



PRESS-RELEASE SKANDINAVISKA TRÄIMPORT

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OY SKANDINAVISKA TRÄIMPORT AB EXPANDS EXTENDED CUSTOMER SEGMENTS & MORE PRODUCTS

Skandinaviska Träimport is expanding the product range and moving into a wider market area.

The company that since 1968 has been a stable supplier with extensive knowledge in sourcing and delivering high-end wood based materials to the manufacturing industry and boatyards, now launch a marketing initiative that also caters to the building materials trade.

In cooperation with the Swedish parent company Kärnsund Wood Link AB, who has owned the company since 1985, Skandinaviska Träimport is now at the same time as addressing a wider market also presenting a significant increase in the product range of proven wood-based materials across all the customer segments. Extending the operational cooperation with the parent company also means synergies in the form of joint global purchasing channels and the possibility of making even more competitive offerings.

“Our customers in manufacturing, boat building and now the building materials trade rely on our ambition to be a part of their decision-making process. We bring together our sourcing ability, knowledge, experience and commitment to quality to help our customers to make profitable choices of wood-based materials. The joint Group initiative is a long-term objective that broadens and strengthens Skandinaviska Träimport’s market position. Our goal is to make an already very good company even better with attractive pricing and improved customer service, combining high end wood-based products with market leading expertise.” - Says Kjell Kärnsund, Chairman at Skandinaviska Träimport.

In connection with the presentation of the market initiative, Scandinavian Träimport has launched a new corporate profile and a new expanded website – www.traimport.fi.

OY Skandinaviska Träimport AB was founded in 1968 and has since delivered wood and wood-based materials from suppliers worldwide to customers in northern Europe. The company is based in Lahti, Finland, and is together with the Swedish parent company Kärnsund Wood Link AB, a corporate group with a global network in the industry, 25 employees and annual sales of about 22 million euros.

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