
New names in Setra

Olle Berg has been appointed Market and Business Development Director at Setra. Pontus Friberg will take up the position of Business Support Director. Three of Setra's sawmills - Kastet, Nyby and Hasselfors – will have new managers in the autumn.

Olle Berg, currently SVP, Marketing & Sales, Stora Enso Building & Living, has been appointed as Market and Business Development Director at Setra. He will be a member of Setra's group management and take up his position in the new year.

Johan Padel, President and CEO of Setra, comments: "Olle Berg has long and sound experience from the wood products market and has shown that he can deliver results. I am very pleased about this recruitment and I know that Olle will help to strengthen Setra's position in the market and in the ongoing work of further developing one of Sweden's largest and best wood products companies."

From 1 October group management will also be strengthened with **Pontus Friberg**, who will be Business Support Director. This new role will be responsible for group-wide support functions such as Environmental and Operating Systems, Purchasing, Logistics and IT. Pontus Friberg has held a number of managerial positions within Setra and is currently head of IT.

"Pontus Friberg will really strengthen our group management," says Padel. "He has an excellent knowledge of the industry, knows the company well and has broad experience of the market, production and raw materials."

Three of Setra's sawmills have acquired new managers. **Ove Sjögren**, formerly manager at Nyby sawmill, took over the position of manager at Setra Kastet in July. The new manager of Setra Nyby starting on 1 October will be **Karl Pontus Larsson**, formerly manager of Horndal. At Setra Hasselfors, **Maria Granath** will take over as manager on 1 October. Maria Granath is an engineer and joins Setra from a managerial position at the steel company Ovako.

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PHOTOGRAPHS of the new appointees can be accessed on Setra's website:
www.setragroup.com/managers

Setra is one of Sweden's largest wood products companies and a leading player in Europe. We offer eco-certified wood products for interiors and construction to customers in the building materials trade and industry. The Group has 1,000 employees and annual sales of approximately SEK 4.5 billion. Exports to Europe, North Africa, the Middle East and Japan account for almost 60% of sales. Read more at www.setragroup.com

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