

**PYROLL CONVERTING**  
WE ARE THE  
CUTTING EDGE



*pyroll*



WE LOOK AT THE CONVERTING DIVISION OF THE PYROLL GROUP, AND A SERVICE ORIENTATED COMPANY IN AN INCREASINGLY COMPETITIVE MARKET.

# WE ARE THE CUTTING EDGE

The Pyroll Group is a family owned company established in Finland in 1973. Over the decades the company has grown to the point where today it employs 600 people across their three divisions, a packaging producer and supplier, a paper merchant, and their converting division.

Our converting division employs 320 people directly and we operate in four different countries with five service centres,” explains Tero Karstikko, the Vice President of Pyroll Converting. “We have two in Finland, one in Poland, one in the Netherlands and one in Germany. Our turnover was 45 million euros last year with a volume of 400,000 metric tons.”

It’s been a long and eventful journey that has brought Pyroll’s converting division to this point, as Karstikko tells us, “In 2014 our turnover was only 14 million euros, and today its 45 million euros. We’ve grown very much, particularly through acquisitions in the Netherlands and Germany as well as organic growth with the existing service centres in Poland and Finland. We are lucky to have customers who have trusted us and owners who have had faith in us and giving resources for the growth”

Pyroll has been able to succeed in this market by focusing and honing the service-led elements

of the business, as Karstikko says, “We are the service provider for mainly paper and carton board producers. We are the service supplier for converting in the field of sheet cutting and rewinding. We want to focus ourselves as a service organisation. Our aim is to add value to our customers’ businesses. We are not the traders, we don’t own the product, our added value is the work we do for the product. We are between the producer and the end user, who are mainly in the packaging business.”

## DEMANDING MARKETS

This focus has certainly been challenged in recent years, as the market becomes ever more competitive and demanding, but Pyroll has made a virtue of its flexibility.

“We are very service orientated, looking for solutions for our customers in a market with ever-tightening competition and ever-tightening requirements of customers. We are a very flexible and solution-orientated organisation. That’s >>



CLOSING THE LOOP FOR RECOVERED PAPER

# CONNECTING SUPPLY AND DEMAND FOR SECONDARY RAW MATERIALS

## WPT - CONNECTING SUPPLY AND DEMAND FOR SECONDARY RAW MATERIALS

### WHY WE DO WHAT WE DO

We believe that sustainability and optimum reuse of raw materials are more important than ever before. Through our operations, we help reduce the consumption of natural raw materials.

By contributing to this recycling effort, WPT strives to protect and strengthen the environment and the associated quality of life for future generations. That is what our name will always stand for.

### WPT

For almost 25 years already, WPT has helped shoulder the responsibility for the reuse of recovered paper and used plastics as valuable raw materials through successful recycling.

Meeting quality requirements and ensuring supply performance are our guiding principles and these allow WPT to support its business partners in overcoming their challenges.

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Since WPT's establishment in 1994, our main focus was on serving the markets in the Netherlands and Germany. Since then we have steadily worked on expanding our network. Today we buy and sell recovered paper, used plastics and other secondary raw materials in the whole of Europe and operate on the export markets as well. This enables us to provide any company with the material they need at any time.

#### INTERNATIONAL NETWORK

Our international network includes many paper collection and sorting companies, and also a great number of paper mills. This enables us to offer solutions to sellers and buyers of secondary raw materials on international recycling markets. Today WPT trades about 1.5 million tons of recovered paper per year, which makes us a core partner of paper processing industries.

Meeting quality requirements and ensuring supply performance are our guiding principles. Our comprehensive market and product knowledge, large degree of supply reliability, and extensive intermodal know-how allow WPT to support its business partners in overcoming their challenges.

#### ON-SITE SERVICE & SUPPORT

Our network of in-company sales representatives operating locally in many European countries today, ensures both the purchase of recovered paper and used plastics as well as their uninterrupted disposal. Our direct on-site customer support ensures short lines of communication and rapid solutions for our customers. On top of that a comprehensive monitoring of all our processes by our dedicated staff at our head office in the north of the Netherlands ensures consistent quality control.

#### PAPER, PLASTICS & MORE

Within our European network we have access to recovered paper of all grades included in the EN 643 list of standard grades of paper and board for recycling. Our offering ranges from newspapers, magazines and telephone books, (corrugated) cardboard, shavings, coloured

letters, continuous computer print-out, woodfree paper, newspaper rotation paper and rotation scrappings, kraft sacks, mixed paper and cardboard packaging.

When it comes to plastics, we buy and sell all types of plastic and film according to the specifications of the grade list for used plastics and films. Our offering includes hard plastics and film and these qualities are available in different forms such as bales, regrind and regranulates of various types, including HDPE, LDPE, PET, PP, PS and PVC.

In addition to our main markets in recovered paper and used plastics, we also trade in glass, wood and metal. By continuously expanding towards new product fields and areas, WPT helps to secure and optimize the recycling of valuable raw materials.

#### WPT & PYROLL

WPT has been working together with Pyroll Converting for many years already and during this time we have had the privilege to support this innovative company at all its locations in Europe. The latest development within our collaboration has been the implementation of a custom built service package, which encompasses the processing of the cutting 'waste' that is generated during the production process.

At Pyroll's Winschoten site in the Netherlands for example, the cuttings are collected, baled and prepared for transport in one and the same location. This service package has been developed in cooperation with Pyroll by WPT and its lifelong business partner Virol, a company specialized in the area of collection and processing of recovered paper and various other types of secondary raw materials in the north of the Netherlands.

The baling machinery has been prepared and supplied by OBM, a subsidiary of Virol. OBM is a company with a high level of expertise in the area of fully refurbishing recycling machinery. Virol staff operate the recycling machinery and ensure that every bit of cutting 'waste' is being recycled. By taking care of this process, Pyroll has the opportunity to fully focus on their main business: sheeting.

#### CLOSING THE LOOP

The cutting waste that is being recovered during Pyroll's production process is considered a valuable resource, because of its high-quality. By making use of its vast international network, WPT then sells this raw material to paper mills that can use it in their production process. By successfully connecting supply and demand in this manner, WPT manages to close the loop for recovered paper.

Find out more and visit us at: [www.wpt-nl.com](http://www.wpt-nl.com)



Tero Karstikko, the Vice President of Pyroll Converting <<

“WE ARE VERY SERVICE ORIENTATED, LOOKING FOR SOLUTIONS FOR OUR CUSTOMERS IN A MARKET WITH EVER-TIGHTENING COMPETITION AND EVER-TIGHTENING REQUIREMENTS OF CUSTOMERS”

the philosophy of our business,” Karstikko says. “What makes us a good partner for our customers also is that we have a wide-service network. The logistics these days is very important, so we need to be located strategically in the right locations. If you look at the map of Europe, we are close by and have a good position in the supply chain as a whole.”

That flexibility and solution-orientated approach is supported by simple, flat-out high capacity.

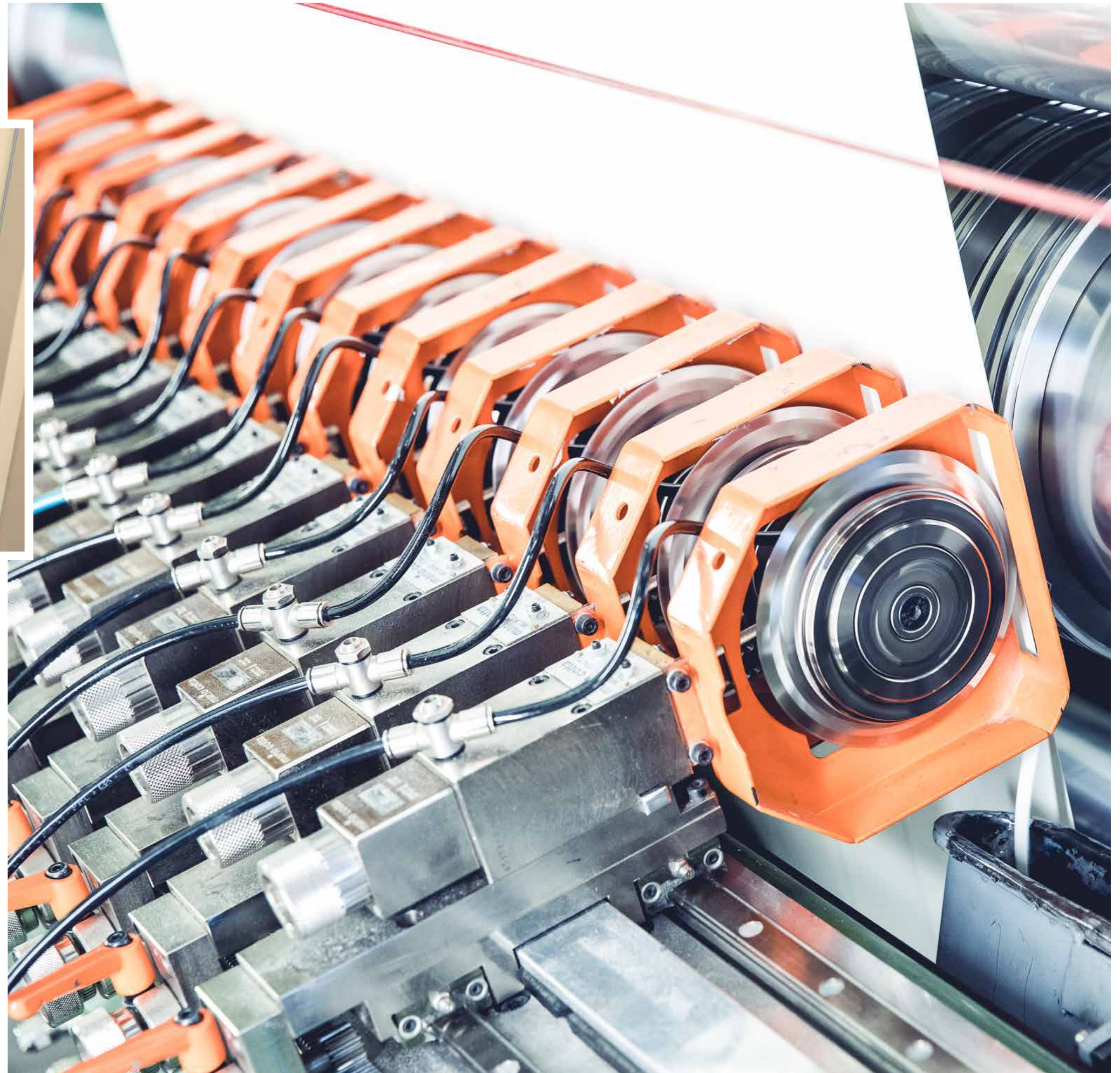
“Of course the organisation has a great deal of knowledge and the logistical locations give us an advantage to our customers. We have a high capacity and back-up

service centres with extra capacity if needed,” Karstikko says.

It’s good that Pyroll is backed up by these resources, as the requirements of customers continue to get steeper as business and environmental needs become greater.

“Of course the challenges these days are the tightening requirements,” Karstikko admits.

“As we speak the market is discussing the use of plastic, with the fibre material packaging business is increasing, but the competition is increasing alongside the market. We need to be ready to fight for the increasing costs and also we need to be >>





## EBERTH GROUP

...the brand in the paper-, printing and converting industries for more than 50 years. Founded in Germany – at home all over the world. With the brands Eberth – Reker – Buma and Emont we supply the highest technology in wrapping of pallets and paper rolls.

For instance: The NEW patented Reker high efficiency shrink oven has the potential of saving up to 50% energy compared to their older systems. By the way, one of the first customers for the innovative shrink oven was Pyroll's plant in Winschoten / Netherlands.

But we are not only proud of this invention, we also refer, to a huge amount of customers to whom we deliver innovative solutions for logistics such as automatic discharging of sheeters or automatic empty pallet warehouses.

On the Eberth side of the business, paper rolls come first. Alternative and lateral thinking leads to progressive and innovative solutions, which are satisfying all of our customers. Especially noteworthy are our full – automatically working reel charging / discharging systems for sheeters and coating plants.

Our Buma division, the specialists in roll wrapping, can provide wrapping solutions according to customer demands. And for all of our divisions we have the same slogan:

### EVERYTHING OUT OF ONE HAND

...that means that we have all processes under our control from design, production of all mechanical and electrical parts, assembly and startup with our own hard and software engineers\*.

Getting curious?

[www.eberth.com](http://www.eberth.com)

## PYROLL CONVERTING



“WHAT WE ARE TALKING ABOUT IS A QUITE NICHE BUSINESS, THERE'S A LOT OF CONVERTERS BUT WE'RE BIG, THE BIGGEST IN EUROPE WHEN IT COMES TO VOLUMES”

able to find a way to create more added value in the future, with new service features and so on. We know that the market and the demand and requirements are getting tighter and you must deliver more and more every day. Long-term cooperation and very close relationships with our customers are helping us to understand needs and requirements.”

Thanks to the size of the Pyroll Group, they are better equipped than most to meet these

challenges and have been able to make substantial investments in recent years.

“What we are talking about is a quite niche business, there's a lot of converters but we're big, the biggest in Europe when it comes to volumes,” Karstikko tells us. “I don't know even if the volumes we're running are matched. Many of the companies that work in the same sector are quite small, with only a couple of cutting machines, so they have much less capacity than we do.”

### A COMPETITIVE EMPLOYER

To achieve this level of competitiveness the company needs the right staff, and Pyroll is heavily geared towards ensuring they attract the top people in an employment market every >>



bit as competitive as the market for customers.

“What we’re doing at the moment is focusing heavily on our people’s competences and skills,” Karstikko explains. “People are at the heart of our strategy. As an employer with a good reputation we’re in a good position, but I’m not saying it’s easy. Competition for talent in Poland is increasing a lot. They haven’t had a recession for decades now, and we’re also located in the south of Germany, a strong industrial area with 2% unemployment. It is not easy but what we’re doing is finding the people who are a good match for us. The training is something we have a serious focus on, and we’re continuing to increase attention on that within our new strategy.”

This wealth of new talent and knowledge within the company is going to fuel the next stage of the company’s development.

“We have a lot of knowledge in our organisation. We talk about the production, the customer service, and the planning side as well as the logistics side,” Karstikko says. “We have a strong foundation we can jump from as the market is increasing. We need to be fast. We need to deliver to customers and I think that we know as requirements are increasing we’re being very flexible and customer orientated. This puts us in a good position. We really think we have a good opportunity to grow in the future, but that doesn’t come for free. We need to find a way to grow with our customers and deliver added value to them.”

In the end, it all comes back down to adding value for the customers, as Karstikko is keen to emphasise.

“We’re now developing a new strategy to be able to deliver more added value to our customers while working as one,” he explains. “Our aim in the coming years is to be more and more harmonised so our customers will see us as one. Luckily we have very good and talented people working to pull everything together and utilise and align our resources to get the most out of them internationally.”

**“WE’RE NOW DEVELOPING A NEW STRATEGY TO BE ABLE TO DELIVER MORE ADDED VALUE TO OUR CUSTOMERS WHILE WORKING AS ONE”**

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