GROWTH
WALKI CATCHING NEW OPPORTUNITIES

A cup of sustainable coffee, please!
The trailblazer Walki®4E
Big game hunting

CLEAN AIR, NO NOISE • REFLECTIVE INSULATION
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SUSTAINABLE COFFEE PLEASURE
Walki played a key role in developing sustainable coffee pods for French luxury coffee producer Malongo.

CONDUCTIVITY THE EASY WAY
Walki’s new ground-breaking technology 4E provides conductivity in a unique, dry process.

NO MISSION IMPOSSIBLE
Alkreflex provides insulation for buildings of all sizes.

Cover Stories
Publisher Leif Frilund
Editor-in-Chief Marina Kurula
Editor Petra Nylund
Layout Studio PAP / Janne Nylund AD
Print Waaasa Graphics 2012
Change of address marina.kurula@walki.com
DEAR READER,

As you will realize when reading this magazine, Walki continues to expand both into new customer segments, as well as into new geographic areas.

In the past year we’ve been strengthening our market presence and our position in strategic markets as well as conquering totally new ones. A good example is the acquisition of Meuwissen in the Netherlands; a producer of world-class technical membranes for the building and construction market. With this new acquisition we are able to offer our customers a larger range of new energy efficient and sustainable solutions for healthy living. On the other hand, our investment in Walki®4E, the ground-breaking technology for producing flexible circuit boards, represents an inroad to a completely new and exciting market segment. In this case, we offer our customers in the RFID tag industry a unique antenna solution based on paper. At the same we have expanded our global footprint by commencing a new production plant in Svetogorsk, Russia, and by setting up new sales offices in Moscow and New Delhi, India.

With these investments we are well positioned for further growth, but we also recognize that organic growth can only be generated by offering our customers sustainable and value creating solutions. That is why we have initiated a large scale training program for our entire customer facing staff, with the single objective to become a better partner for our customers. These efforts are supported by a new function that we call Operational Excellence, which combines the supply chain team with the organization implementing the Lean principles in our global operations. The intention here is to really secure that we deliver on our promises accurately and efficiently.

Growth and expansion come with customer trust. However, we at Walki also know that this trust has to be earned every day.

Enjoy your reading.

Leif Frilund
CEO
SUSTAINABLE COFFEE PLEASURE

INTRODUCING THE RECYCLABLE COFFEE POD
When French luxury coffee producer Malongo, sustaining a high ethic profile, was looking for a way to replace their plastic coffee pods with sustainable ones, the answer was found in development through co-operation. Walki played a key role in developing a recyclable coffee pod.
The story of Malongo dates back to 1934 when a small roastery was founded in Nice, France. Throughout the years the family-owned company has developed into a high profile coffee producer, honouring quality, high ethics and environmental sustainability. Malongo was the one to introduce Fair Trade coffee in France in 1992, a guiding principle for the company ever since. During the last ten years the company has been working to reduce their packaging material and use mainly recyclable material. Ground coffee and beans are still the main products, but lately pod coffee sales have exploded, today constituting 36% of Malongo’s sales. A disturbing fact was that the pods were made of plastic.

“We really wanted single coffee pods that could both be sustainable and preserve the delicate aromas of our coffee. Through our co-operation with board provider Korsnäs we were introduced to Walki,” says Olivier Lamouche, Purchasing Manager of Malongo.

Walki’s task was demanding. What they were asked to deliver was a barrier for the pod frame, and a paper-based packaging material for the individual pods, observing the need of recyclability and the sensitivity of coffee. An extensive development project involving Malongo, Walki and Korsnäs.

“We were all faced with challenges. Coffee is such a sensitive product and the demands on the aroma barriers are high. Malongo produces absolutely high-quality coffee and it should stay like that all the way to the cup,” says Marie Barge, Sales Manager for Walki in France.

This is the story of being true to your own values, of believing strongly in something and finding ways to realize it all. French coffee producer Malongo trusted the expertise of Walki when aiming to develop a fully recyclable coffee pod and packaging.
The first task was to make the coffee pod itself recyclable. The coffee is packed in a filter paper, held by a ring-shaped frame made of board. Thanks to Walki’s long experience in developing environmentally sustainable material the demand of a recyclable frame was not a problem. The combination chosen for the board ring was Walki®Pack Bio X, an oxo-biodegradable and non-toxic polymer coating on paper board. The pod is then packed in a single packaging that had to be not only recyclable, but above all, provide a gas, aroma, moisture and vapour barrier. On top of this it had to be thermo-formable, heat-sealable, peelable and provide good printability, and be oxo-biodegradable.

“These are all material issues we at Walki have worked with throughout the years; it was just a question of combining them in the right way. By choosing a thermo-formable fibre based material with a barrier coating we created Walki®Form Bio X, a material that meets the Malongo requirements and ensures recyclability of the packaging,” Rune Skåtar, Director, Development & Innovations at Walki, says.

The paper chosen for the product was Korsnäs Wave, offering a new, creped design and the requested elongation.

The development of the final products was demanding for all parties involved, since it was the first recyclable pod to be produced. But Jean-Pierre Blanc, CEO Malongo, is very happy with how the project was carried through.

“Walki did a huge development work in order to meet all our specific needs, everything done in line with our values. Each of all parties involved has invested a lot of resources and time, and the trials were many, but all along the way everyone brought in new ideas that step by step pushed the development forward. On behalf of all of us participating I am very proud,” he says.

Today Malongo is selling coffee and coffee machines in Europe, Asia and USA. All of the company’s pod lines will in the future be replaced with new machinery in order to produce only the recyclable pods and packaging. This is also where most of the global pod makers are striving, but thanks to the successful development project Malongo is probably the first one to have accomplished it.

For Walki, the project could pave way for new possibilities.

“We gained a lot of good experience that could well be used for similar applications in the future,” Rune Skåtar says.
THE NEW, SUSTAINABLE WAY OF ACHIEVING CONDUCTIVITY
Walki®4E technology is a totally new way of producing flexible circuit boards efficiently and sustainably. It opens up a whole range of opportunities to produce conductive laminates using a patented, unique, dry process. The four E’s of Walki®4E stand for efficient, exact, economical and ecological.
The story of Walki’s new, patented technology started when Walki looked for ways to simplify the process of manufacturing RFID antennas while making use of their knowledge in lamination. The traditional way of producing RFID antennas by etching has for a long period undergone only modest development.

“Walki®4E technology is the first feasible alternative to the wet etching process and it will bring new dimensions of cost efficiency and sustainability to many different industries, the RFID industry being one them,” says Sami Liponkoski, Business Line Manager at Walki.

Walki®4E enables production of any paper-based laminate that needs electrical conductivity, be it intended for a radiator, an RFID-antenna, an intelligent packaging material or something else. In brief, the idea is to make a special laminate of aluminium and paper substrate, where the conductivity is provided for by aluminium foil, cut in patterns using a laser.

“No matter what the final product is, Walki®4E makes it 100% recyclable. This is achieved through our unique, dry production process, which allows for paper or some other mono-material being used as the substrate and makes aluminium process residue process residue.
fully recyclable. When the final product has come to the end of its life cycle aluminium is easily sorted out by metal detectors in a fibre recycling process,” Sami Liponkoski explains.

The demand of full recyclability is constantly increasing, since legislation in many countries moves towards greater responsibility for recycling being placed with manufacturers.

ANY MATERIAL Thin, flexible laminates with good conductivity are needed in a growing range of products. By using paper and metal as raw material Walki®4E enables conductivity in almost any material. An interesting area where Walki possesses vast knowledge is packaging material.

“There's an increasing use of 'intelligent' packaging where, for instance, sensors and antennas demand conductivity. With Walki®4E conductivity can be integrated into the packaging material,” Sami Liponkoski says.

The same goes for clothing. Intelligence in clothing is needed in, for example, clothes for extreme conditions with built-in heat elements or clothes made of nano-material that adapt according to body heat and external conditions. In brief, 4E is suitable for any material where you want to transmit a signal.

Boards for heat radiators is another potential area for Walki®4E. An interesting example is found in radiators preventing condensation.

“Condensation is a common problem the closer we get to building zero energy houses, but already a temperature of 1 or 2 degrees higher than the temperature outdoors is enough to keep it away. This could be achieved by integrating thin aluminium heating elements into, for example, the ceiling,” Sami Liponkoski says.

Single-use electronics is a field where Walki®4E could generate cost savings. Medical equipment as well as equipment in food industry where disinfection is needed have high costs in time and money, making sure they are clean and safe for use. This might be overcome if single-use equipment is produced with Walki®4E. A related field is recyclable electronics, which could now be made of paper and aluminium rather than polymers and copper.

And so the story about end-uses for Walki®4E can go on and on. A final example of potential use is back-sheet laminates for photovoltaics.

“At the moment, we are investigating how Walki®4E could be used in roll-to-roll production of organic photovoltaics,” Sami Liponkoski says.

Walki®4E in a nutshell

**ECOLOGY** ● Absence of liquid chemicals ● 100% recyclable aluminium process residue ● An easily recyclable end product

**EXACTNESS** ● Laser technology enables extreme accuracy, smaller and repeatable patterns ● The rapid development of laser technology brings almost limitless possibilities for producing flexible circuit boards

**EFFICIENCY** ● The dry process and the speed of laser technology provides for a production speed up to ten times faster than that of etching ● High repeatability of laser allows for better yields in IC (integrated circuits) attachment processes

**ECONOMY** ● A flexible choice of substrate allows for greater variety for on-pitch converting and of pitch length ● Computer to antenna production speeds up design and production ● Higher accuracy allows usage of smaller ICs
CLEAN AIR, SILENTLY AND EFFICIENTLY

THE AIR INDOORS IS A GREATER RISK TO HEALTH THAN PREVIOUSLY THOUGHT. AIR FILTERS HAVE BEEN UNABLE TO COMBINE SUFFICIENT EFFICIENCY WITH LOW NOISE LEVELS, BUT THE NEW DEP TECHNOLOGY SOLVES THIS PROBLEM. WALKI PRODUCES THE CORE MATERIAL FOR THESE NEW AIR FILTERS, WALKI®PACK DEP.

“More and more research projects are telling us the same thing: indoor air is a health hazard because of particles from traffic, and substances such as textiles. According to the WHO (World Health Organization), the average European’s life is shortened by eight months due to high particle levels indoors,” says Andrej Loreth, Head of Development at Cair AB in Sweden, and the inventor of DEP technology.

DEP – or Disposable Electrostatic Precipitator – is based on a classic electrostatic two-stage filter technology, but instead of capturing particles using metal filters, it uses a conductive cartonboard based material, which Walki exclusively supplies for all air filters using the DEP technology. Loreth is currently working on adapting the technology to HVAC, heating, ventilation and air conditioning, which is an enormous global market.

“The typical problem with creating dust-free air has been creating sufficient air purification capacity without creating a lot of noise. DEP solves that problem. The technology means a much greater air filtering capacity with less air resistance, giving a silent apparatus and extremely low energy consumption level. And it doesn’t create any ozone, either,” adds Loreth.

In Scandinavia, DEP technology has so far mostly been used in public buildings, such as schools and shopping centres. In the rest of the world, the technology is sold via the American ergonomics specialists Humanscale, manufacturers of the ZON personal air purifier.

“Indoor air filtering is becoming an important issue. The American environment agency, EPA, names indoor air pollution as one of the biggest threats to public health. Given that American spend 90% of their time indoors, it’s a problem that cannot be ignored,” says Chris Gibson, Director of Air Quality Products at Humanscale.

The American distributor of DEP technology, Clean Air Options, is also establishing sales of industrial-scale air filters in the USA.
The imaginative and forward looking concepts of the so-called “Internet of Things” and ubiquitous “Item Level Tagging” that originated nearly ten years ago at the Massachusetts Institute of Technology MIT Auto-ID Centre are slowly gaining traction and momentum as innovation and developments in RFID tag and label manufacturing technologies make great leaps and strides. Low cost tag realization processes have emerged to facilitate RFID functionality being seamlessly embedded within consumer packaging. With the emergence of ubiquitous RFID readers in the form of Near Field Communication (NFC) enabled mobile phone handsets; the scene is now set for an exciting future making it practical to add intelligence to everyday things.

The realisation of the “Internet of things” vision is inextricably tied to the emerging printed semiconductor revolution and integrated manufacturing that will likely be the enabling technologies for defining the coming future next generation of very low cost mass produced RFID tags/labels. Using a mobile phone or other NFC device, consumers, while they shop, will be able to interact with smart labels on products and smart posters to receive product details, promotional offers, coupons, loyalty points, nutritional information, and other useful information to enhance their retail experience, as well as interact with social media, web sites and other Internet based services. The online and physical worlds will soon be connected together.

Today there are many separate layers and players – substrate, IC (integrated circuit)/printed IC, antenna, ACP (Anisotropic Conductive Paste)/ACF (Anisotropic Conductive Film) circuit attach, machine manufacturers, inlay manufacturers, converters – each demanding their piece of the value chain pie. That may be OK for now in the higher margin niche applications for RFID currently being addressed.

Walki’s highly efficient 4E antenna component realization technology will make serious inroads in reducing the number of steps and players in the RFID tag manufacturing value chain.
With the acquisition of Dutch company Meuwissen in the last quarter of 2011 Walki Group has strengthened its leading position in multi-layer laminates. The acquired companies Meuwissen Industrie B.V., now known as Walki Meuwissen B.V., and Meuwissen Bouwprodukten B.V. are a producer of flexible packaging materials and a specialist distributor of building and construction material respectively. Both businesses are located in the Netherlands, employing 65 people in total, with net sales of 21 million Euros in 2010.

The acquisition extends Walki’s local coverage in the important central European market and provides enhanced distribution channels. The location of the plants is an excellent fit for Walki’s existing plant network.

“The knowledge, technical capability and flexible way of working at Meuwissen fits perfectly with Walki, and together we will continue to offer the creative solutions that bring the value our customers expect from us,” says Wolfgang Thissen, Vice President and General Manager of the Technical Products business area and now also Managing Director of the acquired entities.

Walki Meuwissen holds a strong expertise in products for the construction industry, focusing on construction membranes and vapour control layers. Steel packaging is another of Walki Meuwissen’s top products.

In spring 2012 Walki opened its own sales company in India, with staff located in Delhi and Mumbai.

“We are very hopeful when it comes to the Indian market. The market research we recently carried out shows very good potential for many of our products, such as products for the insulation industry, the ready-made food industry, and the paper and metal industry. The increasing consumption of the growing Indian population is another positive factor,” says Andika Roemin, Vice President Asia Pacific.

In addition to its office in India and its Changshu plant in China, Walki also runs a sales office in Kuala Lumpur, Malaysia. Backed up by sales agents, the office covers sales in Malaysia, Indonesia, Vietnam, Taiwan, Japan, Korea, Australia, New Zealand and the Philippines.

Steel wrapping is one of the areas of expertise of Walki’s new group member, Meuwissen Industrie.

Braj Kishore Gupta, National Sales Head, Nilotpol Mukhari, Sales Manager and Harish Bisht, Business Development Manager.
The network members represent various areas, ranging from energy solutions to building materials, and the program is headed by Bayer MaterialScience.

“The need for sustainable building is huge in China, taking into account the size of the market, the rising energy prices and the fact that proper insulation is still not very common in China, despite both harsh winters and hot summers. Joining this network provides an excellent opportunity for Walki to become better known in the Chinese building market in the company of other leading players in the field,” Andika Roemin, Walki’s Vice President Asia Pacific, says.

The ECB Program has already completed projects in Germany, Belgium, USA, India and China in order to demonstrate applicability under different climate conditions.

WALKI COVER STORIES 2012

What’s up with Operational Excellence, Tuomo Wall?

Tuomo Wall is head of Walki’s Operational Excellence.

You have been appointed Vice President, Operational Excellence. What are the main tasks for you and your organization?

We will develop Walki’s supply chains by making sure all of our operations are based on true customer needs and lean management principles. In short, we will build better links to our customers and suppliers and also internally – both in terms of physical material flows and information flows. This will enable us to work more efficiently and reliably.

How will your efforts benefit Walki’s customers?

Operational Excellence is not an internal efficiency program. Everything is done in order to provide added value for our customers such that they will experience Walki becoming an even more reliable and easy-to-work with partner. There’s also everything to win for our customers from an optimized supply chain. That’s why we invite and encourage our customers to join the effort – by collaboration we can both benefit.

Looking into the future – say, three years – how do you think Walki will have changed as a result of your work?

Above all, our aim is for both customer and employee satisfaction to be very high. This will be a result of deeply rooted supply chain thinking and a lean philosophy in our company culture.

NETWORKING FOR BETTER LIVING IN CHINA

Walki takes another important step to strengthen its position in China by joining the EcoCommercial Building Program, an international marketing network of qualified experts within the field of sustainable building.

The network members represent various areas, ranging from energy solutions to building materials, and the program is headed by Bayer MaterialScience.

“The need for sustainable building is huge in China, taking into account the size of the market, the rising energy prices and the fact that proper insulation is still not very common in China, despite both harsh winters and hot summers. Joining this network provides an excellent opportunity for Walki to become better known in the Chinese building market in the company of other leading players in the field,” Andika Roemin, Walki’s Vice President Asia Pacific, says.

The ECB Program has already completed projects in Germany, Belgium, USA, India and China in order to demonstrate applicability under different climate conditions.
NO MISSION IMPOSSIBLE

Alkreflex TLX provides insulation for buildings of all sizes

WITH A GROWING AWARENESS OF THE NEED FOR ENERGY CONSERVATION, INSULATION REGULATIONS ARE BECOMING TIGHTER IN EUROPE AND OTHER PARTS OF THE WORLD. BUT INSULATION IS NOT ONLY ABOUT THICKER WALLS. REFLECTIVE INSULATION MATERIAL KEEPS THE HEAT WHERE IT IS SUPPOSED TO BE.

Chanel Mobile Art Pavilion, designed by Zaha Hadid, commemorated the 50th anniversary of the iconic Coco Chanel handbag - and is insulated with Alkreflex TLX Silver. After touring the world, it is now permanently located in Paris.
The idea of boosting insulation efficiency with a reflective material that bounces the heat back into the building is not new. Walki Meuwissen started manufacturing their first aluminium-faced bubble pack product in 1975, introducing to the market an insulation material that reflects back more than 90% of the infrared heat radiation. The material was a success and paved the way for new solutions for insulation. The most recent development is the co-operation with Web Dynamics, a leading manufacturer of multi-foil insulation and breather membranes in the UK. The co-operation works in two directions: Walki supplies material for Web Dynamics’ products and distributes some of them in the Netherlands. Web Dynamics’ TLX products offer insulation for new buildings as well as for refurbishments, and because it is so easy to apply, there are very few constructions that can’t be provided with proper insulation.

“We have worked on projects ranging from iconic buildings such as the Khalifa football stadium in Qatar to sensitive projects like renovations of castles and hospitals,” Tim Woodbridge, CEO and founder of Web Dynamics, says.

Walki Meuwissen sells the products under the brand name Alkreflex TLX in the Netherlands. They are designed for both roofs and walls, but Alkreflex TLX Gold is especially useful in demanding projects where roofs are difficult to insulate. It is a breathable multi-foil roofing membrane that replaces roofing underlay and controls both water vapour and air movement. In other words, the material lets out the humidity that is produced in a house every day whilst also offering maximum energy conservation.

“Especially when it comes to older buildings our product offers an interesting alternative to building up roofs in order to make room for additional insulation. TLX Gold is only 33 mm thick and is easy to fit into original roofing constructions. All its layers are breathable and the bottom layer reflects heat back into the house,” Tim Woodbridge says.

The Alkreflex TLX Silver is a flexible multi-foil for both roof and wall application. As it is only 30 mm thick TLX Silver is used together with glass wool to reduce total insulation thickness but still achieve excellent insulation properties. If used together with rigid insulation materials it makes installation faster. In both cases TLX Silver reflects more than 90% of the heat radiation back into the house.

So far, the TLX products are sold in the UK and the Netherlands, but Wolfgang Thissen, Vice President and General Manager Technical Products at Walki, sees a lot of opportunity on other markets.

“The products are ideal for conditions all over Europe and our next step could be introduction in Germany and Scandinavia. However, marketing has to be supported by ‘teaching’: the methods by which heat actually escapes the house because of radiation are not very well known,” Wolfgang Thissen says.

Tim Woodbridge characterizes Web Dynamics as a truly innovation-driven company, where new ideas are allowed to flourish and creativity is the rationale. Accordingly, he sees a lot of potential synergy in Walki, which became Web Dynamic’s new partner following Walki’s acquisition of Meuwissen Industrie in 2011.

“Waliki is exciting for us and provides a partnership we need, since they understand the problems and opportunities we are confronted with,” he says.

Being an innovator, Tim Woodbridge has a clear vision of what the next breakthrough in insulation would be:

“Creating translucent insulation, letting in light straight through insulation – that would be a big leap!”

The products are ideal for conditions all over Europe and our next step could be introduction in Germany and Scandinavia.
Walki, with its long experience of close co-operation with the forest industry, has developed the procedure in order to promote the efficient use of wooden biomass globally.

“OBEY stands for Optimising the BioEnergy Yield – making full use of the energy potential of logging residue. The first step is to let the residue dry in the forest before it is chipped and transported. It’s a law of nature that the energy yield increases significantly if you completely dry the material before burning it,” says Kari Salminen, Business Line Manager Construction Facings, Walki.

If OBEY is implemented step-by-step, the amount of energy obtained from biofuel can be significantly increased. The most important consequence of this is that large amounts of fossil energy can be replaced with renewable energy.

“Biomass is the most significant of the renewable energy sources in use, and forest bioenergy is by far the largest source, with the best potential for growth. It provides good net energy output. In other words, processing doesn’t cause energy loss. Furthermore, the conflict of whether biomass should be used as fuel or as food can be avoided when using wood,” Kari Salminen says.

A COMPLETE PROCEDURE FOR SUSTAINABLE ENERGY YIELD

OBEY embraces the entire procedure of harvesting, handling and using logging residue (the parts of trees that are left behind after the trunks have been taken by the paper industry or to sawmills) and the thin trees that have been cut down to provide room for more profitable trees to grow. This wooden biomass is left to dry at the logging site for three or four weeks before it is collected, allowing free and environmentally sustainable solar energy to dry the wood effectively. Subsequently, the

OBEY in one sentence: Maximizes the amount of energy obtained from biomass through a procedure embracing harvesting, drying, stacking, protecting, chipping and transporting the wood.

For the complete OBEY procedure, see: www.obeyinfo.com
wood is stacked where the sun and wind can dry it further.

“If the stacked wood is protected from rain and snow with a suitable cover it will stay dry and not lose its energy value. Moreover, the wood will be easy to handle since it remains ice-free. Walki’s covering material, Walki®Biomass Cover, has been developed exactly for this purpose. With our new super-wide web laminator we can offer covering material up to 6 meters wide, and since it is fibre-based it can be chipped and burned together with the logging residue,” Kari Salminen says.

Another step in the OBEY procedure is to chip the wood close to the stacking site in order to minimise transport volumes and thus reduce the energy needed for transportation. If the biomass is dry, transport efficiency is boosted further since trucks don’t transport excess water. Furthermore, by storing only dry biomass, decay is avoided.

OBEY is a procedure for maximizing the energy yield of wooden biomass used for energy production.

OBEY in one sentence:
Maximizes the amount of energy obtained from biomass through a procedure embracing harvesting, drying, stacking, protecting, chipping and transporting the wood.

For the complete OBEY procedure, see: www.obeyinfo.com

SIX METERS OF PROTECTION
The Walki®Biomass Cover is a strong, paper-based laminate for protecting logging residue intended for bioenergy from rain, snow and ice while stored in the forest. Proper covering can reduce the moisture content by up to 18%, ensuring a higher energy value. The cover is laid onto the pile using the same machinery that gathers the residue and, since it is paper-based, the cover can be chipped together with the residue. Walki-Biomass Cover is the widest cover available on the market: up to 6 meters wide.

Protecting the energy harvest from rain and snow is an important part of OBEY. Walki®Biomass Cover offers an easy-to-handle cover up to 6 meters wide.
In 2012 Walki is launching its new homepages. The pages have gone through a complete makeover in order to become visually more attractive and provide easier access to the particular information visitors are looking for.

“Whilst wanting our updated website to be fresh and modern we also wanted it to be easy to use, so that a visitor entering would see Walki in the way that makes most sense from the outside looking in. I think that we have achieved this,” says David Ingham, Vice President Sales & Marketing.

Another, equally important driving force behind the re-design was to create a homepage that better reflects the Walki of today. Since the last revision of the Internet pages, Walki has gone through some profound changes, including establishing operations in Poland, the Netherlands and Russia, and the launch of a completely new, ground-breaking technology, Walki-4E.

“Walki has grown since independence in 2007. We have grown physically with our acquisitions and practically with our ambition to make the most of our core competence in combining materials to provide performance and value for the business chains we operate in,” David Ingham says.

The section “What we do” provides a clear-cut guidance to the different product categories, going down to detailed specifications of each product. In the section “Who we are” you find the most important features of the company. The perspective is broadened in the section “Our stories”, where everything from the latest press releases to customer stories and brochures is found.

Walki’s homepage has been revamped to give even more accurate and inspiring information to visitors.

Walki Lab is a completely new segment on Walki’s homepage, intended to provide information related to products and solutions as well as inspire readers to think out of the box and create ideas for new applications. This is the spot where you find stories about the latest developments, and maybe also get glimpses of what is in the pipeline.

“The idea behind Walki Lab was to create a virtual shop window for innovation and ideas. We believe in the power of collaboration. We believe that sharing information is more powerful than not doing so, as it provides the fuel to spark an idea that will create value for our stakeholders,” Rune Skåtar, Director Innovation and Technology, states.

Walki Lab will be regularly updated with new features, which do not only include products and developments from Walki. Visitors are also likely to find, for example, expert articles on new research results or links to interesting web sites.
The Walki Group project to develop Corporate Sustainability Reporting according to the GRI (Global Reporting Initiative) guidelines is progressing well. “During the past year we completed an analysis to clearly map our existing situation and we benchmarked best practice to help form Walki’s own road map for sustainability. All our stakeholders, including employees, customers, suppliers and others, were invited into the process to help gather expectations and identify the most important issues to address”, says Leea Häkkinen, Manager, Management Systems.

The results of the exercise were reviewed at a materiality workshop which provided a set of sustainability themes and KPI’s which Walki will measure and use to report business performance in the coming years.

“We strongly believe that our commitment to the continuous improvement of our sustainability performance will have a positive impact on our overall performance as a business in the coming years”, says Mats Holti, Vice President, Technology & innovations at Walki.

**OWNING OUR RESPONSIBILITIES**

- The themes of Walki’s roadmap for sustainability reporting according to GRI include environment, society, people and wellbeing, product responsibility, sustainable governance and economic value.

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**What’s up in Ireland, Richard Redmond?**

Richard Redmond is Walki’s agent in Ireland and Northern Ireland, where he’s been serving Walki’s customers for 34 years.

1. **How’s business right now for Walki in Ireland?**

   Very good, thank you. Ireland and Walki are a perfect match, in particular when it comes to the insulation industry, which is very strong here and to whom Walki delivers world class facing material.

2. **What are the biggest challenges and opportunities for Walki in Ireland?**

   It’s always a challenge to stay ahead of the competition, but when it comes to opportunities, the growing housing crisis in the UK is creating an interesting situation. A report estimates a shortfall of 750,000 homes by 2025.

3. **You’ve worked with Walki for impressively many years now. What’s the key to not getting tired of your work?**

   My Walki colleagues have become great friends and it is a pleasure to work with all of them. I want to feel that I can still help my customers and I especially enjoy it when my efforts result in orders. When I don’t get a buzz from that any more, I will retire and leave it to the young bucks.

4. **Everyone knows that Ireland is a beautiful island and that the Irish are friendly and funny. But what do we not know about Ireland?**

   For anyone visiting some of our 300 golf courses, it may be nice to know that we have no snakes or biting insects of any kind. Another significant benefit is our pre-clearance agreement for flights to the USA. This means that you are cleared for entry to the USA at the Irish airports, avoiding queuing at your destination. And by the way, every American president since John F Kennedy, including Barack Obama (except for Gerald Ford), has had Irish ancestry!
Autumn is a busy time for Pernilla Stubb and other Finnish elk hunters. During the autumn hunting season they cull between 60,000 and 80,000 elk. But the world’s largest deer is not easy quarry.
Pernilla Stubb, on weekdays Manager, Quality Assurance & Environmental Issues at Walki in Pietarsaari, Finland, spends every weekend from the end of September until late December hunting elk. The fact that it’s cold, wet and dark in the forest doesn’t stop her. She loves nature and elk hunts.

"Being out in the forest is a counterbalance to work. The stress drains away and that’s where I get my good ideas," she says.

Being on lookout during an elk hunt is not for the inpatient. It can involve hours of being quiet and not moving, waiting for the hunting party’s dog handler to radio in that the elkhound is flushing out an elk towards the shooters.

"The hardest part for me is the cold. I’m thinking of getting myself some gloves and shoe soles with battery-operated heaters."

Pernilla Stubb is not alone in her love of hunting. Around 300,000 Finns share her hobby, 15,000 of them women. In Finland anyone who’s passed the hunter’s exam is in principle entitled to hunt, either by owning land, joining a hunting party which rents shooting rights or by buying a hunting licence for state-owned land. The elk hunt is run by a hunting party which consists of ten to over 100 members.

Pernilla Stubb and her hunting party meet early every weekend morning at their hunting cabin and plan the day’s hunt. They have to be ready as soon as the day breaks to make the most of the few hours of daylight in late autumn and winter. The hunt leader gives the shooters their passes and the dog handlers set off with their dogs. The dogs are equipped with GPS and bark indicators, so the handlers can check on their mobiles where they are and how they’re barking. The bark tells the handler the dog has found an elk. The shooters wait on their guard.

"Of course it’s exciting when you hear a dog bark nearby and you suddenly have an elk in your sight. You then have to be able to decide whether you can shoot it or not."

What Pernilla means is that the shooting party itself cannot decide which and how many can be shot. All shooting parties are allocated a quota of so many adult animals and so many calves by the state wildlife society. Females with calves must never be shot.

When an elk is culled the hunters help each other get it out of the forest. Sometimes they can use vehicles, but if it is difficult to get to the elk, for example in marshland, they have to drag it out by hand. The hunting party have their own slaughterhouse where they slaughter and butcher their quarry.

"The elk hunt is not just a hobby, but to a great extent a necessity in countries such as Finland and Sweden. The elk has few natural enemies, so the herd can grow unhindered. This causes problems as the elk eat forest plantations and are a traffic hazard. For Pernilla Stubb the hunt is also about the good spirit of community among the members.

"The day’s high points are the breaks when we get together for something to eat and some coffee," she says.

Women are still in a clear minority among hunters. How does it work in Pernilla Stubb’s hunting party?

"I’m treated the same as all the rest. The only time I got special treatment was when I was pregnant and couldn’t walk long distances or drag and lift dead elks."

THE ELK (ALCES ALCES)

1. The world’s largest deer. The bull can weigh up to 700 kg and reach a height of more than two metres.
2. Habitat: from Scandinavia in the west to Siberia in the east.
3. In 2011 there were a good 90,000 elk in Finland.
4. 1,000 accidents involving elk take place in Finland every year.
5. Damages of 2–3 million euro are paid for forest plantations every year.

3 QUESTIONS

WHAT IS THE TASTIEST ELK DISH?
Medium-grilled elk inner fillet wrapped in bacon.

WHAT WOULD YOU DO IF YOU DIDN’T HUNT ELK?
Extend the gardening season and hunt small game.

WHAT IS QUALITY OF LIFE FOR YOU?
Spending time with my family, although a successful day’s hunting also comes high on the list.
Walki Consumer Board
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