

Setra increasing focus on technical development

Andreas Hörnfeldt has been appointed as Technical Director at Setra. The new Technology staff function will be responsible among other things for technical development, digitalisation, investment projects, purchasing and IT.

“In order to gain impetus for technical development and to carry out the changes and investments that are essential for strengthening Setra’s competitiveness, we are now reinforcing our organisation with a new Technology function,” says Hannele Arvonen, President and CEO of Setra.

“With Andreas Hörnfeldt and his long and extensive experience of development and innovation work, we will increase the focus on our key technical issues for the future,” says Arvonen.

Andreas Hörnfeldt has a M.Sc.Eng. from the Royal Institute of Technology in Stockholm. He joins Setra from Stora Enso where his responsibilities included New Business Creation, a function to create new, growing and profitable products. In recent years he was Managing Director of Stora Enso Re-board, an innovative subsidiary within the group.

“It feels extremely exciting to be involved in the build-up of this new Technology function. This applies particularly in these times when almost everyone is emphasising the significance of the forest for replacing fossil-based materials with renewables. Setra has every opportunity to be a leading player in the growing, global bioeconomy,” says Andreas Hörnfeldt.

Andreas will take up his new position in December and will be a member of Setra’s Group Management.

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*Setra is one of Sweden’s largest wood products companies. We process raw material from responsibly managed forests and offer climate-friendly products and solutions for building and living in a global market. The Group has approximately 800 employees and annual sales of SEK 4.2 billion. Exports to Europe, North Africa, the Middle East and Asia account for about 60% of sales.
Read more at www.setragroup.com.*

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