

Kiilto Oy customer magazine

KONTAKTI

2016/2017



ON A VISIT

A crispbread factory relies on Kiilto adhesives

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IN COOPERATION

*The customer is now **a partner***

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NEW PRODUCT

KeraPro is a new favourite of professionals

/ page 6

PARTNERSHIPS, KIILTO STYLE

Customer relationships are nowadays being spoken of as partnerships. 'Partnerships require that the organisation has an understanding of the customer's everyday business,' says Hannu Saarijärvi, Professor of Marketing at the University of Tampere, on page 17 of this magazine. Kiilto's idea of partnerships is built on just this value. We listen to our customers, recognise their needs – and the needs of their customers – and find the best solutions together.

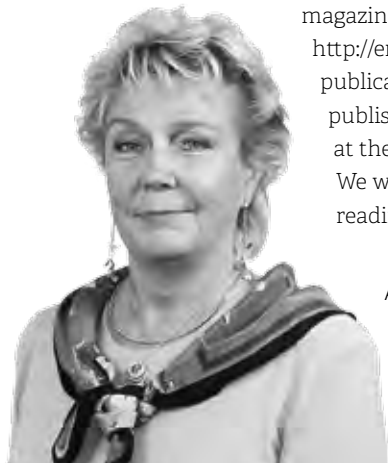
'Partnerships are based on trust. We keep our promises,' says Kiilto's managing director Anssi Asikainen on the same page.

Partnership and trust are the common thread that runs through this issue of *Kontakti*. We use examples to tell you how we use our expertise to help our customers. Through better products and methods, this kind of partnership-based problem-solving has good results more widely too. It creates sustainable practices of high quality, well-being for users and the environment and better competitiveness. Together we can further the development of our fields in construction, renovation and industrial applications.

Listening, interaction and the sharing of knowledge with our customers all serve our common goal. We offer several different ways of doing this, and this magazine will tell you about them. Are you following us on Twitter yet? At the same time as this magazine, we are also unveiling our new Finnish website, which has been designed on the basis of customer requests. English website will be launched in January 2017. There you will find a feedback channel. However, let us remember that, besides the opportunities offered by digital communications, personal CONTACTS are still the most important thing. You will always find a suitable contact person at Kiilto.

Our customer magazine, *Kontakti*, is published once a year. Online, the magazine can be viewed on our website http://en.kiilto.com/en/about_us/publications/. This year's issue is published at the beginning of the year at the same time as our new website. We wish you thought-provoking reading.

ARMI MEHTO
Communications Specialist,
Editor



KIILTO OY

Founded in 1919, Kiilto is a Finnish, family-owned producer of chemical industry products. Our business involves the development, manufacturing and marketing of adhesives and closely related products – comprehensive expertise on fastening. In addition to Finland, we are active in Russia and the Commonwealth of Independent States as well as in the Baltic countries and Poland.



Kiilto Oy is part of the Kiilto Family group, which includes five other companies producing or delivering products for industry, construction, service producers and retailing, as well as the parent company Kiilto Family Oy, which takes care of the entire Group's financial, ICT, HR, juristic and communications services as well as business development. The group employs a total of around 800 persons.



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TEXT: Elina Korpi// PHOTO: Olli Urpela

Chocolate RAISINS – SAFELY

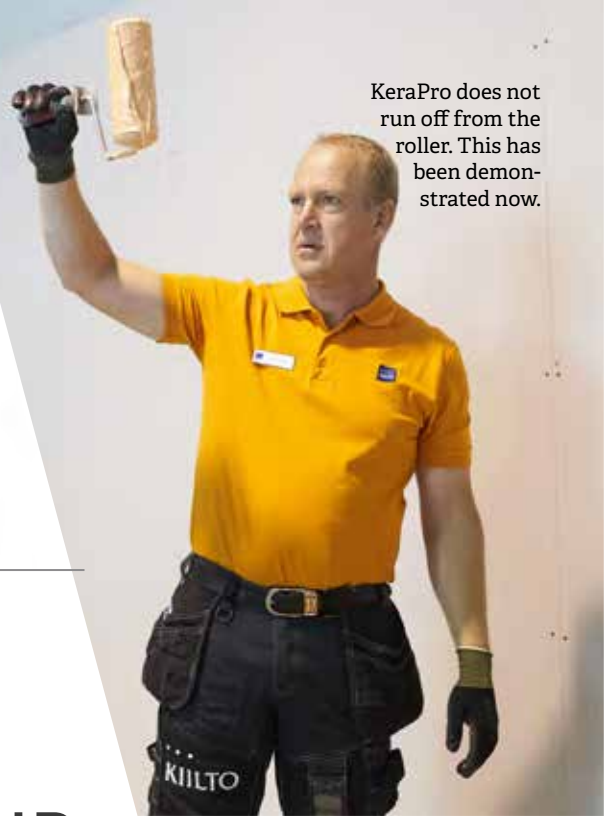
Is this a familiar situation? First you eat one chocolate raisin. Then a few more, and soon a whole handful. Before you notice, you have eaten the whole box. When eating raisins, you can sometimes think about all sorts of things. The packaging of the raisins, for instance. It is a tidy cardboard box that stays well in shape. The delicious raisins do not escape from their box, and they are easy to put in your mouth.

While munching the last raisins, the secrets of the box can be revealed by opening up its joints. It becomes clear how the box is made. The secret, of course, is the adhesive. The bottom of the box is glued tight. In addition, one edge is glued together so that a piece of card cut into a shape can form a box of just the right size. The shaping of the lid has also used adhesive. A lid of this shape is easy to open.

The adhesives designed for Kiihto for food packaging are free of odours and colours. All the raw materials meet the stringent requirements set for food packaging.

The raisins have been eaten, the box is put out for recycling and life keeps on smiling.





KeraPro does not run off from the roller. This has been demonstrated now.

THE *quickest* WATERPROOFING MEMBRANE IN FINLAND

Kiilto KeraPro is the quickest waterproofing membrane in Finland. When spread by a roller, the drying time of the new product is around 1 + 2 hours. When sprayed, it can dry out in just one hour. Work is also speeded up by the opportunity to measure the thickness of the film with an ultrasonic device.

The new product attracted attention in the professionals following its launch.

– This product is almost too good to be true, says **Jussi Lunden** at the launch event for Kiilto KeraPro. As a customer, he has been involved in the development of the product and is really satisfied with the end result.

– Spraying will speed up our work considerably. I also strongly believe that products of this kind will also improve the quality of construction.

Standing nearby, **Jere Haikarainen** is nodding his head.

– This will make our work easier. That the product dries quickly and does not run is really important on our construction sites. The feeling is good, he says.

NEW SPRAYABLE FORMULA

The Kiilto KeraPro quick waterproofing membrane has received praise at launch events in Lempäälä and Helsinki. And it's no wonder. According to **Marjaana**

Mussalo, R&D Manager at Kiilto, Kiilto KeraPro is the quickest waterproofing membrane in Finland.

– When spread by a roller, the drying time of the product is 1 + 2 hours, so in normal conditions the tiles can be laid on the same day. When sprayed, the product dries in just one hour in favourable conditions. The one-component nature of the product also increases the work speed. There is no waste using KeraPro, says Mussalo.

– Spraying is quick and easy, and it also gives a smooth surface for tiles. However, everyone can now select the most suitable method of spreading, as KeraPro is suited for both.

ULTRASOUND MEASUREMENTS ARE NOW POSSIBLE

In connection with the launch of Kiilto KeraPro, a new method of measuring the thickness of the water insulation film was also presented. With ultrasonic measurement, the thickness of the dry film can be measured without breaking the film. The method has been tested by VTT Technical Research Centre of Finland. The meter can measure the thickness at several places without any need for taking test pieces and replacing them with new waterproofing membrane. ●



KeraPro is sprayable, which speeds up the work considerably.



The thickness of waterproofing membrane can now be measured with ultrasound.



New methods interested people at the launch event.



*This will make our work easier: **QUICK DRYING AND NON-RUNNING OF THE PRODUCT** are really important on our sites.*



ISO 14001 OHSAS 18001

KIILTO CERTIFIES ITS ENVIRONMENTAL AND SAFETY ACTIVITY

In the summer of 2016, Kiilto Oy was awarded certification under the ISO 14001 and OHSAS 18001 management systems. The background to the certification was a need for a clear and internationally valid document that Kiilto can use to communicate the high level of its work on the environment, occupational health and safety. Up to now, the management systems were part of Kiilto Oy's ISO 9001 quality system, which has been certified already since 1993.



QUICK KERASAFE WATERPROOFING SYSTEM



Waterproofing of wet rooms is now even quicker. With the new Kiilto KeraSafe waterproofing system, it is possible to carry out the waterproofing of a bathroom on one visit, and a professional can complete the work on several bathrooms in a single day.

The Kiilto KeraSafe system is based on a water-vapour-proof foil suitable for both walls and floors. The foil is easy to install, the film is of a standard thickness and the surface is finished quickly. The KeraSafe foil is attached with water-soluble Kiilto M1000 ECO floor adhesive and the tiles can be installed already 12 hours later. In addition to the foil and adhesive, the system includes Kiilto KeraSafe sealing tape, Kiilto KeraSeal sealing adhesive, Kiilto pre-fabricated reinforcement sheets for pipe inlets and the Kiilto Kaivolaippa self-adherent butyl reinforcement sheet for floor drains. KeraSafe has the CE marking and M1 classification.

TWO NEW MEMBERS IN THE KIILTOFLEX FAMILY:

There are two new products in the Kiiltoflex product line: Kiiltoflex A 200 and Kiiltoflex A 215. These are 2-component silyl-modified adhesive sealants suitable for gluing of fibreglass and metals especially on large surfaces.

Kiiltoflex A 200 has low viscosity and a long open time, whereas Kiiltoflex A 215 is quick and does not run. Both adhesive sealants are nearly odourless and are free of isocyanates, PVC and solvents. Both withstand weathering extremely well.



MORE PRODUCT INFORMATION

<http://www.kiilto.com/en/building/products>
<http://www.kiilto.com/en/industry/products>

NEW KIILTO EPS LIGHT DF FOR CASTING FLOORS



Launched in the spring of 2016, Kiilto EPS Light DF is a multipurpose light concrete for casting subfloors and raising floor structures in dry and wet rooms. It works for filling casts on top of both solid concrete and concentrated gravel. It is also very suitable for filling in wooden frame structures.

As its name indicates, Kiilto EPS Light DF is light. It is also a dust reduced product, making it pleasant and tidy to use. Contractors also praise the ample spreading rate of the product and the nearly unlimited filling thickness. Kiilto EPS Light DF has M1 classification.



NEW FINNISH WEBSITE FOR KIILTO

www.kiilto.com

The key aim of the new website is to make it easier to use and more beneficial to users in terms of content. **THE NEEDS OF DIFFERENT CUSTOMER GROUPS HAVE STRONGLY GUIDED THE**

DESIGN OF THE SITE'S CONTENT. A new feature important for usability is the site's **RESPONSIVENESS.**

English website will be launched in January 2017.



Concrete examples of the use of Kiilto products are on display in the training facilities.

Functional new training facilities



Starting from early autumn, Kiilto's customers have been able to visit the company's new training facilities at Lempäälä headquarters in Finland.

Among other things, the large display in the foyer of the training centre can be used for showing work videos. In the display facilities, each product group has its own department and related materials: models of structures, products and materials as well as tools.

– The new facilities are more functional and comfortable in every way. According to customers, it's good

to have the different systems clearly on show in the display space, says Product Manager **Jyrki Pajunen.**

Kiilto's product development launches 4 to 8 new products for the market each year. New working methods often accompany the new products, so there is a demand for training and for facilities.

– The training sessions are important events. Our customers learn new work techniques and hear about new products. We in turn get hints from them for our product development. In this way, we can offer better and better products for our customers, says Pajunen.

APPOINTMENTS



Vesa Sampakoski

VESA SAMPAKOSKI has been appointed as director of Kiilto Oy's construction business. His job description is Business Area Director, Construction.

– It is a joy to start at a new task when the basic things are in good shape. The field is expanding, and Kiilto has its finger on the pulse on matters such as product development and customer service, says Vesa Sampakoski.



Jyrki Tiihonen

JYRKI TIIHONEN, MA, has been appointed as Kiilto Oy's Environment and Safety Manager from 5 September 2016. He is also Kiilto Oy's occupational safety manager. Tiihonen came to Kiilto from the European Chemical Industry Council

(Cefic). Before this, he worked for Kemira as an environmental and safety expert.



Tanja Raitaniemi

Kiilto Oy's head of production, Civil Engineer **TANJA RAITANIEMI** has been appointed as Kiilto's Quality Manager from 1 May 2016. Raitaniemi continues her work as Production Manager alongside her other tasks, as has been customary at Kiilto.

As Quality Manager she replaces **Kari Laakso**, the Business Area Director, industry.

Raitaniemi emphasises the comprehensive nature of the quality manager's work. – At Kiilto, thinking about quality genuinely governs all the activity. It is important for us that our whole production chain functions with high quality from start to finish.



KERASAFE IN A NUTSHELL

- Water- and vapour-proof foil for wetroom waterproofing
- Suitable for use with board and stone structures
- Finished waterproofing in one go
- Quick and easy to install
- Always the right thickness of film

TEXT: Milla Majander // PHOTO: Juha Sinisalo

The Kiilto KeraSafe waterproofing system was easy and quick to install at Finland's first KeraSafe site in Pori.

NIMBLE SURFACING

At the building site for the **AURINKORANTA APARTMENT BLOCK**, the KeraSafe system was used in waterproofing one residential floor's worth of wet rooms. Experience on the new waterproofing system was received from eight apartments. Site Manager **Tomi Setälä** of Lemminkäinen views the installation as trouble-free.

– If you have ever wallpapered anything, you are certainly able to install the KeraSafe waterproofing foils on the walls. KeraSafe was described as quick to install, and this turned out to be true as soon as we got used to it, says Setälä.

Construction professionals quickly get the hang of new things, and this was also the case with the workers at the Pori site. According to Kiilto's Regional Manager **Jarmo Peltonen**, normal waterproofing of a 30 m² bathroom takes approximately one day.

– But a professional can prepare 2 to 4 bathrooms a day using the KeraSafe system, Peltonen describes the savings available.

WATERPROOFING IN ONE GO

The KeraSafe waterproofing foil is approximately 0.6 mm thick. The layer required has an invariable standard thickness, which also makes technical inspection more efficient. The adhesive is first spread on the wall, and the foil is then set in place. After the corner reinforcements and the inlet pieces are installed, the waterproofing is ready as soon as it is dry. It pays to be exact in the preliminary preparations. The surfaces must be smooth and well cleaned. The bases must also be vacuumed carefully. When installed, the foils will overlap by 5 cm, and the alignment line is marked to make installation easier.

– If a foil develops a wrinkle or a hole, it is easily fixed. The 5 cm rule also applies in this case. The attaching is done with KeraSeal sealing adhesive, says Peltonen.

The bridging ability of the cracks in the KeraSafe system is in the highest category: 3. If a tile is damaged and must be changed, the insulation is not easily broken, and the changing of the tile is easy to do. Due to the good experiences received, Setälä says that KeraSafe can be used on future sites too.

– When installing, you quickly get the hang of it, and the work proceeds quickly. ●

A professional can prepare 2 to 4 bathrooms a day using the KeraSafe system.

Training and testing give **impulses for the development of new products**

Kiilto's experts invest in improving the current products and in developing new ones in cooperation with customers. For instance, the future for wood adhesives appears to be really interesting right now.

Q&A

expert

WOOD LABORATORY SERVES CUSTOMERS

KIILTO HAS ESTABLISHED A NEW WOOD TESTING LABORATORY. WHAT IS ITS PURPOSE?

CM: The quality control of our current PVAc, EPI and PU wood adhesives and the development of new products, such as wood adhesives for loadbearing structures. At the wood laboratory we also do a very large amount of testing at the direct request of our customers.

WHAT IS THE ADDED VALUE OF THE TEST LABORATORY TO CUSTOMERS?

CM: If a customer is developing a new material, designing a new production line or planning to take new equipment in use, we can use tests to react to the customer's needs quicker and more comprehensively. In this way, the customer can get the needed solutions from us as smoothly as possible.

YOU HAVE WORKED AT KIILTO FROM 2010 AND BEEN RESPONSIBLE FOR THE PRODUCT DEVELOPMENT OF WOOD ADHESIVE FROM FEBRUARY 2016. HOW HAVE WOOD ADHESIVE TECHNOLOGIES AND CUSTOMERS' NEEDS CHANGED OVER TIME?

CM: The change has been great and, of course, it still goes on. The technology and the customers' equipment are becoming quicker. Production efficiency and environmental considerations are emphasised. And there have also been changes in the standardisation of wood adhesives, for instance. The CLT (cross-laminated timber) technology is one of the big new things where we want to offer production efficiency and quality with our adhesives.

WHAT DOES THE FUTURE LOOK LIKE FOR WOOD ADHESIVES?

CM: Interesting! For example, the move towards renewable raw materials and the combination of different materials open up many opportunities. It is also interesting to see where wood construction will finally end up. The basic thing in the future is the customers. They give me a whole lot of information on the functionality of the products and on their wishes for the future. This gives me impulses for the development of new products.



CHRISTOPHER MILLS 'CM'

is responsible for the product development of PU-, EPI- and PVAc-based wood adhesives at Kiilto.

TOP TRAINING FOR KIILTO'S EXPERTS

” When your own expertise deepens, you can **HELP THE CUSTOMERS IMPROVE** their own processes even more.

IN APRIL, YOU PASSED THE DEGREE OF EUROPEAN ADHESIVE SPECIALIST AT THE FRAUNHOFER INSTITUTE IN GERMANY. WHY IS TRAINING IMPORTANT?

SK: This three-week training was a good recapitulation of the things I already knew. At the same time, it was an excellent opportunity to really immerse myself in the practical phenomena related to glueing – also from the viewpoint of customers.

JR: When your own expertise deepens, you can help the customers improve their own processes even more.

TM: In many ways, the field is developing all the time. Training is a good way of keeping track of new developments.

WHAT DID YOU GET OUT OF THE TRAINING?

SK: Ideas for product development! And also insights on how we can best teach and present matters related to glueing.

JR: The training significantly expanded my view of adhesives. It involved a comprehensive discussion of the different types of adhesives – including those we do not yet have on offer.

TM: The versatile Fraunhofer Institute was worth a visit by itself. I recommend it to all those interested in glueing materials and technologies.

WHAT ARE THE MOST INTERESTING TRENDS IN GLUEING?

SK: Customer-centric thinking is an important and growing trend for us. The adhesives are tailored to fit the customers' processes.

JR: Glueing can be offered as an alternative to mechanical joints in an increasing number of cases. In this way, we can help our customers make their products lighter, safer and more recyclable, among other things.

TM: Wood construction offers interesting outlooks even internationally. In wood construction in Finland, we should now abandon the idea of doing pilot projects. We should move to really efficient industrial production.



JUHA RINNE 'JR'

is a Customer service Manager working to support Kiilto's sales and functioning as a link to product development and production.



TERO MÄKINEN 'TM'

is a Customer service Manager whose work has mainly focused on international activities in recent years.



SOILIKKI KOTANEN 'SK'

is the R&D Manager for 2-component PU adhesives. She is in close cooperation with customers and developers of raw materials.



THE CUSTOMER IS NOW A PARTNER

In businesses, partnerships must not be mere artificial talk. They are a way of acting. In the future, they will be an even greater asset for Kiilto too. They are now strongly being invested in.

TEXT: *Heli Satuli* // ILLUSTRATION: *Iines Reinikainen, Zealand Family*

In the age of the customer, businesses cannot flourish by concentrating on only their own production, regardless of how fabulous the articles it sells may be. The purchase decisions are determined by the customer's experience. This is one of the most critical yardsticks of success.

– A customer-centric company produces more benefit and value for its customers. The more value the customers think they get, the more likely it is that they stay loyal as customers, says **Hannu Saarijärvi**, Professor of Marketing at the University of Tampere.

Customer-centric businesses are characterised by thinking in terms of partnerships. According to Saarijärvi, it is crucially important for partnerships in business that the company see its customer relationships as one of its key assets. Successful companies do not think in terms of quarterly results. They concentrate instead on developing their customer relationships.

MORE THAN JUST CANS

Saarijärvi is a member of the board of Kiilto's parent company, Kiilto Family Oy. He notes that a partnership is easier to claim than to build. There are no shortcuts to it. Partnership requires that the organisation understand the everyday business of its customers. It is not about a quote from the managing director in the annual report, but a way of acting. All the employees must understand their role as part of the value and partnership experienced by customers.

– Customer-centric business involves a shared understanding that there is no work without customers, Saarijärvi sums up.

Kiilto has always looked to the future. The vision of the company extends to the year 2080.

– Maximising our own benefit in the short term is not our thing. Kiilto has functioned close to its customers and invested in partnerships for a long time now. This is an essential part of our DNA, says **Anssi Asikainen**, Kiilto's Managing Director.

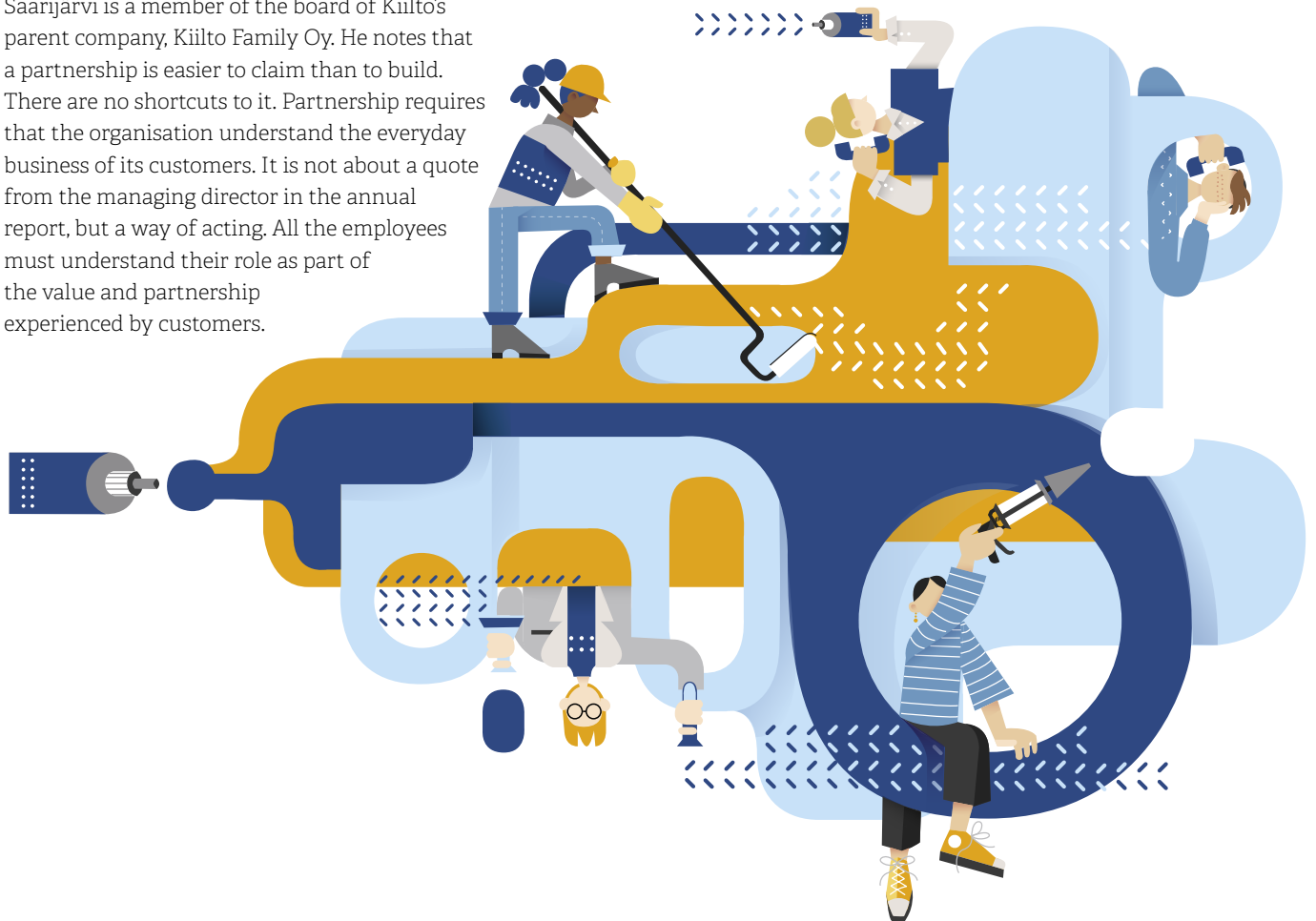
At Kiilto, partnerships do not consist of artificial marketing mantras but rather of concrete deeds that support the customer. Thinking in terms of partnerships is manifested in product development, training, technical support and numerous other processes that further cooperation with the customer.

– Partnership is based on trust. We keep our promises. Mutual trust brings the best results for both us and our customers, says Asikainen.

Kiilto is a customer-centric organisation from the interns to the members of the board. The principle is that all the expertise of Kiilto must be available to the customer.

– We are not satisfied with just delivering cans. We want to listen and come up with tailor-made solutions whenever possible, says Asikainen.

Asikainen notes that Kiilto's comprehensive way of acting also speaks in favour of partnerships. In addition to quality products, an excellent result requires the right way of using them and the right conditions. This requires close dialogue.



TEST GLUEING AND CARDAMOM BREAD

Kiilto's product development is a good example of practical partnership. Usually a new product is developed in close cooperation with a customer. After laboratory tests, the product is delivered to the customer for testing. Kiilto's regional managers spend up to an entire day on the worksite of the customer. To enable the products to be developed even further, they want to hear the uncensored opinions of professional users. According to Asikainen, deep partnerships have often been born out of development projects.

At Kiilto, partnerships cannot be discussed without mentioning the logistics network or the company's own training activities. Developed already in the 1980s and free of charge to customers, the training system is without peer. The concepts have been adjusted over the years to meet the needs of target groups. The training is interactive and practical. Training is arranged around Finland for contractors, installers, designers, housing managers and sales staff. Over the years, the training of retailers has received graphic nicknames, such as "cardamom bread". This means training arranged at the facilities of a retailer for its staff, usually involving a snack for the participants. Training is arranged during the workday for two groups. When one is being trained, the other is serving the customers. Asikainen emphasises that the customers' own customers must not be forgotten either. Kiilto wants to ensure the appeal of its products onwards from the shop shelves and to offer an additional resource for retailers. The local knowledge of regional managers is helpful here.

– In addition, we train our industrial customers and offer tailor-made services. For instance, customers can send trial materials for us to find the most suitable glueing solution for them.

AIM OF SMOOTH QUALITY

The development of customer experience is now in focus for Kiilto in all its functions. According to Asikainen, the intention is for customers to see a single, uniform Kiilto.



HANNU SAARIJÄRVI

Born in 1981 in Pirkkala
 Doctor of Economics, Professor of
 Marketing at the University of Tampere
 Member of the board of Kiilto Family Oy

Customer experience is developed systematically: not just by listening, but also by using the encounters with customers to ask how the people from Kiilto are succeeding and which areas are in need of improvement. The feedback is a part of developing the business. Asikainen emphasises that it is important to share the successes with customers with the employees. Kiilto has a system on its intranet for sharing the success stories with everyone. There are also several other projects in progress right now. All this aims simply at making customers even more satisfied than they already are.

– It's fine to see how well our staff participates in developing customer experience, regardless of their job description, says Asikainen.

PARTNERSHIP ALWAYS PAYS

According to research on customer experiences, only one in ten Finnish company directors think about the customer when making strategic decisions.

– While Finnish companies do understand the importance of customer-centric thinking and are prepared to implement it, this is not yet visible as concrete deeds, estimates Professor Hannu Saarijärvi.

According to this member of the board of Kiilto Family Oy, the absence of the customer-centric viewpoint from public discourse is a big weakness for Finland. In addition to competitiveness, we should also talk of competitive advantages and disadvantages. These are not defined by labour market organisations or politicians but by customers.

AREAS OF RESEARCH: *customer management, service business, customer-centric thinking, strategic marketing*

FAMILY: *Wife and three daughters*

HOBBIES: *Long-distance running and orienteering*



Partnerships are an essential part of our DNA, says Anssi Asikainen, the Managing Director of Kiilto.

Attention must be paid to the root of all success: serving one's customers better than one's competitors. According to different surveys, benchmarking is popular in Finland. However, one cannot stand out by imitating one's competitors. According to Saarijärvi, Kiilto understands this. Strengthening its expertise, taking care of its partnerships and adding to the understanding of its customers

will be an even greater asset for the company in the future.

– Partnerships create lasting competitive advantage. This will make Kiilto a success although the world around it is changing ever more quickly, believes Saarijärvi. ●

” *Developing the customer experience **IS IN THE LIMELIGHT IN ALL ACTIVITIES.** According to Asikainen, the intention is for customers to see a single, uniform Kiilto.*

KIILTO COMES ALONG WITH THE CUSTOMER

To Kiilto, partnerships mean many practical things:



TRAINING

Intended for professional users, training on products and their use helps customers to develop their own services and readiness to act.



PRODUCT DEVELOPMENT

Product innovations are developed and tested together with customers. In this way, the product and the user experience can become as good as possible.



TECHNICAL SUPPORT

guides professional customers in the selection of products and on the right working conditions and methods.



SUPPORT FOR RETAILERS

helps to create demand for Kiilto products at the local level.



CASE

A big step FOR ONE FAMILY

The new production line was a big investment, but added automation improved the quality of the production and the working conditions and added efficiency. The employees of Kokapstrādes Group no longer work on night shifts.

A family business in rural Latvia leaped to the top in its field with the help of Kiilto.

TEXT: Markus Kuokkanen // PHOTO: Nora Krevneva

Clouds are floating in the sunny sky above the factory of Kokapstrādes Group. There is a smell of pine resin in the air. On the production line of the factory, a computer is scanning planks and drawing the branches to be removed on a display. At the other end of the line, branch-free scantlings are gliding out, ready for delivery to factories in Europe and in China. There the material is used to make frames for windows and doors.

There is a stork's nest on top of the water tank in the middle of the factory area. Here in rural Latvia there is nothing odd about this.

– The birds are not here now, they have already flown to Egypt, laughs **Laimonis Onzuls**, who founded the company around 20 years ago.

He says that the nest is already being used by the second generation of storks. A generational change is also underway at the factory. The title of managing director is now held by Onzuls's daughter, **Linda Grīnberga**.

Grīnberga is steering a business with a promising future. It has just invested around four million euros in a new production line, which was completed a year ago in September. The renovation made the factory the most modern one in its field in Europe, but the leap also involved risks.

– There were indications that a large German producer had problems with a corresponding process. It was important for us that Kiilto tested our samples from the start, explains Grīnberga.

Kiilto ensured that the gluing of the billets works on the new production line.

COMPETITIVE ADVANTAGE WITH QUALITY

Grīnberga says that the renovation aimed at more efficient production and uniform quality.

– We used to have to work up to 24 hours a day, seven days a week because the production was slow. The night shifts were not very productive, and the quality wasn't uniform either, says Grīnberga.

She explains that the business has around ten competitors in Latvia who produce a similar level of quality. Now Kokapstrādes Group stands out from the rest with its more uniform quality. In the coming years it will concentrate on increasing its own share of the

LINDA GRĪNBERGA:

It was important for us that Kiilto tested our samples from the start.



WOOD PROCESSING IN THE SECOND GENERATION

- Based in Bērzaune, Latvia, Kokapstrādes Group builds mainly scantlings used in the manufacture of window and door frames. Export destinations for the material include Italy, Germany, France and China.
- The business employs 200 persons.
- The annual turnover is approximately 9.5 million euros.
- Laimonis Onzuls founded the business in 1994. The current managing director is Onzuls's daughter, Linda Grīnberga.
- Kokapstrādes Group is wholly owned by the Onzuls family.
- Automation of the production increased significantly in September with the completion of a new production line. The equipment of the line cost around 3.8 million euros. In addition, 700,000 euros were spent on renovating the infrastructure and buildings.



market for Latvian producers. Certain important customers now specify that they want to buy Kokapstrādes wood.

Last year, Latvia's Ministry of Agriculture and Forestry awarded a "Golden Pinecone" to the business. It is awarded to the most innovative business in the field of forestry.

– That we can ensure the success of this kind of company with our products is important also for our own authority, says **Kaspars Vinters**, Managing Director of Kiilto Latvija.

– Of the total production costs, the share of adhesive is rather small. However, if the production line cannot use the most suitable kind of adhesive, problems easily arise and the costs also increase, explains Vinters.

LABORATORY KNOW-HOW FROM FINLAND

Kokapstrādes Group is testing its products regularly in Kiilto's laboratory, and it is now also building its own test laboratory.

– We intend to send employees to Kiilto in Finland to get know-how related to the activity of the laboratory, tells Grīnberga.

– We already had good cooperation with Kiilto before this new line. This is not just about buying and selling. I would rather view us as partners, she says.

Business is not always easy. Some time ago there was a fire at the facilities of Kokapstrādes Group while the new line was being installed.

The fire did not stop the growth of the family business. When the smoke had cleared, the storks too returned to their nest. ●



The scantlings of Kokapstrādes Group are used to make window and door frames at many factories in Europe and in China.



” When Kiilto ensures that **THE ADHESIVE WORKS ON THE PRODUCTION LINE**, the customer can concentrate on other things.

Automation of the production increased significantly in September with the completion of a new production line.

A GOOD PARTNERSHIP HAS INTIMACY

Retailing is now going through one of the biggest transitions in its history. Business models are changing, and the demands for efficiency are increasing all the time. One thing will stay constant even in the middle of change: customers, appreciation for them and growth to partnerships.

Customer relationships cannot be transformed into partnerships overnight. It is a long process. The essential thing is to want to know the customers, their strategies, ways of acting, needs and challenges – and to offer fitting solutions to them. Partnerships cannot be born if this preparatory work is left undone.

The majority of suppliers attempt to sell their own products in their own way and according to their own aims. However, large public companies and global businesses have their own ways of acting to which the suppliers must adapt. They must ask questions, listen and get the other party to tell about its own needs. Here, a partnership is as intimate as a relationship between two people: the other person cannot be changed, but their needs can be known and taken into account for the benefit of both.

THROW THE ROLES AWAY

Especially in our field, sales are made by people, not businesses or computers by themselves. For this reason, it's important to get to know the key persons of the partner: the people who do the business and make the day-to-day decisions. When you get acquainted with them and do things openly and honestly, a trustful relationship is born. This in turn is a precondition of partnership. There can be no partnership without trust.

Instead of openness, we still have too many learned roles that we are afraid to break. We may have been trading with each other for decades without daring to open up to each other. The same lines have been repeated mechanically in each negotiation. At the same time, good opportunities for joint ventures may have been lost due to unwarranted assumptions.

Trustful partnerships between retailers and suppliers can help to develop the business of both partners. When we have the courage to examine the shared market situation openly, we can note gaps, get new ideas and find new business opportunities. If we want to make the most of our partnerships, there is no need to keep up an artificial façade.

Harri Fagerlund

Managing Director, Finnish Hardware Association



After spending his entire career in brand marketing and retailing, **Harri Fagerlund** started working as the Managing Director of the Finnish Hardware Association in 2013. Among other things, he has earlier worked as a Product line Manager at Rautakesko and as the Managing Director of Väritykku Oy, the central organisation of the Väritykku chain. Fagerlund also holds numerous confidential posts in the professional associations in the field.

TEXT: Petja Partanen // PHOTO: Mats Sandström

Spread directly on hollow-core slabs, pumped floor screed also works on large floor surfaces of office buildings.

DELIVERING SMOOTH FLOORS QUICKLY

When the pump vehicle of Remontti ja sisustuspalvelu Oy arrives at the work site of the **H.A.B. RESIDENTIAL AND COMMERCIAL BUILDING** being constructed in Pietarsaari city centre on a Monday morning, Pumping Supervisor **Ari Salmela** promises 1,000 square metres of level floor on the residential floors by Wednesday.

– We have reserved 80 tons of filler. Parquet flooring can be installed as soon as the pumped floor screed is dry, in a couple of weeks, says Salmela.

The pumped screed spread by the pumping contractor smooths out by itself on top of the hollow-core slabs. It is trouble free and guaranteed to be smooth. Pumped filler is used widely in residential construction. On large floor surfaces of commercial facilities, on the other hand, the method is not used so much yet.

– Many think that it's expensive to pump the filler directly on top of the hollow-core slab, says Salmela.

The long hollow-core slabs are curbed, which causes fears about an excessive amount of material being needed. A surface concrete slab is, therefore, usually cast on top of the hollow-core slab.

– According to our calculations, pump levelling is often less expensive on the whole. There are fewer work phases, and it saves time, says Ari Salmela.

The greatest benefit is the saved time, which gives leeway in construction timetables. A concrete slab cast on top of a hollow-core slab takes around two months to dry. In this drying-out period alone, pump levelling saves six weeks' time.

– After it is dry, a concrete floor must still be sanded and levelled, while a pump-levelled floor is ready to receive floorcovering materials as soon as it's dry, reminds Salmela.

The floor levelling of the two H.A.B. floors with commercial facilities was done in two phases.

– We did the priming and the base levelling on the same day. The surface levelling was pumped the next day, says Salmela.

The hollow-core slabs of the large floor surfaces in the commercial facilities were slightly irregular in the middle. Kiilto's Base levelling screed was pumped in the largest cavities. Thanks to this, a smaller amount of Universal floor screed was needed, and the end result was also better.

The residential floors being built right now will be pumped with Kiilto's fibre-reinforced Base levelling screed. There is heat insulation on top of the hollow-core slabs, and the pipes of the floor heating are inside the layer of screed under a fibreglass mesh. Only a single pumping is required.

– Using Base results in a good base for parquet flooring. For carpets, I would still add smoothing compound, says Salmela. ●





H.A.B. & KIILTO PRODUCTS

In the H.A.B. project being constructed by the central square in Pietarsaari, residences, shops and a car park are built below the square. The main contractor of the site is Mäenpää Rakennus Oy. The pump levelling of floor surfaces is done by Remontti ja sisustuspalvelu Oy.

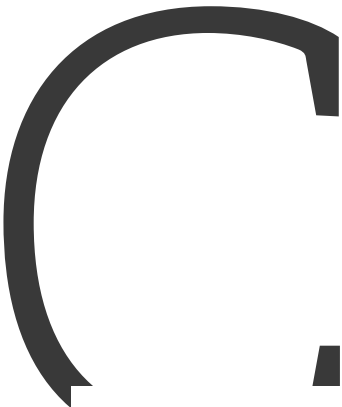
The floors of commercial facilities downstairs at H.A.B. were levelled by spreading **Kiilto Start Primer** on top of the hollow-core slab. Base layer was done on top of this on the same day, using **Kiilto Plan Base** levelling screed. The next day, **Kiilto Plan Universal** floor screed was pumped to the floor. Surfacing is done after it has dried out in approximately two weeks.

The floors of the residences on the 3th to 5th floors were prepared for floorcoverings with pumped **Kiilto Plan Base**. The fiber-reinforced levelling screed is suitable for concrete surfaces of different kinds, floors with floor heating and ground supported pump screed floors.

CASE

KIILTO IS INVOLVED
in developing
a new
construction
product in
Sweden

TEXT: Greger Tolonen // PHOTO: Johanna Hanno



Construction elements or so-called sandwich panels are a new kind of construction products. In a panel consisting of sheet metal and stone wool, adhesive has a decisive role. From the beginning of 2016, Lindab has used Kiilto adhesives in its factory at Luleå, Sweden.

– Together with Kiilto, we have tested and developed an optimal adhesive for the manufacture of our sandwich panels. The development cooperation took some time, but at the same time it strengthened our trust in Kiilto. Kiilto showed its top technical expertise and willingness to cooperate.

So says Process Developer **Kenneth Palo**, who works at Lindab in Luleå. The company currently has several production units around Sweden and activities in the Czech Republic, Poland, Estonia, Hungary, Italy, Denmark, Finland, France and Britain.

Lindab employs a total of approximately 5,300 persons. The Luleå unit, which is the newest in the group, employs 35. Lindab purchased the Luleå unit in 2012 from Plannja. The unit specialises in the manufacture of panels, high profile 200 and beams.

TOWARDS SIMPLER SHEET METAL CONSTRUCTION

At Luleå, Lindab has carried on the special expertise of Plannja. It concentrates on sheet metal construction, primarily in industrial buildings and commercial facilities. Sheet metal construction has developed into the specialist field of the Luleå unit.

– We have simplified the process of sheet metal construction. The construction field is wary of new ideas. For this reason, it takes years to establish a new product in the marketplace, states Kenneth Palo.



KENNETH PALO:

We create a product which is expected to last a long time.

Because the production has to run smoothly, the responsibility for the many complicated production phases takes years of experience. Long experience is also needed to manage in the hard competition.

– We have simplified and developed the process from product development, design and documentation to installation and visual appearance, continues Kenneth Palo.

THE ADHESIVE IS THE SECRET

Stringent demands are being set for buildings nowadays. Quality is the be-all and end-all of everything. It starts at the level of raw materials. The sandwich panels consist of sheet metal, stone wool and adhesive.

– From the components, we create a product intended to last long even when exposed to harsh and variable weather conditions. The functionality must meet the stringent quality requirements.

One of the key ingredients in the panels is the adhesive. It must keep the metal sheets in place against the stone wool in both wet and dry conditions, in both heat and cold.

The cooperation between Lindab and Kiilto started with numerous tests and visits to Tampere. During the project, successful cooperation on products and process development emerged between the companies.

– Exactly. Kiilto's professionalism, know-how and investment in research made an impression on us. In addition, Kiilto was genuinely interested in us and made us feel that we can trust it. For Kiilto, it was important that we get a better type of adhesive at a lower price than before, says a satisfied Kenneth Palo.

– Our cooperation deepened and we got an adhesive with which we are very satisfied. Kiilto's presence in the Swedish market has been an additional plus.

– The attitude to the customer is important. The know-how of the actor is also an important thing. Kiilto showed its merits in both of these – throughout the process, says Kenneth Palo.

KIILTO GROWING IN SWEDEN

Marcus Egnor is the regional sales representative of Kiilto's industrial department in Sweden.

– The cooperation with Lindab is a good example of how we continuously find new and better uses for our products together with our customers, says Marcus Egnor.

– Thanks to our R&D capacity, we can offer both customer-specific solutions and support to many different industrial actors. Kiilto is growing strongly in Sweden because many other manufacturers besides Lindab appreciate close long-term cooperation. ●

RENOVATION IS GROWING IN FINLAND



Approximately

10%

of renovated locations were built before 1950.



20%

of the locations are built between 1956 and 1979.



50 yrs

average age of renovated location (location built in 1966).



10%

is built after 1979.



Renovations of piping and wet rooms tops

The growth in renovation of piping and wet rooms is continuing. According to Statistics Finland, home owners and housing associations renovated their apartments and residential buildings with 6.3 billion euros in 2015.

According to the statistics of Statistics Finland, the total renovation costs increased by 9% in 2015 from the level in 2014. 2.5 billion euros were spent on renovating apartment blocks and 690 million on row houses.

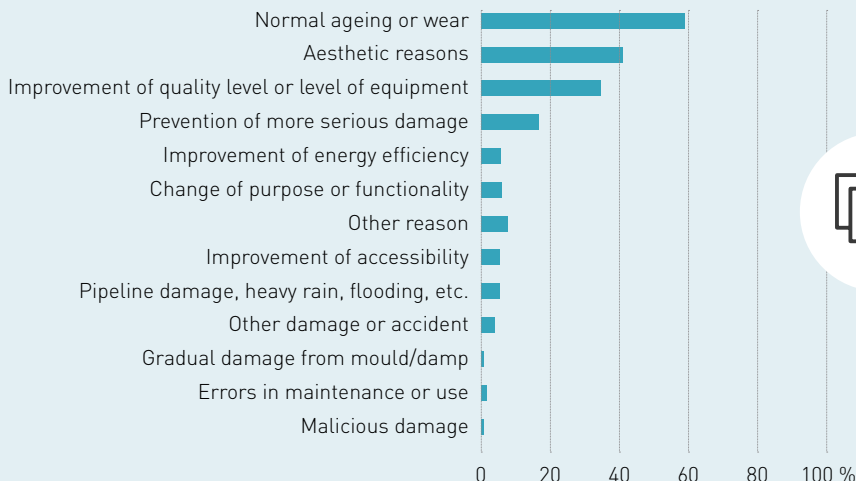


EVERY SECOND HOUSING ASSOCIATION HAS A RENOVATION PROJECT IN PROGRESS

According to the renovation barometer of the Finnish Real Estate Federation, more than half of all housing associations are planning or carrying out renovations in 2016. The capital area has seen the strongest growth in this field.

The preliminary outlook for 2017 is cautious. According to the renovation barometer, slight growth is only expected in the capital area.

Reasons for renovation in apartment blocks, percentage of replies



Housing cooperatives were asked about the large renovations they are planning for the next ten years. Façade renovations were planned by more than 20% of the housing cooperatives that replied, as were yard renovations. Roof renovations were planned by 19%, renovations of the domestic water system by 18% and renovations of the sewage system by 15% of the cooperatives.

PIPING, WET ROOMS, YARD STRUCTURES AND FAÇADES TOPPED THE LIST OF RENOVATIONS IN 2016.

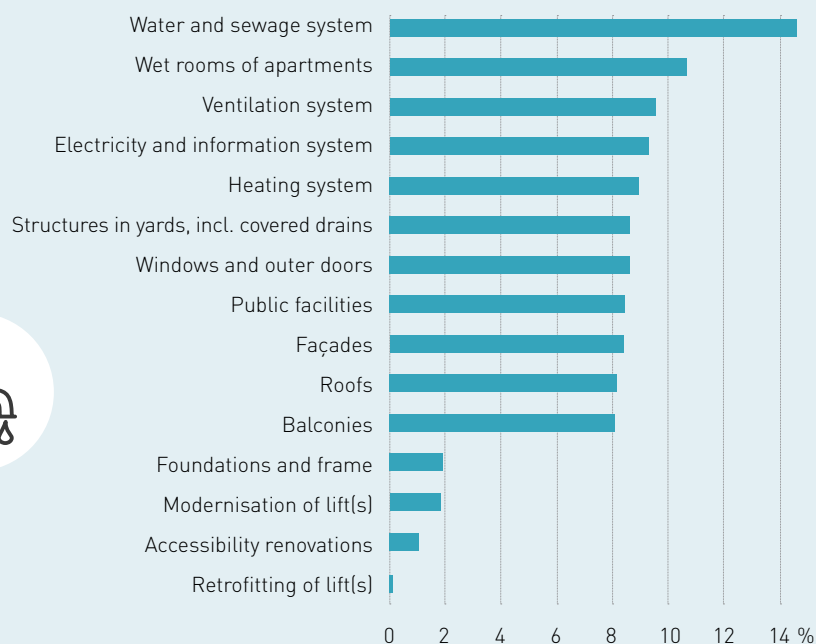
Waterpipes and sewers were the most common objects of renovation in housing associations this year. More than 10% of housing associations had renovation projects in these areas. Next come renovations of yard structures/covered drains, wet rooms and façades. Mainly piping is renovated in apartment blocks. In row houses, the outer structures and yard structures are being renewed.

More than 30% of housing associations say that they intend to renovate their yard structures over the next five years. Around 25% said that there is a need to renovate façades, windows, doors or roofs. Nearly 25% intend to renovate balconies.



Renovations in 2016, apartment blocks

Share of Yes answers



At the end of the **19th** century, the first bathrooms with **BATHTUBS** appeared in stone houses in cities. A surface layer of asphalt was spread on top of the wooden floors.

In the early **20th** century, **BITUMEN AND CHARCOAL TAR** started to be used for the water-proofing of washrooms and WCs.

In the **1970s**, **PLASTIC CARPETING** was used for waterproofing of the floors of washroom, and **PLASTIC WALLPAPER** was used on the walls.

From **1999** onwards, **THE WALLS TOO** have had to be **PROOFED AGAINST WATER**.

History of water-proofing in Finland

Later in the **20th** century, **BITUMINOUS FELT** started to be used. The stone walls of washrooms were protected with **PAINT** or **TILING**.

In **1975**, bathrooms were defined as wet rooms in the guidelines on water and humidity proofing. **HUMIDITYPROOFING WAS REQUIRED FOR FLOORS ONLY**; for walls, a **MOISTURE BARRIER** sufficed. Under wall tiling, a spreadable water-soluble **PLASTIC EMULSION** was used.



LANTMÄNNEN
CERREALIA OY'S

CRISP- BREAD FACTORY

relies on
Kiilto adhesives





Approval of hot melt adhesive for food packaging brought a new customer for a crispbread factory.

TEXT: Thomas Freudlich // PHOTOS: Thomas Freudlich, Lantmännens Cerealia Oy

Located on the beach on Kotkansaari Island, the factory of Lantmännens Cerealia Oy, formerly known as the Kotka plant of Vaasan Oy, appears quiet and peaceful on a summer day. The row of trucks waiting for cargo at the loading dock is the only thing that indicates the scale of the production.

The atmosphere is different inside the building. The production halls of the factory make up a dazzling 3D network of automated technology. The conveyors of rusk, crispbread and rye chips cross each other in the space, some close at hand, some near the ceiling. Thousands of packages of rusk are finished every hour. The factory does uninterrupted work in three shifts in a five-shift system. The quality of the products and packaging is monitored closely.

– This has really changed a lot over the decades, says **Ritva Kurkela**, Work Supervisor of Lantmännens Cerealia Oy. She fixes the position of the crispbread going past on a conveyor.

– The products used to be packaged by hand, but now everything is largely automated.

CLOSELY INVOLVED IN PRODUCTION

The Kotka factory delivers more than 10,000,000 kilograms of finished products every year. In addition to around 20 different product recipes, the management of product packaging is also a sizable process.

– Right now we have more than 150 customer-specific product versions in use at the factory, says Packaging Technician **Juha Puskala**.

– Quite different markings and use-by stamps are needed for the markets in different countries.

The rusk and part of the crispbread products are first packaged in folded card packages and then in larger corrugated cardboard boxes for transport. The factory has used Kiilto's adhesives exclusively in its packaging for around five years now. Every year it uses several tonnes of the Sitomelt EVO 10 adhesive used in the rusk packages.

– The cooperation with Kiilto has been excellent, says Puskala.

– The adhesives work well, the supply is reliable and the price is competitive. It is also a bonus for us that the supplier is domestic.

– This was an important consideration in the selection of a supplier. Technical support is close at hand, and service is always available, continues Ritva Kurkela.

APPROVAL FOR ADHESIVES IN FOOD PACKAGING

Last autumn, the large German organic food company Alnatura requested a German BFR approval for the adhesives used in the rusk packages of Lantmännens Cerealia's Kotka plant.

– After being informed of the new customer's requirements, we were quickly able to help the customer with the BFR requirements, says Kiilto's Customer service Manager **Juha Rinne**.



- Established 1969
- Formerly known as Vaasan Oy
- Located by the sea on Kotkansaari Island
- Approximately 170 employees
- Owned by the Nordic Lantmännens food group
- In production 24/7
- 3 production lines
 - rusk
 - sawed crispbreads
 - round-baked products (Pieni Pyöreä Ruis crispbread and RuisNacho chips)
- The products are known internationally under the Finn Crisp brand



Juha Puskala
of Lantmännen
Cerealia and
Tiia Aromaa of
Kiilto.



SITOMELT EVO 10 PO HOT MELT ADHESIVE

- Sitomelt EVO 10 is a colourless and odourless, quickly acting hot melt adhesive for packages. The adhesive is suited for glueing paper, corrugated cardboard, card and PE-surfaced card in fields such as the food industry.
- The raw materials used in the adhesive are suitable for use in food packaging according to FDA 175.105, and the adhesive meets the requirements of the German BFR food safety standard.

” If a customer needs an adhesive that meets particular criteria, WE GO THROUGH OUR WHOLE PRODUCTION CHAIN from raw materials to production.

– We did not yet have such a product, but we went through our products and prepared the reports required by BFR on our Sitomelt EVO 10 hot melt adhesive. After this, we were quickly able to try the adhesive out in the production of Lantmännen Cerealia Oy.

The adhesive was introduced in the spring of this year on the rusk production line, and the Lantmännen Cerealia factory could start deliveries to its new customer.

CLOSELY MONITORED

The approval of adhesives and packaging materials for foods is governed by a large number of international guidelines and standards. The FDA norms of the United States are widely used in Europe too, and the EU's decree on plastics (10/2011) mainly concerns plastics that come in contact with food products. In addition, several countries have their own national criteria for food packages.

– If a customer needs an adhesive that meets particular criteria, we go through our whole production chain from raw materials to production, says **Lilli Puntti**, who is responsible for the food product approval processes at Kiilto.

– If some raw material does not meet the required criteria, we do product development with a view to possibly replacing it with an approved material.

According to Puntti, food manufacturers are increasingly asking for different types of approval for the adhesives used in packaging.

– A few years ago nobody requested this kind of thing, but nowadays all the larger manufacturers need this information.

LESS IS MORE

In the future, the plant of Lantmännen Cerealia Oy intends to enlarge the use of Kiilto's Sitomelt EVO adhesives further and to simplify the product range used.

– The fewer the types of adhesive we need to use, the simpler it is for us at the factory, says Packaging Technician Juha Puskala.

– We aim at using just one adhesive or two at most. The development work with Kiilto goes on. In the near future we will be testing a BFR-approved hot melt adhesive that has been developed even further. ●



From baking to packaging

1

THE PILES OF RUSK COMING FROM THE OVEN ARE PACKAGED IN PLASTIC FOIL.

2

THE RUSK IS PACKED IN PRODUCT PACKAGES.

3

THE PRODUCT PACKAGES ARE SHUT WITH KIILTO'S SITOMELT EVO 10 ADHESIVE.

4

THE USE-BY STAMPS ARE GENERATED WITH LASER IN THE FINISHED PACKAGES.

5

THE PRODUCT PACKAGES ARE PACKED IN LARGER GROUPS OF NINE.

Renovator Kumoni **relies on** **Kiilto's products**

TEXT: Anna-Liisa Pekkarinen // PHOTOS: Pentti Vänskä

The cooperation between Kiilto and the Kuopio-based construction business Kumoni became established more than a year ago, when Kumoni started to use Kiilto's products in plasters, waterproofing, fastening agents and adhesives. Users such as Kumoni participate in Kiilto's product development, as the products are adapted and developed further on the basis of customer feedback.

The cooperation picked up speed when Kumoni decided to try out the machine-sprayable Kiilto OT Light smoothing plaster.

– We had earlier used other manufacturers' machine-sprayable smoothing plasters, but we were seeking a product with slightly different qualities. After trying out the Kiilto OT Light smoothing plaster, we immediately felt that we had found the right product for us.

– We have used machine plastering already for several years, as it makes the smoothing of the walls of wet rooms much quicker and easier. Working with sprayable smoothing plaster, a skilled person can complete work on six identical bathrooms in a day. If done by hand, it would take several times longer, says Work Manager **Kai Seppänen**.

The sprayable one-component Kerafiber waterproofing membrane also interests Kumoni, as it too speeds up the work. Kumoni will possibly try out this work method when a site of a suitable size emerges.

The products left on the surface often cause discussion at the building sites. Tilers, for instance, are strict about their requirements for the grout used in the seams.

For health reasons, it is also important that the products do not generate dust. Kiilto is investing its resources in this area continuously.

COMPATIBILITY AND GOOD SERVICE WERE CONVINCING

Kumoni started to use Kiilto's product lines because it wanted to ensure the compatibility of the different products. The availability of service was also an important criterion.

– You can always reach a representative of Kiilto. The customer feels important and listened to. The work is not interrupted due to the product supplier being out of reach when advice or a visit to the site is needed. When the customer orders a product by noon, it will leave Kiilto already the same day.

According to Kiilto's Regional Manager **Kari Rinne**, speed is key in products too. Due to product development, the drying times have become significantly shorter.

On a visit to Kiilto's factory, employees of Kumoni could test products and working methods. It was also nice to see concretely where the goods come from.

– The domestic manufacture of the products is a value for us, mentions Seppänen. For Kumoni too, it is important that the products be domestic. It purchases the work and the subcontracting mainly from local actors.



KUMONI IN A NUTSHELL

- Kumoni is a Finnish, Kuopio-based renovation business specialising in heating, water, ventilation and electrical renovations. It works in housing associations, public buildings and commercial buildings.
- Established in 2002, the company has expanded to the Jyväskylä area with Kumoni Sisä-Suomi.
- Kumoni employs 35 to 40 persons, of whom ten are office staff.
- The turnover has been from 6 to 8 million euros in recent years.



SUCCESSFUL RETURN TO PIECEWORK SALARIES

Kumoni is a progressive actor, as it has introduced piecework salaries and multitasking in its heating, water, ventilation and electrical renovations. In renovations, piecework is not customary. The surprises in store when old buildings are renovated makes the employees unwilling to consent to fixed salaries. Multitasking is an old model of acting, but it has not been used commonly in recent decades. Kumoni has five teams of three carpenters who do multitasking.

– Gathering the teams together takes some psychological skill. When you know the people's experience and abilities and can bring suitable personalities together, you get results, says Seppänen.

According to Work Manager **Kari Korolainen**, the work motivation of the teams is "tops".

– Of course, as they get paid more the quicker the work gets done and the shorter the list of faults and deficiencies. It is also an incentive that the teams can design the workflow by themselves. In hourly-wage work, it is the site supervisor who determines the next work phase.



*When you know the people's experience and abilities and **CAN BRING SUITABLE PERSONALITIES TOGETHER**, you get results.*

THE MASTER-APPRENTICE MODEL PRODUCES SKILLED PEOPLE

The teams participate in weekly planning. Exact planning and the move to multitasking have cut the work times in apartments by approximately 2 to 4 weeks.

– We make comprehensive work plans and proceed line by line. Thanks to the exact planning, the first apartments are already almost finished when some of them are still being dismantled. It pays to do the "easy" apartments first, to prevent the whole work site from stopping to wait for solutions to particular problems. In this way, there is always work for everyone involved, says Seppänen.

He has noted that young people are developing skills at a dazzling speed when older ones guide them as masters of apprentices.

– And vice versa. The older ones receive useful hints from the young.

In the Kuopio region, one challenge is that clients favour side contracts subordinate to the main contract. They do not engage in competitive tendering of a kind that would enable the main contractor to choose the plumbers and electricians.

– If the main contractor is allowed to choose them, it will receive cooperative partners willing to develop. Completing a project with them runs smoothly for everyone. This makes it possible to affect the timetable of the entire project in a positive way. In a tight market situation, this is all to the good. ●

This is how Kumoni's renovation project proceeds:

1



WHEN THE JOB CONTRACT IS SIGNED, STARTING INFORMATION FOR THE RESIDENTS

2

A MEETING WITH THE RESIDENTS TWO WEEKS LATER



3



A VISIT TO EACH RESIDENT

4

WORK STARTS: FIRST COMMUNAL AREAS, THEN THE APARTMENTS



The cooperation of Kumoni and Kiilto also includes training on products and work methods.



Kumoni invests in communications

One of the biggest challenges for successful renovation is successful communication. This is something for which Kumoni has received praise.

In the traditional heating, water and electrical renovations at Satamakatu 12, Kumoni continued the work from the dismantling stage after the previous contractor interrupted work. The work site had been at a standstill for a couple of months, and the situation was challenging.

– In accordance with our practice, we held a meeting with the residents, visited each apartment, listened to the residents' requests and told them how the work would continue, says Work Manager **Kai Seppänen**.

The rules of procedure were changed, and the renovation started smoothly.

The customer service engineer has answered many questions along the way and kept the residents informed in plain language. The general information and the weekly updates are all on the housing association's website or are sent to the residents by e-mail or by letter.



People from Kumoni visited Kiilto's training facilities.

5



REGULAR
INFORMATION
AS THE WORK
PROCEEDS

6

THE
RESIDENTS
MOVE
BACK IN



7



FINISHING OF
YARDS AND
COMMUNAL
AREAS

8

HANDOVER OF
SITE AND
WARRANTY
INSPECTION



Kiilto gallup



Over a lunch break, we approached three participants in the training on wet rooms and asked them a couple of questions:

1. **WHAT DO YOU EXPECT FROM TODAY'S TRAINING?**
2. **WHAT CAN YOU TAKE OUT FROM IT FOR YOUR OWN PRACTICE?**

VELI-MATTI MÄHÖNEN, TAMPERE, SUOMEN KODINVAIHTAJAPISTE OY

1. I want to keep up to date with my knowledge. I expect to hear about new products.
2. Quick screeds are certainly needed in the field. The waterproofing foil also seems interesting. I could try it out.

OTTO KESKINEN, TAMPERE, RAKENNUS-ALHE OY

1. It's interesting to learn new things. I knew that new products would be presented here, and I'm interested in using them. The spraying of waterproofing membrane I have only read about on the can. Now I want to see how it works out in practice. It may well save some time.
2. The use of fabrics and sprays in waterproofing.

JANNE ALEKSANDROFF, TAMPERE, RAKENNUS-ALHE OY

1. It's interesting to hear about the newest products. Sprayed waterproofing membrane and the KeraSafe foil, their different alternatives and working methods are what interests me the most. They are relevant for my current work.
2. When I encounter a suitable site, I will try out the KeraSafe foil and spraying waterproofing membrane instead of spreading it with a roller. At the same time, I will test how these new products work compared to the old ones.

KeraSafe

KIILTO

UP TO DATE IN A DAY ON WET ROOMS

TEXT: Irma Capiten // PHOTOS: Harri Nurminen

Kiilto has trained its customers for nearly 40 years now. Kiilto started training on wet room construction after developing liquid waterproofing membrane.

KIILTO'S RENOVATED TRAINING FACILITIES at Lempäälä are full of talk on an autumn morning. The contractors and installers arriving for training on wet rooms are having their morning coffee before the six-hour training day starts.

Kiilto's product manager **Jyrki Pajunen** tells us about the popularity of training sessions.

– Around 3,000 people participate in our training every year. Most of them are contractors and installers. We arrange workshop-type training also for the sales staff of hardware and paint stores.

Training events are arranged every week in some part of Finland.

– Earlier, the training was given by the product group managers, but as the training grew in popularity, our regional managers also currently train their customers in their respective regions. We concentrate on the newest products and systems, says Product group Manager **Ari Tuominen**.

A WET ROOM CARD IS AN INDICATION OF SKILLS AND THE WILLINGNESS TO MAINTAIN THEM

According to Tuominen, the majority of Kiilto's training is about wet rooms. The participants receive a Kiilto Wet Room Card.

– Many customers who order renovation of wet rooms, including housing associations, are interested in the card. The card indicates that the installers of wet rooms have the required skills and know-how. In addition, it certifies that they are familiar with the systems used in wet rooms.

The participants of the wet-room training are professionals.

– The systems develop, and new ones enter the market all the time. To keep their VTT personal certificate in force, installers must participate in supplementary training at least once every two years. We offer this training to our customers for free, states Pajunen.

Regional Manager **Marko Suominen** already has 11 years of training work behind him.

– When the number of training sessions has increased, the atmosphere in them has become more free. The training events are relaxed. We become acquainted with each other and engage in dialogue. In addition to the theoretical parts, the most important element is practical acquaintance with new products and techniques. ●

FOR THE HEALTH OF EMPLOYEES

TEXT: Marjaana Lehtinen // PHOTOS: Harri Nurminen

Suspected exposure to isocyanate started the development of a new adhesive solution for the bathroom element production of Parmarine Oy.

A FEW MORE TILES for the base, and everything is ready. Tiler **Iiona Salama** spreads new Kiiltoflex FP 1000 adhesive on the wall of a bathroom element of 6 m². It has been ordered for an apartment block being constructed at Lahti.

– This is a quick and ready-made adhesive. The seams can be done immediately, says Salama.

There is also another reason for her satisfaction. Although Kiilto's earlier 2-component polyurethane adhesive has excellent qualities and is still used in robot work on bathroom tiles at the factory, its hardening agent was suspected to expose employees to isocyanate in a cramped space where the air does not change much. Now this danger has been removed.

AN ALTERNATIVE TO PERSONAL PROTECTION

An expert from the Finnish Institute of Occupational Health made measurements at Parmarine a few years ago and recommended the use of a motorised fresh air mask for those employees working on bathroom elements. In addition to the employees adding the tiles, the electricians and installers of fixtures who worked in the freshly tiled spaces were also in risk of exposure.

– However, it's unpleasant to use personal protection all day long. An alternative had to be found to remove the exposure to isocyanate, says **Joona Jäntti**, Parmarine's Production Manager.

Parmarine threw a challenge to Kiilto, which started to develop an entirely new solution. The new product's qualities had

to be comparable to the earlier product found to be good. It must not run, and the open time had to be sufficient to prevent the adhesive from drying before the tiles are added. The adhesive also had to be easy to spread.

TILERS INVOLVED IN DEVELOPMENT WORK

Kiilto's product development team sought out new raw materials from the world and made different trial versions. Parmarine participated in the development work by testing the adhesives of trial batches and collecting feedback on them from its tilers. The opinion of the users had a great weight in determining the qualities of the final product.

– The employee is the most important link in this chain. If the adhesive does not work, it slows down work and hinders productivity, adds regional manager **Juha Räisälä** from Kiilto.

Around 80% of Parmarine's tilers use Kiilto's new tiling adhesive for bathroom elements. Joona Jäntti appreciates the cooperation and the end result.

– This was an excellent project. We reached our aim, and our employees are no longer exposed to isocyanate. In addition, the one-component product is trouble-free. There is no need to mix it, and it does not generate waste adhesive. Seaming can start as soon as the tiles are glued. We were able to fix many things.

PRODUCTS CHANGE ACCORDING TO CUSTOMERS' NEEDS Räisälä emphasises meeting the needs

and wishes of the customer in product development.

– We always aim at responding to customers' requests. When customers' equipment and methods are changing, this creates a need for different kinds of products. For instance, if a stiffer, quicker or slower adhesive is called for, we adjust the product as well as possible. ●

WHAT NEW PRODUCT?

Kiiltoflex FP 1000 is a one-component, isocyanate-free and solvent-free adhesive based on silyl modified polymer (SMP) technology. It creates a strong and slightly elastic bond. The paste-like adhesive is especially well suited for spreading by spatula on wall and roof surfaces, including attaching of ceramic or glass mosaic plates on top of metal, PVC and concrete surfaces. The bond strength of the adhesive meets the requirements of the EN 12003 and EN 1348 standards after water stress.

The adhesive has fire safety classification of the International Maritime Organization (IMO) and the MED certificate (the so-called wheel mark). The adhesive has CE marking, and it meets the M1 emission classification for building materials.



Parmarine's factory in Forssa manufactures bathroom elements.



The bathrooms are finished down to the last detail at the factory.

People from Kiilto acquainted themselves with bathroom production

A customer visit opens the eyes

How many of these are you delivering? Is a ready-made package less expensive than building on the spot? Questions are in the air when a dozen of Kiilto's employees from Lempäälä are visiting Parmarine's bathroom production at Forssa.

– A customer visit opens your eyes. You see where Kiilto's products are being used and how significant they are for the customer. I have never seen this way of making bathrooms or realised the benefits it has for construction, says **Vesa Juhannusvuori**, one of the participants of the visit.

The tour starts with cutting sheet metal and covers the entire production process, up to the installation of the electrical and water fittings. Kiilto's cans and tanks are visible in the work phases done both by hand and robot. Around 20 different Kiilto products are in use.

STEADY DEMAND

The bathrooms are made to order on the basis of the future residents' requests and site-specific plans.

– The outlook is good. Last year we attained a new record with 4,700 bathrooms delivered to construction companies. At this year's speed, the record will be broken. We have many regular customers, as the quality is good and the deliveries are reliable, says **Joona Jäntti**, Parmarine's Production Manager.

The ready-made bathroom elements cut the number of different work phases at the building site and speed up the timetable.



Joona Jäntti is satisfied with the end result of the product development.



PARMARINE OY

- Leading manufacturer of installation-ready bathroom elements and ships' fireproof doors
- Approximately 300 employees in modern factories at Forssa and Leppävirta
- Turnover 41 million euros in 2015
- The first bathroom elements manufactured in 1968
- Became a separate company independent of Parma Oy in 1996
- Bathroom elements are delivered mainly to apartment blocks and row houses, hotels, assisted-living facilities and patient rooms of hospitals
- Main market areas Finland and Norway, and increasingly also Sweden
- The company is owned by Eastern Pretech PTE Ltd, which is part of the international NSL group

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