

SAVCOR GMBH SUCCEEDS IN THE CENTRAL EUROPEAN MARKET



Savcor GmbH, a German subsidiary of Savcor Oy was established in 1999. Savcor GmbH is responsible for marketing parent company products in the economic area of Central Europe. The company has also developed Zenith™ CE, a forest information management system tailored to Central European requirements.

Savcor started the business in Germany in 1994. At the beginning Savcor was selling measure equipment to forest industry.

The operation grew in 1999 when Savcor acquired a Wolfegg-based software company **Forst Informationssysteme** and established a subsidiary **Savcor GmbH**. The subsidiary is owned hundred percent by Savcor Oy.

Today Savcor GmbH employs 15 persons and it has two main roles: to market the parent company's products such as **Wege™**, **MEKA ERP** and **Meka Timber** and to develop and offer product support for the forest information management system **Zenith™ CE**.

– In addition to salespersons, our subsidiary employs programmers and network administrators. Our headquarters is located in Wolfegg, South Germany, says **Stefan Seidenath**, CEO, Savcor GmbH.

SUCCESSFUL BUSINESS

Savcor GmbH's business is doing well. The most important customer groups are forest, solid wood and process industry (including paper industry).

– By turnover, our largest single customer group is forest industry. We serve the needs of over forty forest customers. Our forest customers include private forest owners as well as large industrial companies.

Process industry share of Savcor GmbH turnover is thirty percent and solid wood industry's slightly under thirty percent.

– At the moment, process industry and forest industry are doing very well in the Central European market. These are



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STEFAN SEIDENATH
CEO, Savcor GmbH



the business segments we invest most our resources right now. This includes both marketing and development work, Seidenath continues.

ZENITH™ CE

The first version of the forest management system Zenith™ CE was released in 2011 and the product was renewed in 2014. Now, Zenith™ CE is the technology leader in Central European forest management system market.

– We are very proud of the system, Seidenath says.

Zenith™ CE consists of three modules which are **Trade**, **Forest Management** and **Timber Management**. The Trade and Forest Management modules are available. The new Timber Management module will soon be ready for the market.

– We released Zenith™ CE at a very good time. Now we are focusing on selling the system and developing it further, says Seidenath.

SECOND SIGNIFICANT WEDGE™ ORDER FROM PROPAPIER

Together with Zenith™ CE, the Process Diagnostics System Savcor Wedge™ is the most important product for Savcor GmbH. The latest large Wedge™ order came from **Propapier**. Propapier is a subsidiary of the German **Progroup AG** known for its advanced production of corrugated board paper.

In 2013, Propapier acquired Wedge™ to improve the processes of its ultra-modern corrugated paper mill **PM2**. Thanks to Wedge™, the productivity of the mill was greatly improved. PM2's world record of the corrugated paper production in 2014 is a testimony of this success.

After the excellent results achieved in PM2, Propapier decided to equip its second paper mill **PM1** in Burg with Wedge™.

– We agreed on the second Wedge™ delivery with Propapier at the beginning of 2015. This delivery was more straightforward as the production capacity of PM1 is smaller and its technology more conventional than PM2's, says Savcor Vice President **Ilkka Rautiainen**.

– Even though the scope of the delivery was somewhat smaller and it did not include actual development operations, this was a significant deal for our company, Rautiainen continues.

WEDGE™ SERVES PROPAPIER'S NEEDS EXCELLENTLY

According to Seidenath, Wedge serves the needs of Propapier excellently.

– Wedge™ fits very well in Propapier's operational environment as they want to squeeze out more capacity from their process equipment and minimize the energy and raw material costs.

– Propapier is a very ambitious company and their goal is to be no less than the market leader in European corrugated board paper business. Wedge™ helps them to reach this goal. ■