

wirenews

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Wire Düsseldorf

Springwire will be exhibiting for the first time with its own stand at the Wire Düsseldorf international trade fair.

“This is an important step towards our general goal of increasing exports, particularly to Germany which is a very interesting market,” says Morgan Mellgren, Springwire’s recently instated Marketing Manager.

The fact that Germany is a key market for Springwire was confirmed a couple of years back when an in-house sales office and warehouse was established in Augustdorf.

“As a result we have gained a much more prominent local presence and are able to meet the stringent demands

the market sets on customer service, availability and quick deliveries,” says Springwire CEO, Örjan Lundqvist. Wire Düsseldorf is being held from March 31 through to April 4, and will attract almost 1,100 exhibitors who, over five intensive days, will try to capture the attention of the many visitors.

“Not always the easiest task, but we promise to do our best to avoid being submerged in the general brouhaha,” says Morgan Mellgren.

Springwire will be in place in hall 13, stand 13E87 where you are welcome to drop by, talk wire, and hear about what we have to offer you.



A fresh wind is blowing through east Värmland

Springwire is constantly looking for new ways to pursue its quest of continuous improvements. Investment has been made and new equipment and machinery is in place to develop our process and products. The plan is long-term to ensure the continuation of this development process. Employing new personnel is an integral part, and the work is continuing over the year, in addition to the recruitment mentioned in this newsletter. Growth in the Nordic region and Europe is an initiative already in progress. One way of making Springwire more visible is our presence at the Düsseldorf Fair. Our local market will always be in focus for us and our aspiration on working close to the customer in order to identify new solutions and challenges will remain part of our strategy in the future. We look forward to extending a warm welcome to you when you visit our stand (hall 13E87) at the Fair in Germany.



New faces at Springwire

Springwire has entered an eventful period and last year saw two new faces join our team. Morgan Mellgren is new Marketing Manager and Joakim Björkner is new Financial and IT Manager. The two new additions will give a new impetus to the business and are part of Springwire's investment in the future. In the spring another new face will be joining the team, with a change of generation in production management as we are looking to recruit a new Production Manager.

Morgan Mellgren joins us having worked in a similar post in the paper industry.

Joakim Björkner has previously worked in accounts at Volvo.



Morgan Mellgren
Marketing Manager



Joakim Björkner
Financial and IT manager

Swedish Rally

The snow has finally fallen and made the day a little brighter. Consequently, we took the opportunity of venturing out in the Värmland wilderness to watch the Uddeholm Swedish Rally. One of the stages – SS 16 – runs right by Springwire and attracts an enthusiastic audience from across

the world. The stage is relatively demanding for the drivers with icy road surfaces and some fog. Jari-Matti Latvala, who was in the lead after the stage thought the end section was really good, but that the initial part was very difficult. At the finish, the 22 year old Latvala wrote himself into

the record books as a total winner of the Uddeholm Swedish Rally. He maintained his lead from special stage two and right through the whole rally to the finish of SS 20. Latvala was thereby the youngest winner ever to prevail in a leg of the World Championship.



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