



# ANNIVERSARY EDITION

# 50 YEARS

of innovations,  
Entrepreneurship,  
and Speciality  
chemicals pushing  
the Pulp and Paper  
industry forward



DECEMBER 2023



04



10



17



14



## YOUR CHALLENGES, OUR MISSION

BIM Kemi is a family owned speciality chemical company founded by Peter Wällberg in 1973. When young engineer, Peter's vision was of an innovative and continuously learning company with a strong entrepreneurial spirit who would work closely with its customers. The company has since grown to become a specialized and fast growing player in the global market.

The basis for BIM's success is a close and strong customer commitment and a thorough knowledge and research on the chemistry, deep insights on the pulp and paper industry and its needs. With a long-term approach, we have continuously strengthened and honed our offering in interaction with the market leaders in the Nordic forest industry.

As entrepreneurs, we have always strived for innovation, new thinking, and a customized cooperation as important elements in our drive. In this, we shall continue to be at the forefront. We have always had a high ambition in our environmental work and sustainability is a central part of our own and the industry's development. This is now more important than ever.

We are proud of how our solutions and special applications for the pulp and paper industry support successful and sustainable products that people around the world use every day.

BIM Kemi

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# “I THINK I WILL NEVER TRULY RETIRE.”

-PETER WÅLLBERG



“That day changed my perspective permanently” says Peter Wållberg, owner and founder of BIM Kemi, reflecting on how BIM became a strong advocate for environmental responsibility. Over the course of BIM’s 50-year journey, there have been numerous transformative moments. These were instances when BIM had to challenge, not only its own beliefs but also those prevalent in the pulp and paper industry. BIM searched for its place

in an industry that was not initially receptive to its innovative ideas.

“We have always been adept at learning from our mistakes, and I believe that our customers now recognize the value we bring,” Peter asserts. “This is something that our competitors will undoubtedly find infuriating because it is hard to replicate our way of working.”

**Peter is an eternal entrepreneur and**

**innovator.** Even during interviews, he seizes opportunities to learn and considers how to apply new methods within BIM. “Maybe the sales team could use the same program to record and transcribe their thoughts after sales meetings?” Peter suggests. His creative mindset and entrepreneurial spirit permeate his leadership and are deeply ingrained within the walls of BIM, playing a pivotal role in its success. Peter inspires his team to think outside

the box and strive for innovation. However, he also acknowledges the importance of having someone who can rein him in when necessary. “Like I believe he does,” he says while pointing at Anders Rietz, CEO of BIM Kemi, who has been listening, absorbing the ideas Peter throws out.

“I love being involved in new product developments; I’ve been so lucky to be able to work with what I love. I think I will never truly retire.” Inger sits nearby and suggests

that perhaps there have been times when BIM’s presence in the family has been overwhelming. Nonetheless, she expresses great pride in Peter and BIM’s accomplishments. “I, on the other hand, have certainly retired,” Inger chuckles.

**The highlight of BIM’s journey** undoubtedly lies in the remarkable success of Aquamol, according to Peter. “Despite facing heavy criticism from all directions, we were able to prove everyone wrong and set the industry standard,” he proudly states. However, Peter is equally enthusiastic about recent innovations, such as the third generation of BIM Oilguard. He shares the challenges they faced during the development process, which coincided with the COVID-19 pandemic. “We have been striving for this breakthrough for 10 years, still questioning ourselves, ‘Can we really make it?’” he recalls. Inger interjects, expressing her surprise at the time it took, but Peter disagrees, considering it a relatively short duration.

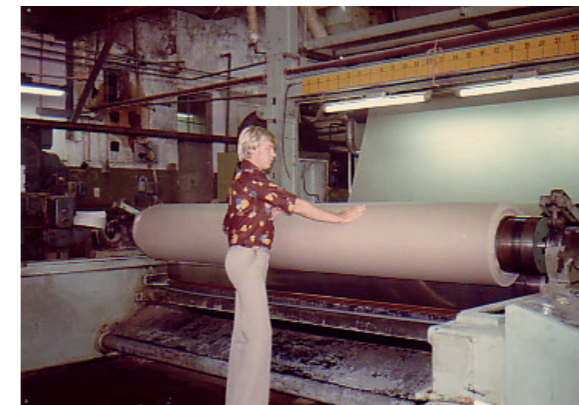
**When he reflects on the historical advancements** in the industry, he mentions the development from 1930 and onwards. With emphasis, he states, “The lifespan of a special product that becomes the standard is around 40 years! Just think about what has happened in the paper industry in the last 20 years—less and less investments in R&D according to Jaakko Pöyry, which opens doors

for an entrepreneurial company such as BIM.”

**Peter expresses great optimism about the future.** “I firmly believe that the forestry industry will greatly benefit from our kind of business.” As for the family’s upcoming third generation, he adds, “They possess unique qualities that complement each other brilliantly.” Peter places significant emphasis on the importance of them following their own path, saying, “It’s crucial to allow them to make their own choices. We won’t impose anything on them, but we genuinely want to offer them the option to be a part of the legacy.” Peter sees a bright future ahead for both the forestry industry and the family’s legacy, “I look forward to being a part of the future”.



*“I firmly believe that the forestry industry will greatly benefit from our kind of business.”*



“Young Peter running a customer trial”



“On the front page of business newspaper Dagens Industri in 1995 when Peter was awarded the Albert Bonnier Prize as the Entrepreneur of the Year in Sweden.”



“Peter Wållberg received the award “Model entrepreneur of the year” at the entrepreneur gala West.”

# THE FAMILY COUNCIL OF BIM KEMI

*BIM Kemi has established a solid foundation for success through our special corporate governance structure. At the heart of this structure is the Family Council, which plays a vital role in shaping our company's direction and ensuring its long-term prosperity.*

- Anna Wällberg Axelsson



The owner family from left: Gustav, Martin, Inger, Anna, Peter, Anton, Arvid and Elias (not present in photo)

## Ownership Structure and Its Impact on BIM Kemi's Success

BIM Kemi's ownership structure is a key driver of its achievements. As a family business, BIM benefits from a strong sense of commitment and shared values among its owners. As owners of BIM, the Wällberg Family have developed a corporate philosophy that guides the company's operations and sets the stage for its success. "We have an active Family Council at BIM, with Peter currently serving as chairman. The role of chairman has been rotated between Martin Wällberg, myself, and others in the past." – Anna Wällberg Axelsson, HR and Owner.

The owners' vision emphasizes the development, manufacture, and delivery of specialty chemicals and concepts to the pulp and paper industry. This vision is fuelled by the family's passion for specialty chemistry and their dedication to sustainability. By aligning their goals with the needs of the industry and fostering a culture of innovation, BIM has positioned itself as a leader in its field.

## The Family Council's Role in Shaping BIM's Direction

The Family Council serves as a crucial governance arena within BIM. Composed of family members, the council works alongside the Board of Directors and the Management Team to define and implement the company's strategic vision. It serves as a bridge between the family owners and the operational aspects of the business.

"During our owner meetings, which occur a few times a year, we engage in discussions related to ownership matters. This includes evaluating our key performance indicators, establishing new ones, assessing the effectiveness of our board, selecting board members and auditors, implementing long-term ownership trainee programs for the next generation, refining our owner policy and vision,

establishing owner directives, upholding our values, and addressing the current state of affairs., explains Anna Wällberg Axelsson.

The Family Council is responsible for setting family policies, creating a shared family vision, and organizing shareholder meetings. By actively involving family members in the company's decision-making processes, BIM ensures that the family's values and long-term goals are integrated into its operations. This alignment of family and business interests fosters a strong sense of commitment and continuity, which are vital for the company's sustained success.

## A Bright Future for BIM with the Entire Family Involved

BIM Kemi's success story is far from over. With the family actively engaged in the company's operations, BIM is poised for a bright future. The collective expertise, commitment, and shared values of the family members will continue to drive innovation and fuel growth.

The family's involvement in BIM ensures continuity and long-term thinking. By combining their entrepreneurial spirit with a customer-oriented approach, BIM is well-positioned to navigate market trends and seize new opportunities. The Family Council's active participation, coupled with the strong ownership structure, empowers BIM to make strategic decisions that align with its core values and drive sustainable growth.

In conclusion, the Family Council plays a vital role in BIM Kemi's success story. The ownership structure, guided by the Wällberg family's vision and values, creates a solid foundation for the company's achievements. With the family's active involvement and the Family Council's guidance, BIM is set to continue its journey as a specialty chemistry leader, focusing on innovation, customer

satisfaction, and environmental sustainability. BIM is here to stay, and with the entire family involved it has a bright future ahead!



Three generations of Wällberg. Arvid Axelsson, Anna Wällberg Axelsson, Peter Wällberg, Martin Wällberg and Gustav Wällberg.



The young third generation boys at the beloved Flatön: Arvid, Anton, Gustav and Elias.



# CELEBRATING 50 YEARS OF INNOVATION

Innovation has been ingrained in the fabric of human progress, from ancient times to today's hard-pressing need for sustainable innovation. At BIM Kemi, we are no strangers to the power of innovation. As we commemorate our 50th anniversary, we reflect on our unwavering commitment to driving sustainable change and responsible consumption and production in line with the UN's Sustainable Development Goal 12.

In the quest for sustainable packaging and materials, pulp and paper emerge as promising solutions. These renewable and recyclable resources not only support responsible production practices but also open boundless possibilities. However, realizing the full potential of these resources demands innovation, creativity, knowledge, and collaboration - principles deeply embedded in the culture of BIM.

Innovation at BIM is about crafting something new or improving existing products and processes, always with sustainability at the forefront. Heino Kuusk, our head of research, emphasizes the need for an environment that encourages innovation and embraces the willingness to explore uncharted territories. In this atmosphere, room for failure exists, enabling valuable lessons and continuous development. "We have a process for generating ideas and advancing them into projects. Approximately 75% of the ideas actually turn into something. Even though some ideas may not lead to anything immediately, they are archived and can be brought up at a later time." - Heino Kuusk, Director of R&D and Technology at BIM Kemi.

A key advantage of BIM lies in our size, which grants us more flexibility compared to our

competitors. This agility allows us to adapt swiftly to our customer's evolving needs and desires, creating ample space for innovation. Through this adaptability, we can deliver exceptional quality, propelling the industry forward while keeping sustainability at the heart of our operations.

Meeting the challenges that lie ahead necessitates collaborative efforts. At BIM, we forge close partnerships with our customers while actively engaging with industry peers, universities, and researchers. "We have had collaborations and projects with universities and research institutes. We have sponsored industrial doctoral students and have been involved at Chalmers University of Technology competence centre. We strive to collaborate with both companies and universities to create new sustainable solutions and be involved

in societal development.", says Heino Kuusk. It is within this collaborative framework that diverse perspectives converge, sparking the birth of transformative ideas and solutions, essential for building a sustainable society.

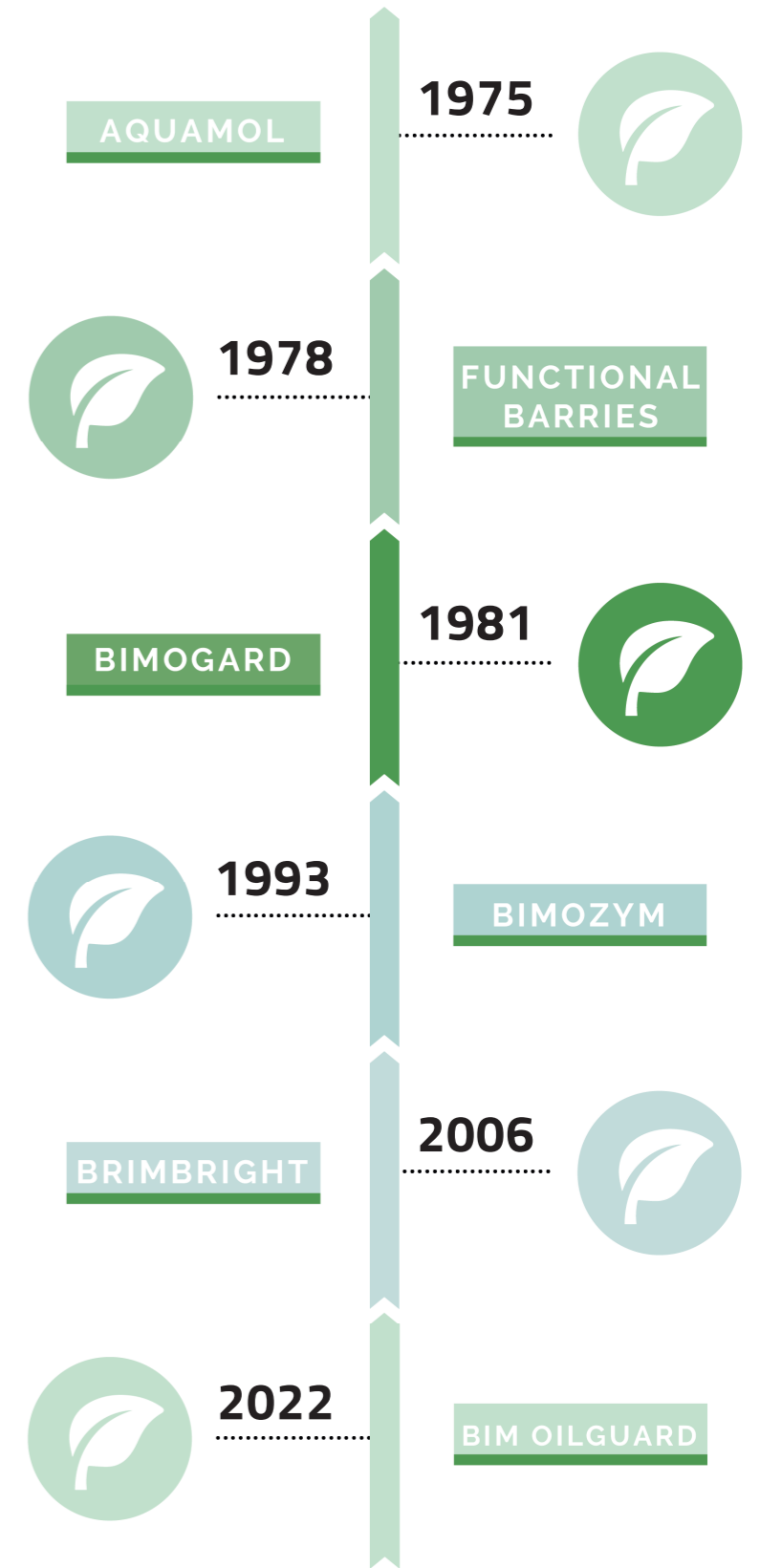
On the momentous occasion of our 50th anniversary, BIM Kemi proudly reaffirms its commitment to innovation.

We recognize that innovation matters because it empowers us to pioneer sustainable solutions, reduce environmental impact, and shape a better future. With sustainability firmly embedded in our innovation process, we strive to make a positive difference, inspiring others to join us on this transformative journey. Together, we can build a more sustainable, prosperous world for generations to come.

# INNOVATIONS THROUGH TIME

*Raised in an entrepreneurial environment focused on providing cutting-edge chemistry solutions for the pulp and paper industry, a needs-based approach to innovation and continuous development has always been a natural part of our business. Because, it is what our customers expect from us and what adds value to their business.*

*Throughout the years, our unwavering dedication to innovation has resulted in the development of numerous groundbreaking concepts. These innovations have not only propelled the growth of our company, but they have also played a significant role in advancing the pulp and paper industry as a whole.*



Aquamol has helped the paper mills to reduce lint problems in the offset printing process.

**What it meant for us and the impact it had:**

The product's success led to internationalization and the company's expansion into countries such as England, Germany and Canada.

Through continuous innovation and collaboration, BIM Kemi became a major player in the industry, competing with top companies and achieving remarkable growth and success. It was the beginning of our journey.

**AQUAMOL**



**1975**

**1978**



**FUNCTIONAL BARRIES**

BIM barriers are sustainable coatings for paper, replacing single-use plastics in packaging, offering eco-friendly protection, repulpability, recyclability, and meeting specific packaging needs for a greener paper industry. BIM Barriers can be combined with the newly developed BIM Oilguard program.

**What it meant for us and the impact it had:**

From the outset, our functional barriers embraced the vision of a plastic-free future. Today, as the market witnesses a breakthrough, we take pride in our early development of this eco-conscious solution. Our barriers play a crucial role in driving the shift away from plastics, reflecting our commitment to a greener world.

Bimogard is a non toxic method for the paper-maker to control paper and process hygiene. Bimogard not only replaces traditional biocides normally used for slime control but also uniquely reduces the microbiological content of the final paper product itself. Furthermore, the usage of Bimogard facilitates the shutdown cleaning operations and improve the final paper quality.

**What it meant for us and the impact it had:**

Bimogard represented an early technological breakthrough that transformed our operational approach. This innovation introduced a novel way of working, combining the expertise of a theoretical worker, such as our microbiologist Mariana Björklund, with practical papermakers and technicians like Ingemar Johansson and Wille Boistrup.

This model became a cornerstone for our future endeavours.

**BIMOGARD**



**1981**

**1993**



**BIMOZYM**

Bimozym/Cellink is a concept that inhibits enzymatic degradation of hydrogen peroxide during the bleaching of recycled fibres, improving the production and treatment of fibre pulp. It enhances brightness and controls microbes, improving paper quality sustainably.

**What it meant for us and the impact it had:**

Bimozym/Cellink opened new horizons, enabling us to expand our program and perfectly complement our Aquamol offering.

This innovation bolstered our commitment to advancing paper production while embracing sustainable practices.

The Bimbright concept is an innovation for the sustainable use of natural resources, the reduction of energy demands, pollution, waste and greenhouse gases and increased yield. Specially developed for improving the quality of high-yield pulp.

**What it meant for us and the impact it had:**

Bimbright's evolution over the years marked its success, becoming a staple product for an extended period. Its primary application as a complement to our offerings for publication paper, folding box board, and high yield pulp manufacturers underscored its importance in enhancing paper quality sustainably.

**BRIMBRIGHT**



**2006**

**2022**



**BIM OILGUARD**

The BIM Oilguard concept enables the production of plastic and PFAS-free oil and grease-resistant moulded fibre products without extensive process changes. BIM Oilguard can successfully be combined with BIM's well-known functional barriers.

**What it meant for us and the impact it had:**

While the full scope of its impact is yet to unfold, BIM Oilguard stands as a testament to our innovative work model. This concept exemplifies our dedication to pushing boundaries and driving positive change in the industry.

CELEBRATING A JOURNEY OF GROWTH, INNOVATION, AND SUCCESS

# BIM THROUGH THE YEARS

**Founding and Early Year: A Vision Takes Shape**

The BIM story began in March 1973 when Peter Wällberg, a former employee in the chemical business, decided to turn his vision into reality. Fuelled by the belief that if paper could be made in Sweden, chemicals could also be produced, Peter founded BIM Kemi with the mission to provide the Swedish paper industry with innovative specialty chemicals.

In its early years, BIM focused on producing cleaning and flocculation agents for the paper industry, along with car wash, hand wash, and washing-up detergents. With a turnover of 25,000 SEK and just two employees, BIM operated from a small office in Gothenburg. However, the seeds of ambition and growth had been sown.

**Expansion and New Ventures: Strengthening Competence and Market Presence**



Sjövik

BIM's dedication to innovation and meeting customer needs propelled its growth. By 1974, BIM's turnover had grown to an impressive 900,000 SEK, indicating a significant increase in demand for its products.

In 1976, BIM achieved a turnover of 1.5 million SEK and made a strategic decision to acquire Sjövik Industri AB. This acquisition not only expanded BIM's product offerings but also brought valuable expertise in the manufacturing of specialty chemicals. With the acquisition of Sjövik Industri AB, BIM opened new avenues for growth, venturing into new product areas and markets.

**Geographical Expansion and Acquisitions: Broadening Horizon**



BIM Finland

Recognizing the importance of geographical expansion, BIM took strategic steps to establish its presence in international markets. In 1978, BIM achieved a turnover of 3 million SEK, representing a significant

100% increase. The company participated in its first exhibition, SPCI in Stockholm, and established agents in Germany, Norway, and Finland, further expanding its reach.

The 1980s witnessed a decade of remarkable growth for BIM. In 1980, BIM's turnover reached 7 million SEK, and the company moved into a new factory in Stenkullen to accommodate its expanding operations. The acquisition of EKO Kemi in 1981 further added to BIM's product range and market presence.

In subsequent years, BIM continued its upward trajectory. The acquisition of SWEAB, a company specializing in high-quality polythene dispersions, in 1982 led to the establishment of the subsidiary Ronneby Kemi AB. BIM's presence extended beyond Sweden, with successful market entries in the USA and the Netherlands.

**The 1990s and Beyond: Reaching New Heights**

As BIM entered the 1990s, it continued to strengthen its position and expand its market share. In 1990, BIM acquired BIM Norway, further solidifying its presence

in the Scandinavian market. This acquisition provided BIM with an established customer base and enhanced its capabilities in servicing the Norwegian paper industry.

In 1993, BIM made another strategic move by acquiring BIM Finland. This expansion into Finland allowed BIM to capitalize on the Finnish paper industry and extend its reach in the Nordic region. With each acquisition, BIM gained local knowledge, access to new markets, and a broader customer base.

BIM's global presence took another significant leap in 1996 with the acquisition of Paperkem, a South African specialty chemicals company. This marked BIM's entry into the African market, presenting exciting opportunities for growth and diversification.

**Today and the Road Ahead: A Commitment to change**

As BIM celebrates its anniversary, it stands as a global leader in specialty chemicals, serving industries such as paper, packaging, and coatings. With its headquarters in Sweden and subsidiaries in the UK, Norway, Finland, and South

Africa, BIM operates on an international scale, offering a wide range of innovative products and solutions to its customers.



Sjöviks industri AB



Röda Stugan



BIM Sweden

## PAPERKEM BECAME BIM

*The technology and support from the BIM Group have enabled Paperkem to build a solid position in the market, both today and in the future.*



BIM Kemi's ownership in Paperkem began in the mid 1990's and along with the ownership came a new Way of Working, the BIM Way!

With the new dynamic, energetic and active owner's involvement there was an opportunity to move the business forward into areas that in the past were not available to the company. Niche products and product lines were introduced, many new discussions were had, and strategies changed in line with the longer term vision of the owner.

Paperkem now had access to a wealth of knowledge from

the greater group. The group was highly invested in R&D and this could be seen by the advancements in world class and world leading technologies coming out of Sweden. There was now active involvement from BIM in the company, not just from a strategic and product line but the company now had the support of global experts (the BIM Gurus), a driven sales and marketing division and excellent market understanding, and importantly a deep understanding of customers process knowledge.

The above enabled Paperkem to grow to a position today that



would never have been achieved without the involvement and ownership of BIM, and to successfully compete with the large global players in the local market.

The technology and support from the BIM Group have enabled Paperkem to build a solid position in the market both today and in the future.

# THE BIM WAY OF WORKING

At BIM Kemi, what sets us apart is our unwavering commitment to the BIM Way of Working, a customer-centric approach that drives our operations, supporting the development of successful and sustainable products and processes.

With our minds set on customers' needs, our way of working revolves around adding value to their businesses. Throughout our journey, we have maintained our position as a niche company focused on the pulp and paper industry. This specialization has

allowed us to deepen our understanding of the industry's unique challenges and develop expertise in providing tailored solutions. By staying focused and committed to this sector, we have been able to continuously meet the evolving needs of our customers and drive innovation in the industry.

To achieve this, we operate in a network- and project-based organisational structure, where teams are formed based on expertise and suitability for specific tasks, regardless of their

positions or locations within the company. This approach ensures we assemble the best talent to deliver optimal solutions and effectively meet customer demands.

Speciality, Niche and Game changers. This is what everything we do at BIM is about. Thanks to our unwavering commitment to our way of working 2023 will be remembered as one of the most important years in the history of BIM.

On this momentous occasion, we express our gratitude to our customers, employees,

and partners who have been instrumental in our success. We look forward to the next chapter of our journey, where we will continue to innovate, evolve, and make a positive impact in the industry we serve.



# LEADING WITH FAMILY SPIRIT: ANDERS RIETZ

*"As a family business, we are driven by a long-term perspective. We want to build a legacy that extends beyond generations and sets an example for responsible and purpose-driven business practices."*

In the world of the pulp and paper industry, BIM Kemi has carved a niche for itself as an industry leader. The success of BIM Kemi comes from all the people involved in its work, as well as from the long-time vision a family-owned business brings. But how is it to be the CEO of a family-owned business? Here Anders shares his experiences as the CEO of a family business, the challenges faced during the COVID-19 pandemic, and his vision for a bright future built on a foundation of BIM's Spirit.

"It's truly a privilege and a fun challenge to be at the helm of a family business like BIM Kemi. The family spirit is ingrained in the company's culture, and it drives everything we do. There's a sense of belonging and shared purpose that brings out the best in everyone. We care deeply about our employees and customers, and that passion fuels our commitment to delivering the best products and services."

## The BIM Spirit

"The BIM spirit is the essence of who we are as a company. It's about embracing innovation, sustainability, and human values in all aspects of our business. We foster

an environment where creativity is celebrated, where everyone feels valued, and where ideas can flourish. This spirit of unity and purpose allows us to weather challenges together and to keep moving forward, even during tough times."

## Standing firm facing challenges

"Through five strong decades, we have embraced the challenges. Recently, the pandemic ignited an unwavering commitment to responsibility and the safety and well-being of our employees. Economic crises sparked innovative strategies, uncovering new avenues of growth. Amid global conflicts, unity and dialogue prevailed. These trials were stepping stones, and with each challenge, our experience grows. Our BIM spirit embodies adaptability, compassion, and strength. As we face an unpredictable horizon, our enduring values guide us to shape the next fifty years with unwavering determination."

"It has been a true test of the BIM spirit, and I'm proud to say that our team always rallies together. The motivation and determination displayed by everyone



is inspiring. We emerge from every crisis stronger, more resilient, and with a heightened sense of unity."

## Management and leadership

"Management, both central or decentralised, ensures the embodiment of the BIM Spirit. It shapes our work culture, fuels innovation, and, above all, centres employees as the core of our success. Centralised leadership embodies the owners' vision in BIM's work, while decentralisation fosters innovation and niche strategies. Their dedication fosters collaboration, propels

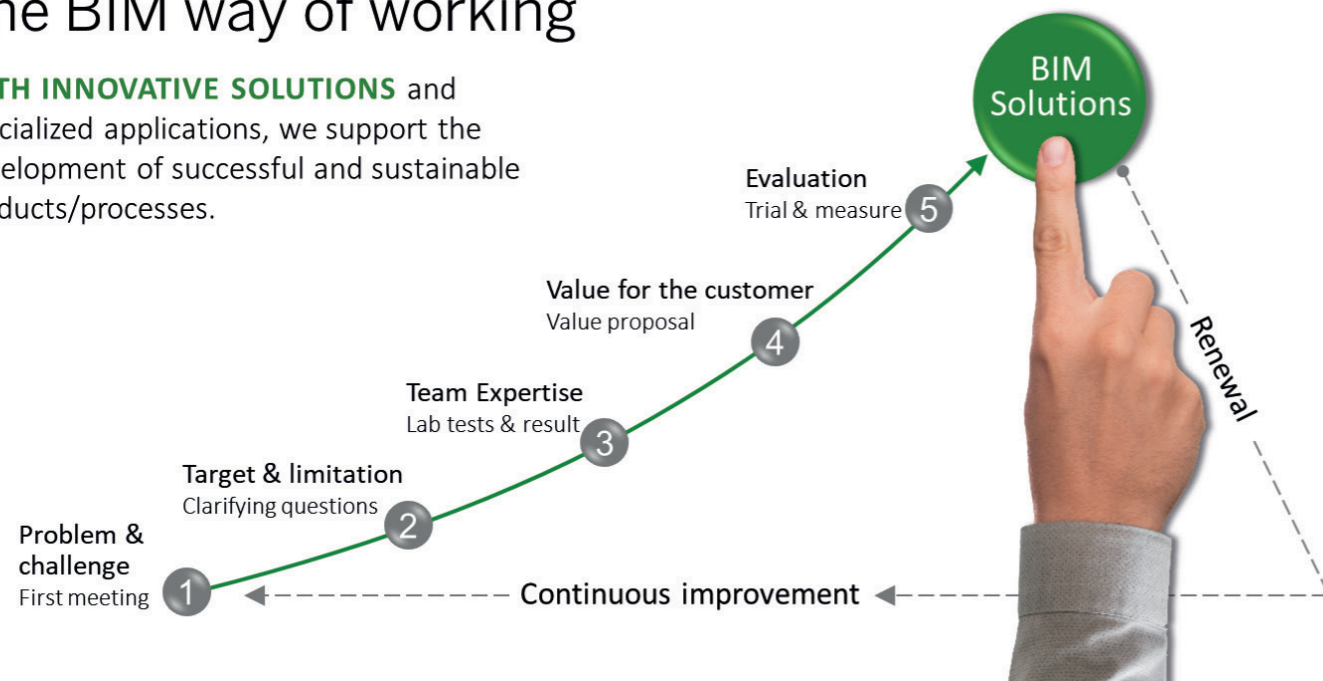
growth, and upholds our core values, guaranteeing success on all fronts."

## The future

"The future is bright for BIM Kemi. We remain committed to our core values of innovation, sustainability, and customer intimacy. Our focus is not just on financial success, but also on positively impacting the world. We are excited about exploring new opportunities and expanding our presence in the global market."

## The BIM way of working

WITH INNOVATIVE SOLUTIONS and specialized applications, we support the development of successful and sustainable products/processes.





THE TEAMS ARE POPULATED WITH THE PEOPLE THAT ARE BEST SUITED FOR THE TASK

# BIM ANNIVERSARIES

As we celebrate 50 years of BIM Spirit, we're looking back at the journey with those who've dedicated their time and passion. We honour those who made this 50-year milestone possible and congratulate each anniversary. Welcoming new members, we're excited about the future. This reflects the enduring strength of BIM's spirit, shaped by experiences and memories we all share.



**Magnus Halvarsson and Kalle Jonsson**  
Process operators BIM Sweden

**35 YEARS**

"Compared to other process jobs, we have flexible and varied tasks where we get to be involved from start to finish. When developing new products, we have always been involved in the process as part of the team. We also get to take a lot of personal responsibility for the production lines. Here in Stenkullen, we have always been a very strong group in production with great team spirit. Many of us have been here for a long time and enjoy working and having fun together."

**30 YEARS**

"I don't think there is anything quite like working in BIM. The clear values set by the family. The commitment to doing things the right way is both communicated and demonstrated. The culture and the desire for long-term success."

One year, after repeatedly asking ahead and giving full instructions to customers about cut-off dates in the build up to Christmas that we had to close production for a year-end stocktake, at 3 pm on the afternoon we were about to close a call came in from a desperate customer at the other end of the country who realised he needed several tonnes of a special grade for imminent production, so rather urgent. Amazing response from our production team, QC team arranged to come back in despite plans for the break, factory kept open, production planned and special delivery arranged. A few days later there was a very satisfied customer. A fantastic team response, one which has been demonstrated again and again in BIM."



**Julian Wood**  
Managing Director BIM UK

**25 YEARS**

"I started to work at BIM group a little over 24 years ago in November 1998. At that time, I was interested in working at a company which was part of an international group. This was a new experience for me."

The best thing about working at BIM are the colleagues and the interesting work. During our ERP projects I have also worked with colleagues from other BIM companies. When you get to know colleagues from other companies better, the teamwork is nice and rewarding."



**Tarja Martikainen**  
Finance Manager BIM Finland

**20 YEARS**

"I didn't choose BIM. My father, who already worked in BIM, chose me to help him. Thanks to him I have been a part of BIM already 20 years and I am very proud of it."

I remember my first BIM sales meeting in Belgium when my English was poor and I was really nervous. It was not a funny moment, but it was memorable. At first, I was nervous, but then I realized that nobody was making fun of me. Instead, they wanted to help me. For me, this is BIM."



**BIM**

**Frantisek jr Oberhal**  
Sales Manager BIM Czech

5 YEARS

“Before joining BIM I was a customer for many years. I knew how the UK BIM team worked and looked after their customers. I saw at first hand there was an incredibly professional level of support (both technical, operational and even emotional!) and the team would always go “above and beyond” each time. Every other supplier would always be benchmarked against BIM due to this high level of service. I was very fortunate to have an opportunity to join the UK Sales Team in 2018. It was an easy decision to make.

Each day can bring a challenge or accomplishment. We have often started trials that have led straight into full production and out to the customer and into a retailer. It's nice to see something in the supermarket you have played a small part in, even though my wife thinks I am strange wandering up and down the toilet roll and kitchen towel aisle saying “We help to make that!”



Andrew Harbridge  
Sales Area Manager BIM UK

0 YEARS

“I really appreciate the flexibility and understanding for each employee’s personal life that BIM Kemi shows. They want their employees to thrive here. In addition to that, BIM really cares about the environment and is always looking for ways to make our products more environmentally friendly, which is something I value.

I have not worked here for very long, but there have already been several occasions where we have all gotten together for food and just had a good time which I think really represents the spirit of BIM.”



Matilda Danielsson  
Analytical Chemist BIM Sweden

# BIM KEMI AND THE FUTURE

*As BIM celebrates its anniversary and looks towards the future, we are determined to maintain our position as a leading innovator and niche supplier of specialty chemicals in the pulp and paper industry.*

**As BIM Kemi celebrates its anniversary** and looks towards the future, we are determined to maintain our position as a leading innovator and niche supplier of specialty chemicals in the pulp and paper industry.

**To achieve our goals**, we recognize the importance of understanding and working according to both customer intimacy and product leadership value disciplines. We will emphasize customer focus and innovation, leveraging our expertise to bring new concepts to market.

For bulk low-margin opportunities, we will strive for operational excellence through specialized sales strategies and resource allocation.

**Our overall focus remains on profitability** rather than growth, and we are committed to carefully selecting customers and business opportunities based on their potential for profitability. We will align customer price levels with costs and the value we provide, ensuring a sustainable business model.

**In line with our commitment to R&D** and continuous improvement, we will

concentrate our efforts on developing and selling specialty chemistry in core segments such as Pulp, Board, and Tissue.

Simultaneously, we will explore innovative concepts within the growing segments of Surface and Moulded fibre, driving industry advancement and meet evolving market demands.

To thrive as a niche supplier, proactive marketing communication will be paramount. We will showcase our unique offerings, positioning ourselves as a trusted partner in delivering specialized solutions to the pulp and paper industry.

**At the heart of our foundation** is our talented workforce with their creativity and expertise in organic and inorganic chemistry. BIM’s entrepreneurial research and product development will continue to drive the development of fusion concepts for tomorrow’s pulp and paper industry.

As we look ahead to the future, we remain dedicated to our customers and the principles that have guided us this far. We will continue to prioritize their needs,

adapt to changing market dynamics, and leverage our expertise to provide innovative and sustainable solutions.

By staying true to the BIM Way of Working, we are confident that we will further strengthen our position as a trusted partner in the pulp and paper industry.

Our strategic competitive advantages of speed, diversity, flexibility, and quality will guide our operations, allowing us to successfully market both mature volume products and more service-intensive concepts. We will provide hardware and high-quality software solutions that prioritize specific niches, demonstrating clear environmental benefits.

**As we move forward**, our commitment to long-term financial asset growth and sustainability remains unwavering. We are dedicated to delivering tangible benefits to our customers’ productivity and product quality, offering the best concepts in the market and leveraging our high application skills.

**BIM’s ultimate operational goal** is to be the industry’s most innovative supplier to the pulp and paper industry.

We will continue to uphold our values, prioritize customer satisfaction, and never compromise on environmental protection and safety.

As we embark on the next chapter of our journey, we extend our gratitude to our customers, employees, and partners who have been instrumental in our success. Together, we will shape a brighter future for BIM and the pulp and paper industry, driven by innovation, sustainability, and customer-centric solutions.

# 50 YEAR ANNIVERSARY CELEBRATION TOUR ACROSS BIM IN 2023!

Reaching 50 years in the industry is a remarkable milestone and something that deserves to be celebrated with grandeur and gratitude. BIM Kemi's success story is partly due to our founder and owner, Peter Wällberg's, perseverance and passion for the pulp and paper industry. However, without all the dedicated and talented employees who have been part of the BIM family throughout the years, the journey we have undertaken would not have been possible. To commemorate this significant milestone, we have celebrated with our colleagues across the group at local anniversary events.

## Stenkullen Celebration

– September 1: A day of Reflection and Joy

Our headquarters in Stenkullen, Sweden, was the first to kick off on September 1st, joined by our Norwegian colleagues. We opened our doors to former and current employees, collaboration partners from universities, business, local government, and industry for an afternoon of presentations and a tour of our premises. The evening continued with a seated dinner and dancing, accompanied by speeches and the vibrant tunes of the local band "Grosse Günther".

Entrepreneurship, Uniqueness, Family Business, and Long-term Thinking have characterised BIM since the start and have been the driving force behind our success. They were not only celebrated but also formed the thematic foundation for the presentations throughout the day.

The afternoon commenced with an introduction and warm welcome from CEO Anders Rietz. Peter Wällberg shared his personal reflections and perspective on the journey of the past 50 years. Niclas Carlsson, founder and CEO of Founder Alliance, delivered a presentation on the founder and entrepreneurial perspective. The event also provided a sneak peek into the upcoming book about the BIM Group's development from 1973-2023, by author Annika Hall. Wrapping up the day, Mattias Nordqvist, professor at the Stockholm School of Economics and Jönköping International Business School, shared valuable insights into building a sustainable family business across generations.

//Emma Addleton



## Kouvola Celebration

– October 29: Back to the 70s

Our next stop was in Kouvola at the BIM Finland site, where the celebration of BIM Kemi's 50th anniversary was held in a genuine 70s style.

The evening was celebrated with family of the owners, current staff and retired people who are traditionally invited and are always involved in the respective parties.

Karaoke, green cake and fizzy beverages, dart competitions and some great 70's moves on the dance floor were some of the ingredients this evening.

Everyone did their best to uphold the BIM flag high.

//Eerik Keisela



cont. 50 years anniversary celebration tour across BIM

### Bolton Celebration – November 10: Touching down in England!

England equals Football and BIM equals green. Naturally, this was also reflected in our 50th anniversary celebration with BIM UK following a visit by Wällberg family members; Peter, Inger, Anna and Gustav, and walk around at our Bolton site.

The full BIM UK team headed over to the most appropriately names ‘Hall of Fame’ suite at the football stadium in Bolton where the venue and tables had been prepared in BIM colours – even the cake!

Starting with a lovely meal, and with extra motivation provided by Peter and Anders, it was soon heading towards a merry event. Not before long the hidden singing talents were being revealed with karaoke and disco keeping the spirits high into the night.

//Julian Woods



### Gdansk Celebration – November 30: Experiencing medieval Poland

BIM Continental Europe celebrated the company’s 50 years together with the Wällberg family members - Peter, Anna, Martin, and Arvid.

We’ve chosen a unique location for this unique opportunity – Medieval Gniezno Castle outside Gdansk - where traditional Polish food and middle age atmosphere were served.

Despite the broken bowling lane, we kept the positive spirit and enjoyed the company of 3 generations of Wällbergs.

During the formal part we ran several interesting discussions and each of us in BIM CE presented our individual visions of BIM and our work approach.

The most interesting part for our BIM CE sales organisation was the sales training – BIM WoW run by Peter Wällberg himself – this generated many warm and good discussions and some ideas for us on how to continuously train and educate ourselves on the job.

The evening continued in good spirits and with a lot of laughter and happy smiles. The journey home was more challenging, with the majority getting stuck in the snow chaos and arriving home hours late. Despite that, it was a very successful and joyful celebration!

Being back to work, with great memories of that nice event – we continue our daily activities in the BIM WoW – creating the future and upcoming 50 years for BIM.

//Bartek Stawicki



On the occasion of BIM Kemi's 50 anniversary celebration, we wish to share memorable historical moments, highlight individuals who have paved the way for the company's successes, and narrate the story of how BIM Kemi, Sweden's first speciality chemical company, came into existence thanks to the initiative of Peter Wållberg.

**"Green Chemistry - a path to success by differentiation"** – is a book about the building of a business through clear visions, customer intimacy and an entrepreneurial culture targeting innovative solutions. It shows what is possible to achieve when you work as a team towards the same goal, but also have fun along the way.

*There are individuals for whom the impossible simply takes a little longer. They never give up, no matter how challenging life may seem. With seemingly inexhaustible energy, they persist towards their goals, confident that they will, somehow, reach them.*

*Peter Wållberg is such a person. His character traits, combined with his passion for the forest industry, laid the foundation for BIM Kemi. In this book, I attempt to capture the company's history over its first fifty years while seeking to understand the factors behind its successful development.*

*Annika Hall, Author*

