

Innovations are crucial to meet future challenges

Innovation has always been part of mankind, from the time we started using tools to the moon landing, we have always been innovative. We at BIM Kemi are no exception. Innovation is at the heart of entrepreneurship and the cornerstone of sustained economic growth and meeting future challenges.

As a part of UN's Sustainable Development Goal 12 - Responsible Consumption and Production - the need for more sustainable packaging and materials used in production is urgent. Using paper and pulp is a good choice for sustainable packaging, as paper and pulp can be recycled, and is a renewable resource. Innovation, creativity, knowledge, and collaboration are essential when developing sustainable solutions, which we at BIM Kemi are proud to contribute to.

What innovation means at BIM Kemi

Innovation at BIM Kemi means creating something new or improving a product or process where sustainability is always a part of the innovation process. However, as our head of research, Heino Kuusk says *"there must be room for innovation and a climate to try out new things and ideas in order to be innovative"*. This also means that there must be room for failures and the ability and possibility to learn from these, to keep developing.



Thanks to our size, we have the possibility to be more flexible than our competitors. This makes it possible for us to adapt to our customers' wants and needs, which can often change during a work process. Thanks to our flexibility, there is more room for innovation, and we can deliver higher quality to our customers, taking the industry forward.

Meeting the challenges

To meet the challenges we face as a society and achieve the goals we have set, we must work together. For us, this means working closely with our customers but also to work with others in the industry and not least universities and researchers.

An important part of our R&D is to be involved in various research projects and collaborations, focusing on driving the industry forward and contributing to more sustainable solutions.

Nourishing our creativity

In order to be innovative, a climate to try out new ideas is needed. Therefore, we have introduced the BIM C-day, a day when employees at BIM get together for one day to work and collaborate on a specific topic. It is a chance to nourish our creativity, test new ideas or scratch on something that has been itching for a while.

"We believe our C-Days is a good forum for new ideas, support our continuous improvement work and a foundation for new innovations." Heino Kuusk, head of research.



Working together opens for knowledge exchange, creativity, and innovation where other perspectives can meet and push the development forward. This is necessary since we need new ideas and solutions to achieve a sustainable society and bring new ideas and solution to the pulp and paper industry.

