

CORE COMPETENCE NEWS

Core Competence is a Newsletter for Coreenso's customers providing news and information on numerous customer related projects and processes.

Core Competence will be published in English, French, German and Spanish. If you would like to receive Core Competence, please go to www.coreenso.com, click on Publications and register.

Coreenso Elfes

When my great-grandfather **Peter Josef Elfes** founded the company in April 1882, Krefeld was enjoying an economic boom. Krefeld developed to become one of the richest and most successful towns in the Niederrhein-area; economically and culturally surpassing even Düsseldorf.

The nationwide success of the textile industry ensured jobs and food for thousands of Krefeld's citizens and all around this expanding industry a big need for services and additional products developed. And of course the fine fabrics, like silk and velvet, needed to be packed carefully.

The company was originally founded as a sort of handicraft 'carton-board' company and over the years developed to an exotic paper converting company and finally to a core producing company. At that time it was a manufacturer in the literal sense, as automation was still a largely foreign concept. Thanks to the vision of my father, who realized at a very early stage the necessity of economic and automated production, the change was made from a handicraft company to an industrially oriented producer.

In 1997 the Elfes family decided to sell its majority shareholdings in

125 years

the company to Coreenso and Coreenso Elfes GmbH & Co.KG was born. Since then development has been swift. A new line producing heavy cores for the paper industry was built in 1999 and production doubled from 14,000 tons to 28,000 tons. Operations expanded further in 2004 when Coreenso acquired Mertens & Co.

The 140 employees of the two Coreenso sites in Krefeld and Jülich took part in the 125th anniversary festivities together with their families. The mayor of

Krefeld, representatives of the Chamber of Industry and Commerce and colleagues from Stora Enso and Coreenso were also on hand to give their congratulations.

**Wishing you all
a prosperous
New Year!**

Jörg Elfes
Technical Director



APPOINTMENTS



Peter Dyer has been appointed Managing Director of Coreenso (UK) Ltd. He succeeds **John Reeves**, who retired in June, 2007.



Mikael Svensson has been appointed Managing Director of Coreenso Svenska AB, effective 1 November 2007, following the retirement of **Bengt Larsson**.



Andreas Schwab has been appointed Manager, R&D and Technical Marketing, Coreenso Core Industry.

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More than the core

INTRODUCING

Corenso in China



Philippe Lacoste
Vice President,
Corenso Asia Pacific



Xianglin Sun
Managing Director



Qindong Wu
Sales Manager, Corenso Foshan



Corenso's new factory for core production in Foshan, southern China, was completed in March 2007 when the first cores came out of the new lines.

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IN FOCUS

China in focus

The Chinese economy has seen unprecedented growth in the last couple of decades. The vast potential of the Chinese market is a powerful draw, but the country poses its own challenges for companies.

Corenso started operations in China six years ago. The Corenso Hualun core factory in Hangzhou was opened in November 2001 and a second core factory started operations in Foshan, southern China in March 2007. The core factory in Hangzhou is a joint venture in which Corenso owns 51 per cent. The core factory in Foshan is wholly owned by Corenso.

Corenso Hualun and Corenso Foshan supply tailor-made cores to the paper and board, metal foil and plastic film industries. With high-performance coreboard and technical know-how, the factories are committed to manufacture cores under the ECO CORE™ trademark; for example metal-capped, large diameter, seamless and heavy-wall cores.

Corenso first to manufacture quality cores in China

Corenso was the first manufacturer of high-quality cores on

the Chinese market, and in only six years has become the largest producer of cores in China. Competition has been increasing all the time.

The rapid growth of different branches of industry in China is important, because it brings new investment opportunities. The companies with the best possibilities to succeed on the Chinese market are those that have technology to offer and

can introduce new know-how to the country. A foreign company must adapt its operations to local conditions while at the same time adhering to its own business principles.

Corenso's strength in China lies in its modern technology, quality awareness, stable processes, experienced staff and strong partners.



New radial force simulation tool

After thorough testing and months of development work, Corenso's latest measurement and simulation tool is now ready for practical deployment. For the first time ever the new tool will give customers real measured information about the radial forces arising in their production processes which can then be related directly to the strength properties of the core used.

Unique measurement comparison

The success of the system is founded on the unique capability of Corenso's measurement and simulation tool which allows values measured directly from the customer's process to

be compared with the strength limits of the current used core. The design of the tool, which has been registered in Germany with worldwide patents pending, allows a tremendous accuracy in measurement.

Cost savings through optimised cores

Along with practically orientated core dimensions it is the realistic manner in which the radial forces are simulated which enables comparison with measurements from the production lines. As a result of the procedure the customer gets a clear picture how far the production process loads the core. This makes it possible to identify high risks and causes

of collapsed cores, and also unnecessarily high safety margins and over-engineered products, allowing core selection to be optimised for cost savings and a stable and safe production process. If you would like further information please do not hesitate to contact us.

www.corenso.com

