lumme, Packaging Product Line Manager, for Walki.

According to Lumme, Walki®Lid has been developed into a more user friendly product – peeling back the lid has been made easier, for instance. In addition, the product has many mechanical and environmental benefits.

“A fibre based lid is produced from sustainable raw material, so it is easily recyclable and energy-efficient to manufacture. The lid is durable, protects the product superbly and will not get pierced in the shopping bag. What’s more, the lid does not tear but peels back neatly when opened,” says Heikki Lumme.

The printability of Walki®Lid is also excellent, which enables better quality graphics and more attractive and informative packaging.

GROWING MARKETS. Walki sells its Lid product around the globe, from Australia to Africa. So far, use has concentrated mainly in the Nordic countries. As the product has been developed, there is now a desire to enter larger markets.

“Valio became enthusiastic about the lid when looking for new options for its aluminium lids. Now it looks like our fibre lid is leading this competition, which is of course magnificent. In Finland, Valio is an extremely important customer to us,” says Lumme.

VERSATILE QUALITIES. Valio is the leading brand of dairy products in Finland, and it holds a strong position in the neighbouring markets of Russia, Sweden and the Baltic countries. The company has subsidiaries in the USA, Belgium and China and it sells industrial products globally. The international operations, including licensing, export and foreign companies, cover 95 countries.

When it comes to fibre lids, Valio has a long history. Fibre lids have already been in use for some time in various snack products.

“Valio has approximately 20–25 million fibre lids annually, mostly in desserts and cottage cheese products,” says Juha Ylisiurua, Valio Packaging Development Manager.

Environmental and technical benefits also made Valio interested in using fibre lids in other products as well. The fruitful cooperation between Walki and Valio in the development of the fibre lid advanced so well last autumn that in early 2010 Valio was able to test the lids on yoghurt cartons with great success.

“The prospects for Walki®Lid look good. Advanced packaging methods and improved qualities of the lid are bringing extremely satisfactory end results. Good usability, printability and durability of the lids bring substantial added value to the product and user-friendliness to the consumer. Another important factor is the recyclability of the fibre lid, which is of course environmentally significant,” says Ylisiurua.
ASSIGNMENT: REFINE THE BEST IDEAS

Predicting the future is not an exact science, but developing products and solutions for future applications is. Walki has a core team, the Walki Innovation Steering Group that works right at the intersection of desires and ideas supplied by the market, customers, suppliers and Walki’s own personnel.
Innovation: the intersection between question and answer

DAY-TO-DAY WORK AT WALKI revolves around solving our customers’ problems and improving their products. Our core skills are in barrier materials and coatings that need to protect, be functional and user friendly, and able to be used to promote a brand. This knowledge can be applied in an almost unlimited number of areas. A few examples of current areas of interest are given below. Take a look, allow yourself to be inspired, and get in touch. The Innovation Steering Group is happy to hear your ideas for new applications.

1. **Innovation**: the intersection between question and answer
2. **Stop microbes!** Bacteria can multiply on almost any surface. Covering the material with a special polymer coating is an efficient way to stop the growth of bacteria, fungi and algae. This type of polymer is approved for direct contact with foodstuffs and can be used on almost anything that has a polymer surface. Food and healthcare are obvious applications.
3. **Longer lifespan and fewer gases** Fruit and vegetables have one major drawback: as they age they emit gases that speed up their ageing process. Removing these gases extends their lifespan. One method of doing this is to coat the surface of the packaging with a polymer containing hollow inorganic particles with the capacity to absorb gases and odours. This polymer is approved for direct contact with foodstuffs.
4. **Stop others stealing your value!** A brand can be priceless. Unscrupulous people who copy top-quality brands know this too well. Marking something that is valuable to you can be a way to avoid this kind of theft. This can easily be done by adding a marker to the packaging material, e.g., the plastic coating, ink, colour or lacquer. It is easy to scan products to check which packaging contains the real thing.
5. **Open Sesame** Packaging protects products during transport, but when it is time to use the contents too much packaging may cause a struggle. Ensuring that packaging opens easily and in the right way is one of Walki’s areas of expertise. The product may use heat-sealing solutions, peelables, tear strips or other innovations. The main thing is that it works.
6. **Back to nature** Walki uses renewable materials in conjunction with films or polymer coatings to achieve an efficient end use barrier or function. But sometimes the material needs to be compostable. To enable this to be accommodated in industrial composting such as anaerobic digesters, Walki is developing a new range of biopolymer coated papers and boards. These will give barriers and performance appropriate for purpose and will comply with end user requirements for renewable material with low environmental impact.
If you want emotion and style, you might as well take it all the way. This was how Iggesund Paperboard in Sweden felt when they gave their Invercote premium cartonboard a wrapper that stands out from the crowd.

Part of the Holmen Group, Iggesund Paperboard has a longstanding partnership with Walki for its sheeted cartonboard wrappers. Invercote is Iggesund’s flagship brand and is used in consumer packaging for products such as luxury perfume and chocolate. Last year Iggesund instigated a comprehensive makeover of the brand.

“We wanted to create a stronger voice – something unexpected, appealing and young. Something that makes you want to find out what’s inside,” says Carlo Einarsson, Director of Marketing Communications at Iggesund Paperboard.

Iggesund developed an initial proposal for a new layout in bold, strong colours. They then passed the proposal on to Walki and Prepress Manager Niklas Källdman.

“For Walki, it was about sketching out something that works well in terms of technical printing and also takes into account the extrusion process. This is a win-win situation,” says Källdman.

Because Walki was able to view the proposal at an early stage, it was easy to make adjustments to create an even better impression, yield a faster printing speed and bring down costs. Walki’s extensive experience and knowledge of flexo printing meant new layouts could be set up smoothly and cost-effectively.

“We want to make it easier for the customer to produce a new layout, so it’s important for us to come on board at an early stage. Our ideas are mainly about optimising the print layout, so it’s a shame if the layout has already been approved by the customer’s top management,” Källdman explains.

Adjustments are often required because graphic designers and advertising agencies developing new layouts aren’t used to thinking in terms of flexo printing. Instead they adapt the layout to another printing method such as offset printing.

Iggesund and Walki performed a similar makeover on Iggesund’s other high profile cartonboard, Incada. Niklas Källdman and Gustav Grahn, MD at Walki Sweden, agree strongly that the work on Invercote and Incada is an example of cooperation at its best.

“The new Invercote layout was a challenge for us because we switched from a white wrapper with one-colour printing that covered about ten per cent of the surface to a wrapper covered in strong colours. This was quite demanding for our production process. We also have to balance the composition of the ink so that the print does not mark in use and to ensure that the wrapper surface friction is strong enough that the reams don’t slide when stacked on top of one another,” says Grahn.

Iggesund is not the only company looking to upgrade and vary its wrapper design. The trend of revamping products more frequently continues. So what was the reaction of Iggesund and its customers when they saw the final product?

“It was very successful; we had positive reactions from the market. We’re happy about the high quality printing surface, colour reproduction and how strongly the wrapper fits into the packaging line. Above all, we’ve strengthened Invercote’s identity,” says Einarsson.

An appealing wrapper for sheeted cartonboard that would make an impression on the major brand owners who use it: that was Iggesund’s vision for its flagship product, Invercote.
The use of biofuels as an efficient and environmentally friendly energy source is increasing all the time. One important biofuel reserve is logging residue, for which Walki has designed a biomass cover.

Walki® Biomass Cover is a cover material made mainly of paper which shelters whole trees and logging residue harvested from the forest from rain, snow and freezing. Thanks to the cover, the energy content of the wood rises as the solids content increases. Thus, protecting energy wood with a biomass cover saves time and money.

SAVINGS AND SHELTER. Walki® Biomass Cover is a paper based, sustainable solution that has some very valuable qualities.

“One of the most important benefits of the cover is its energy efficiency. When the top of the pile is covered, the wood can dry, and thus its energy content rises significantly. The cover shelters the top of the pile and keeps out water and snow. The pile is open from the sides, so that wind can blow in and dry the wood. Experience has shown that the solids content of wood can be raised by as much as 10–15% by using the cover,” says Wall.

According to Wall, the biomass cover also has a clear economical function. Energy companies pay for woodchip according to its energy content, which means that the price is determined by the solids content. The financial benefits of the cover for the woodchip seller are obvious, and its costs will be paid back with interest,” says Wall.

OPTIMALLY Sized. The biomass cover has some qualities that are significant from the perspective of the entire supply chain. The laminate has been produced mainly from natural fibre-based paper and is therefore suitable for use in the forest. The width of the biomass cover is four metres, which, according to Wall, an optimal size for a woodchip pile.

“The ease of spreading and chipping the cover are unarguably its key benefits. Thanks to its rigidity, the cover is easy to spread. The cover is also thick, which makes for easy chipping and does not leave shreds that might cause problems on the conveyors of incineration plants. The cover is chipped along with the rest of the material and becomes fuel, which can be easily burned along with the woodchips in the boiler,” says Wall. In cold countries, the cover also effectively protects the energy wood pile from freezing.

“If the pile is not covered, it freezes in the winter into an enormous heap that is almost impossible to handle. Thus, the added financial value of the cover is once again demonstrated. When the wood pile has been covered from the start and is easy to process, the chipping stage becomes considerably more efficient.”

UNTouched RESERVES. Finland and Sweden have long been pioneers in harvesting energy wood. According to Wall, other countries too are starting gradually to collect material for chipping.

“The process is also underway outside the Nordic and the Baltic countries. In the future, the use of biofuels will increase everywhere, and different applications connected to it will multiply. The use of energy wood is an enormous, untouched reserve, which has so far been used only in the Nordic countries, where its use is still increasing. With growing interest in other parts of the world as well, the possibilities are great.”

Energy saving

“One important biofuel reserve is harvesting residue, for which Walki has designed the Walki® Biomass Cover,” says Tuomo Wall.

Experience has shown that the cover can raise the solids content by as much as 10–15 per cent.
WEATHER-RESISTANT BOARD GAINS GROUND

Strong yet light as a feather – a tricky combination. **Design Force** has joined forces with **Walki** to create **Re-board** – a light, durable triumph for display material and furniture.

Re-board has clear advantages over traditional materials. “Our Re-board furniture and interior boards weigh 7 to 8 times less than chipboard or plywood equivalents. They are also completely recyclable and contain no toxic substances,” says Kurt Aldén, who launched Design Force in 2002 after selling his successful company SCA Display.

Design Force produces new, creative paper based products in Norrköping, Sweden. Corrugated board is not an innovation in itself, but Kurt Aldén has created a new, efficient production method and discovered new applications for the material.

“We have turned the production method upside down. The board is first glued together in large blocks and then sawn into slices,” he explains.

Aldén turned to Walki to achieve a water-proof, printable surface on both sides.

“Walki has given the board a moisture barrier and printable surface. Walki’s strength lies in their expertise and in their tradition of working in close cooperation with the customer on various sorts of laminates,” says Aldén.

**Walki** adapts the Re-board with various laminates, depending on the environment and application. To minimise the risk of fire, a flame-proof surface can be laminated onto the board. When the board needs to withstand year-round outdoor use, it is laminated to an even more resilient board.

“Our product looks simple but is a result of a lot of work and testing. The board has a certain rigidity and thickness, and the laminate must produce the required properties without being visible and without negatively affecting the production process,” explains Jan-Anders Fagerhed, Technical Service Manager at Walki.

TOUGH TEST. The material has been exposed to a range of tests. Kurt Aldén built a dog kennel, which has survived rain and wind for several years without material damage. Re-board has also provided backing for several outdoor advertising campaigns in open urban spaces, attracting attention with large and colourful designs.

“Pictures, patterns and text can be transferred from a computer and turned into sharp images on the boards via ink-jet printing. Customers can easily have their campaigns printed on Re-board,” says Gustav Grahn, Managing Director at Walki Sweden.

Design Force's main market is in retail, where store décor is being replaced at an increasing rate. The company boasts both boutiques and some of the major international retail giants among its customers. There is also potential in trade shows instead of producing display material on chipboard, plywood, metal or cardboard, an increasing number of exhibitors are choosing Re-board as a light yet durable material.

“We sell to customers in around forty countries and this number is growing. Trade shows are an important part of our strategy,” says Aldén. “We’re working on new applications for Re-board, and we can produce a small series quickly at low cost. We believe that this is the future,” says Kurt Aldén.

**Design Force** founder Kurt Aldén has found new applications for Re-board. In a 2006 charity project for the Red Cross, Design Force developed small, easily assembled, weather-resistant temporary buildings for disaster areas.

**Walki **produced a weather-resistant board to create **Re-board** furniture. **Design Force** has joined forces with **Walki** to create **Re-board** – a light, durable triumph for display material and furniture.
I t was the music teacher at Jonte’s school who helped him find his musical means of expression, the trumpet. “First I tried the tenor horn, but I soon decided it was not for me. The last thing I wanted was to be hidden away at the back of the orchestra. I decided to play the trumpet because it would give me a better chance of being in the limelight and playing solo. That way everyone would hear me play,” says Jonte when we meet in his office at Walki in Pietarsaari.

On the wall is a poster showing the jazz vocalist Reija Lang who appeared in 2000 at Jonte’s annual jazz event Föusjazz (Cowhouse Jazz) in his home village of Fagernäs. “I’d once said to my sister that when I moved back home I wanted to organise a jazz festival in an old barn, that the village association had turned into a venue for events.”

Alongside his studies and work, Jonte has always made sure that he is surrounded by a flourishing jazz culture. When he moved back home at the end of the 1990s he soon became part of the local music scene in Pietarsaari and was one of the co-founders of the busy jazz club Jazzoo.

“When my sister reminded me about what I’d said, I brought together a few friends who I jammed with and organised a public jazz concert in June 2000.”

Since then the event has grown and become an institution, fully booked every year. Now he gets phone calls from artists who have heard of Föusjazz and want to take part.

“From a humble beginning it has grown and become an institution, fully booked every year. Now he gets phone calls from artists who have heard of Föusjazz and want to take part.”

Jan-Anders Fagerhed

“Jonte” Fagerhed
taught the jazz bug when he was just thirteen years old. Thirty-seven years later, he still hasn’t found a cure. He plays in several different jazz bands and runs his own annual jazz event.

Within the Jazzoo jazz club, Jonte is also involved in organising the three-day Jeppis Jazz Festival which takes place every year at the end of September.

In his job as Technical Service Manager at Walki, Jonte enjoys the buzz I get afterwards makes it all worthwhile,” says Jonte.

Occasionally things don’t go as planned up on stage, whether it’s a jazz concert or a technical presentation. Then it’s just a case of putting things behind you and trying again.

“It’s interesting that professional musicians are just as nervous as I am about going on stage. The worst thing is seeing someone trying to cover up a mistake and being embarrassed about it. You just have to forget about it and move on.”

After having spent ten years as an ice hockey dad supporting his sons’ junior team, Jonte now has more time for jazz again. But music will remain his passion, not becoming a profession.

“Throughout my life I’ve thought about trying to make a career in music and becoming a professional trumpet player, but you build up your lifestyle on the basis of your income and the most sensible solution is to have an interesting job and devote yourself to music in your free time.”

“First I tried the tenor horn, but I soon decided it was not for me. The last thing I wanted was to be hidden away at the back of the orchestra. I decided to play the trumpet because it would give me a better chance of being in the limelight and playing solo. That way everyone would hear me play,” says Jonte when we meet in his office at Walki in Pietarsaari.

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“When my sister reminded me about what I’d said, I brought together a few friends who I jammed with and organised a public jazz concert in June 2000.”

Since then the event has grown and become an institution, fully booked every year. Now he gets phone calls from artists who have heard of Föusjazz and want to take part.

“From a humble beginning it has grown and become a big success. I would never have believed that it could become so popular, but people here are increasingly interested in jazz because of the club and the talented musicians around.”

Jonte himself plays in the Föusjazz house band and is happy to admit that he likes to be at the heart of things alongside other artists. Even though he enjoys organising the event, the best part for him is performing on stage.

“We are all exhibitionists to a certain degree and for me there’s nothing that beats the feeling of being up on stage when everything’s going well. I can’t describe it in words.”

Just like athletes who go out running, Jonte practises the trumpet on his own a few times a week. “To play the trumpet you need strong stomach and face muscles. After playing two or three sets you’re totally exhausted.”
Walki Group
At Walki, we’ve created protective packaging solutions for a wide range of industries for decades. In everything we do, we aim to maximise performance by using the minimum amount of raw materials, working sustainably to minimise our impact upon the environment. This is the way we’ve worked in the past and it’s the way we’ll work in the future.

To find out how we’ve got your business covered go to www.walki.com