

BORREGAARD IN A NUTSHELL

A BIOREFINERY WITH HIGH VALUE CREATION

Borregaard's business model is to exploit wood resources to manufacture valuable speciality products. These products are alternatives to petroleum-based products and therefore address many long-term, global challenges related to population growth, resource access and environmental and climate impacts.

SPECIALISING IN GLOBAL NICHEs

Borregaard operates in global niches – “small” specialised markets. Strong market positions are developed through good understanding of our customers' needs, the production of advanced and customised products and local presence in the form of a broad international sales and marketing organisation. The many application areas for our products, combined with global market positions ensure great flexibility.



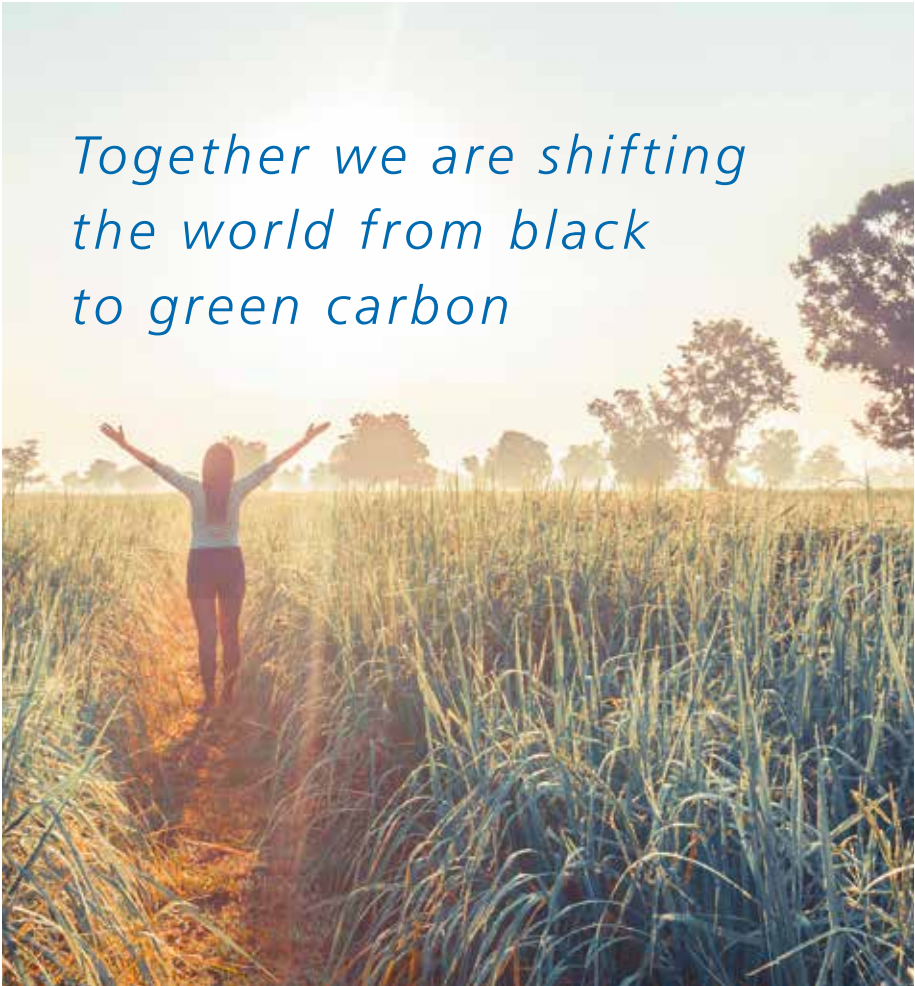
STRONG INNOVATION ABILITY AND CONTINUOUS IMPROVEMENT

Our ability to understand our customers' needs and to identify market opportunities is the key to improving our products, expanding our markets and creating new solutions. Innovation is the responsibility of the entire organisation and collaboration throughout the company makes us stronger. Innovation is also about working to bring about internal improvements by continually finding better ways of making products through more efficient organisation, skills development and new uses of technology.

COMPETENCE IS OUR MAIN COMPETITIVE ADVANTAGE

It is primarily our competence that sets us apart from our competitors. We combine our knowledge of marketing, research and production to enable us to work together to develop a world-class biorefinery.

*Together we are shifting
the world from black
to green carbon*



BORREGAARD'S CORPORATE CULTURE

MARKET-ORIENTED

We create value for our customers through a good understanding of their needs and in-depth application knowledge. A high share of our employees work in sales, marketing and technical customer service, providing a market-oriented culture throughout the company.



BORREGAARD'S CORPORATE CULTURE

INNOVATIVE

We give high priority to innovation at Borregaard. Our innovation is market-driven and involves interdisciplinary collaboration between different parts of the organisation. We regularly measure the results of our innovation efforts, and a large proportion of our sales revenues come from new products and markets. Our large, world-class research team plays an important role in our innovation processes.



BORREGAARD'S CORPORATE CULTURE

CHANGE-ORIENTED

We have demonstrated our flexibility and adaptability over time. We are known for excellent craftsmanship and we ensure continuous improvement by combining the use of technology with skills development and a flexible organisation. We value the commitment and initiative of all our employees and we emphasise good collaboration and broad involvement between management, our employees and their representatives.





www.borregaard.com

BORREGAARD'S CORE VALUES



*We deliver sustainable
solutions based on
renewable resources
and unique
expertise*

BORREGAARD'S CORE VALUES

SUSTAINABILITY

We offer climate-friendly products with good environmental accountability. Environment, health and safety are a top priority, and we make significant investments in this area. We consider profitability to be a prerequisite for sustainability. Our products and the way our company is run are sustainable and ensure that global needs are met.



BORREGAARD'S CORE VALUES

LONG-TERM PERSPECTIVE

We pursue a consistent strategy over time, and we have a long-term perspective on innovation and investments. Competence is our main competitive advantage. For this reason, we work systematically to ensure further development of the company's expertise through specialised training programmes, organisational development and use of technology.



BORREGAARD'S CORE VALUES

INTEGRITY

We act responsibly in relation to our stakeholders and exercise corporate responsibility. We strive for high credibility through transparency, honesty and predictability. We all demonstrate respect for individuals and different cultures while maintaining our own integrity and adhering to our code of conduct.





Borregaard

THE BORREGAARD WAY

