

GoodStories

KWH Logistics Magazine | 2025

KWH LOGISTICS

A pioneer in environmental responsibility and sustainable development.

TETRA CHEMICALS

A long-term partnership ensures smooth and sustainable logistics

JOAKIM LAXÅBACK:

"Logistics is collaboration."



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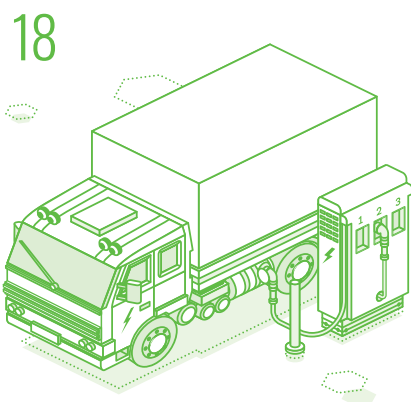
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2024

KWH LOGISTICS KEY FIGURES



Turnover MEUR
153



Investments MEUR
13,9



Personnel
604



Net Promoter Score (NPS)
54



Ship calls
1 987



Cargo volume (million tonnes)
11,6

Editorial

Responsibility goes beyond reports

WITH THE EUROPEAN CORPORATE Sustainability Reporting Directive (CSRD), more and more companies are subject to reporting requirements similar to those applied to financial data in annual accounts. The company's board of directors must approve the sustainability report's information on environmental, social and governance (ESG) matters each year, and this information must be verifiable.

In the short term, many companies will see this as additional work, but in the long run it represents a much broader shift in thinking and operating. At its core is concern for the planet's ecological sustainability and how well companies meet the social and governance expectations placed upon them.

The more transparent operations become – for example, due to the influence of social media – the greater the importance of how a company brings its products and services to market. In long supply chains in particular, it is difficult to credibly assure responsible practices unless the entire operation is consciously managed with responsibility as a key objective.

At KWH Logistics, we have taken steps towards development with the aim of implementing concrete measures that improve the current state of affairs. In some areas we act quite independently, such as in the continuous improvement of occupational safety. In others, we are happy to collaborate with customers, suppliers, subcontractors and experts

from various fields, for instance in reducing carbon dioxide emissions from machinery and making better use of waste. Most development work consists of small, incremental improvements to processes rather than major breakthroughs.

Keeping the Baltic Sea clean is vital in the long run. Pointing to China and India as larger emitters does not exempt us from our own responsibilities in Finland – especially when the impact of our actions is clearly visible. In this, we challenge our partner companies to join us in making a difference. We also demonstrate a responsible attitude through actions that speak for themselves. Commitments we make are ones we keep.

Petri Lehtipuu
ESQ Director
KWH Logistics



“The more transparent operations become, the more it matters how a company delivers its products and services to the market.”



The handover of the baton. After that, Johan Smedjebacka will take the lead of the unit.

Global logistics

Backman-Trummer provides international logistics solutions covering road, rail, air, container and project transport. Its operations thrive on a sharp customer focus, an expansive service network and precisely customised solutions.

A change of hands in Freight Forwarding

From March 2025, new leadership will take the helm of Backman-Trummer's Freight Forwarding unit as **Johan Smedjebacka** steps into the role. He succeeds **Bernt Björkholm**, who led the unit with great success for many years.

Smedjebacka has big shoes to fill, but still has plenty of confidence. "It's fantastic to continue leading a unit that's already on such a solid foundation. I'll be attentive to our customers' needs and develop things accordingly."

Björkholm sees the transition as a natural progression. "Johan has impressive

experience in both operational management and customer relations. I'm confident that the unit will remain on a firm footing under his leadership." Björkholm will move into the role of Senior Advisor while continuing as CEO of Blomberg Stevedoring and Blomberg Rent.

Behind it all, customer focus

The Freight Forwarding unit prioritises customer needs and individual solutions. "We don't offer ready-made service packages – each customer's specific needs are our starting point. Our goal is always to give them what they genuinely need," Smedjebacka explains.

A key strength of the unit is also the extensive service network of the entire KWH Logistics group, enabling comprehensive management of customers' logistics chains.

Sustainability and development

Sustainability has long been important to the unit, but is becoming even more so. "For instance, with CO2 calculations we can provide customers with essential information about the environmental impact of their transport. This helps them make more sustainable choices," Björkholm notes.

Collaboration and continuous development are central to shaping the unit's future. "Bernt's experience has helped me enormously. Thanks to him, I've avoided unnecessary detours and focus on developing solutions that bring real value to our customers." Björkholm, in turn, has only praise for his successor's customer-oriented approach: "Johan has a really strong can-do attitude."

The unit's goal remains to serve customers of all sizes with high-quality solutions that create added value. "For us, satisfied customers are everything. When they succeed, so do we."

Moonway

30 years of growth and customer focus.

MOONWAY, part of the KWH Logistics, turned 30 years in 2024. In that time, the company has grown into an internationally recognised tank container operator. However, its core strength remains the same: close collaboration with customers and the ability to adapt to evolving needs. The company's growth and development are evident in both its service offering and operational approach.

Growth and development alongside customers

Moonway's journey began in Finland, but its operations now extend across the globe. "When we started, our focus was mainly on Europe. Now, our services cover global transport needs and our logistics network includes over a hundred agents," says Moonway's Commercial Director **Juho Makkonen**.

Strong growth has not caused Moonway to lose sight of its Finnish roots. Close customer relationships remain vital. "We have long-term customers and have developed together with them, all the time providing the custom solutions they need," adds Account Manager **Minna Immonen**, who has been with Moonway since the beginning.

Sustainability: the bedrock of business

Sustainability has become an integral part of Moonway's operations over the years. "Over the past decade, it's become the bedrock of our industry. It's no

longer a competitive advantage – it's a necessity," Makkonen notes.

Moonway Traffic Manager **Roni Kalleinen** highlights the importance of employee safety and well-being. Social responsibility is also vital: "We strictly adhere to all relevant standards and continuously improve our working methods."

Environmental sustainability also plays a key role. Moonway uses CO2 calculations to provide customers with accurate data on the carbon footprint of their shipments, helping them make informed decisions.

Personal service sets us apart

Over the years, Moonway has expanded its services to include the transport of liquid chemicals and food products, as well as a diverse container rental offering. Despite this diversification, the company's focus remains firmly fixed on personal service.

"Personal service has always been important to us. We always assign a dedicated contact person to each customer, and this will not change," says Makkonen.

Looking ahead

Moonway continues its growth with a commitment to sustainability and customer focus. "Finland and the world need logistics, now more than ever. We're here to meet that need," Immonen concludes.





Logistics done right

Operating in ports across Southwest and Southern Finland, Stevena is one of Finland's leading RoRo operators and a key player in handling steel, dry bulk and new cars. Stevena CEO **Markku Mäkipere** describes the company as a flexible and approachable partner, with a keen focus on customer service, efficiency and professionalism.

A leader in roll-on/roll-off

Stevena is at the forefront of RoRo (roll-on/roll-off) operations in Finland, handling semi-trailers, roll trailers and cassettes, as

well as wheeled and tracked machinery. RoRo cargo handling is especially strong in the Port of Hanko, though operations also extend to Uusikaupunki. The number of semi-trailers processed in Hanko over the years is so vast that if placed end to end they would stretch from Finland to Africa.

Stevena is also at the cutting edge of technology development for RoRo logistics. One such innovation is GatePortal, a trailer tracking system that provides hauliers with real-time updates on trailer status and location. This technology streamlines the retrieval process



Turnover in 2024:
13.8 million

Personnel: 73

Locations:
Naantali
Uusikaupunki
Turku
Hanko

and reduces unnecessary driving within the port area, significantly improving efficiency.

Sensitive goods and heavy industry cargo in safe and experienced hands

Stevena is a major operator in the handling and storage of agribulk, including feed, grain and fertilisers. Food product handling is carried out under strict hygiene standards and HACCP quality control.

According to Mäkipere, the high level of precision and hygiene required in food handling makes Stevena an ideal partner for other sensitive and demanding materials as well.

The company also has extensive experience in handling building materials, steel and bulk bags, as well as scrap metal, biofuels, crushed glass and even deposit-return bottles.

"We're actually part of the circular economy chain, as we handle recyclable materials, promoting reuse and supporting a more sustainable way of life."

Your car may have been in Stevena's hands

Handling new cars is one of Stevena's specialist areas. In Hanko, the company is responsible for unloading cars from ships, and in Uusikaupunki it handles the loading of newly manufactured vehicles for export. Unlike conventional cargo handling, cleanliness is the top priority when working with new cars, as they are delivered directly to consumers. Many of the vehicles entering and leaving Finland are handled by Stevena.

In addition to handling cars, Stevena has developed an industrial logistics service tailored to the needs of an automobile manufacturing plant. The company manages the movement of trailers and transport units within the factory area. According to Mäkipere, this Material Master service could be expanded further in the future.



Naantali Port is Stevena's first location. The completely renovated facility, updated last year, remains the heart of Stevena.



Stevena has been providing port services for Finnlines for many years in Hanko, Uusikaupunki and Naantali.

Stevena is genuinely committed to excellent service, with a fantastic attitude to match their level of expertise. Without fail, Stevena staff are helpful, quick and efficient – so much so that they often manage to load more onto the ship than we originally estimated.

Shipping is never business as usual – extreme flexibility is the order of the day, every day. Surprises like last-minute changes in freight and scheduling

are all part of the job. Stevena's employees handle these brilliantly.

Finnlines is more than satisfied with Stevena's services, and we highly recommend them to others in the industry. We're confident too that our partnership will keep going strong."

Merja Kallio-Mannila

Head of Group Sales, Customer Service and Marketing, Finnlines

Orchestrating port logistics

WORKING AT KALAJOKI PORT is like conducting a well-rehearsed orchestra, where every part moves in perfect harmony. Tytti Toikkanen, Area Manager at Blomberg Stevedoring, leads the operation with confidence and precision. Her role revolves around planning, scheduling and customer collaboration – in short, everything necessary to ensure the efficient and safe loading and unloading of ships.

“My job is to make sure that the right people and equipment are in the right place at the right time when a ship arrives at the port.”

Seamless flow and precision

Originally trained as a sea captain, Tytti has had a long career in maritime and port operations. She has been with Blomberg Stevedoring for almost a decade.

“The best reward in my job is when a ship arrives and everything runs exactly as planned. It’s the moment when all the background work – planning, scheduling and communication – comes together.”

Tytti also values the strong customer relationships built over time. “Many of our customers have been with us for years, and we succeed together.”

Sustainability keeps it all afloat

At Blomberg Stevedoring, responsibility is not an option but a fundamental principle.

“Customers want to know the carbon footprint of their cargo handling, and we can give them precise answers,” Tytti says. Workplace safety is another cornerstone of operating sustainably.

“Workplace safety is at the root of everything we do, and there’s no compromising on it.”

Nature provides balance in life

Outside of work, Tytti finds contentment in nature and her passion for horses. Although she no longer owns horses, the time spent with animals has taught her a valuable lesson in being present.

“Horses don’t dwell on yesterday or worry about tomorrow. They live entirely in the moment. That’s something we could all learn from.” She also enjoys spending time outdoors, whether it’s hiking or mountain biking, as a way to clear her mind and make room for new ideas.

“This is teamwork at its best – success is always the result of collaboration.”

FIVE QUICK QUESTIONS

Tytti Toikkanen

The perfect day off:
At the summer cottage with family and good food.

What makes you happy right now:
Good health, family and time together.

Most important career lesson:
Always have a plan A, and B and C just in case.

Advice for someone considering a career in the port industry:
I highly recommend it! It's rewarding work with great people – like our team at KWH Logistics – in an international environment.

Motto:
Things could always be worse.



Olli Oksanen
HSEQ manager

ADOLF LAHTI

Safety is about everyday interactions

Workplace safety is a fundamental part of what we do every day. It’s not just about avoiding physical hazards; it’s also about ensuring and promoting mental and social wellbeing in the workplace. Improving safety requires continuous development and collaboration between employers and employees. In a shared work-place, we all have a duty to address issues and look out for every colleague, regardless of status.

The importance of a good attitude in workplace safety cannot be overstated, and individual actions naturally have an important impact. However, research shows that the key factor for success is management’s commitment to safety. From the employee perspective, management’s dedication to safety is reflected in practical actions, like the handling of safety, and in how these practices are embedded in the everyday work-place culture.

A well-managed organisation also follows through on its commitments. Although managers may express their dedication to safety, research indicates that employees do not always fully recognise this commitment. To ensure

that everyone puts their money where their mouths are when it comes to safety in the workplace, it’s crucial to promote safety through genuine action and continuous open dialogue.

Social responsibility and occupational safety go hand in hand. Social responsibility means that companies consider the

”It’s crucial to promote safety through genuine action and continuous open dialogue.”

impact of their operations on society and the environment. This includes ensuring employee wellbeing and workplace safety. Companies that prioritise social responsibility create safer and healthier working environments, which in turn increase employee engagement and productivity.

An excellent example of collaborative efforts in workplace safety is the Zero Accidents Forum (Nollis). This initiative brings together member workplaces that

share best practices and support each other in the common goal of achieving zero workplace accidents. The network provides valuable resources and inspiration for anyone looking to improve workplace safety and wellbeing. There’s no need to reinvent the wheel. We can learn from others and adopt whatever practices are helpful for our own safety efforts.

Key aspects of workplace safety:

- **Safety training:** Regular training and inductions play a crucial role in maintaining a safe working environment.
- **Risk assessment:** Continuous risk identification and management help prevent hazards from arising.
- **Employee wellbeing:** A healthy employee is a safe employee. Promoting workplace ergonomics and mental wellbeing is an essential part of workplace safety.

Workplace safety is an ongoing process that requires commitment and collaboration. I’d compare it to an Ironman triathlon; it demands long-term dedication and repeated efforts to reach the goal. If you stumble, you just get back up, learn from it and keep going.

Logistics is about working together

For Joakim Laxåback, Head of the KWH Logistics, trust and collaboration are at the core of everything.

Whether developing new logistics services or setting long-term goals, solutions are always created together with customers and stakeholders. “Logistics is an industry where success is built through collaboration. We don’t just serve our customers – we are their partners. That means continuous dialogue and working together to find a way forward with everything.”

A changing industry demands innovation

Over the course of Joakim’s career, the logistics sector has undergone major transformations. He highlights digitalisation and sustainability as two of the most significant developments.

Today, supply chains are largely managed digitally, and customers expect integrated systems that streamline processes and enhance efficiency. Digitalisation is no longer a competitive advantage but a necessity,” Joakim says.

Sustainability is central to both environmental and social responsibility. “Our customers set their own emission

reduction targets, and it’s our job to support them with concrete actions. The use of electrical machinery and biodiesel, as well as driver training, are practical ways we have significantly reduced emissions. At the same time, we have strengthened our safety culture and invested heavily in employee wellbeing. These form the foundation of both responsible and successful business.”

Milestones

Joakim finds it particularly rewarding to have been part of the KWH Logistics growth and development in recent decades. “We have successfully entered new markets and expanded into new ports and regions. This has been a major asset for our customers. The development of bulk, container and RoRo logistics, as well as project cargo operations, has been an important step in increasing both efficiency and sustainability.”

He also emphasises the role of employees in these achievements. “All major successes are thanks to teamwork. When everyone contributes their expertise and ideas, we create solutions

that serve our customers in the best possible way.”

Looking ahead

Joakim believes that logistics will continue to offer exciting opportunities. “Customer needs are constantly evolving, and our role is to keep up and continue to meet changing expectations. Innovation and digitalisation will remain priorities. We also need to focus on cost-efficiency, sustainability and employee wellbeing. These are the pillars of long-term success.”

His values and work ethic stem from his childhood experiences on his grandparents’ farm. “From a young age, I learnt that little of value comes about without hard work. That lesson has stayed with me throughout my career.”

Joakim finds relaxation in nature and exercise – the ideal balance to a busy work life. “I work on various projects at the summer cottage, and I enjoy projects, working out at the gym, skiing and spending time outdoors with my dog. Staying active keeps my body fit, my mind clear and my energy levels high.



“Everything rests on collaboration and trust. The best logistics solutions are created together, by the customer and our team.”

JOAKIM LAXÅBACK

Current position

Head of Division and CEO of KWH Logistics, chair of the board for the subsidiaries, CEO of Backman-Trummer and Galea Shipping, and member of the KWH Group executive team. Joakim has been with KWH Group since 2002.

Key responsibilities

Strategic development, finance, innovation, risk management, organisational culture.

Work prior to KWH Logistics

Leadership positions in wood procurement and logistics at UPM and Kauppahuone Thomesto.

International experience

A total of eight years in Germany, Sweden, Russia and the Baltic countries.

Achievements

Growth and development of KWH Logistics, particularly through a key role in the subsidiaries Rauanheimo and Adolf Lahti.

Leisure interests

Spending time at the summer cottage, enjoying culture, outdoor activities and working out.



Experience and expertise in one

Logistics is a key competitive factor in the global economy. KWH Logistics plays a significant role as a link in the global supply chain.

KWH Logistics is Finland's most respected and significant provider of logistics services. We offer comprehensive, smart and efficient logistics solutions across three business areas: port logistics, industrial services and international transport. Comprising eight independent subsidiaries, KWH Logistics provides customers with in-depth expertise and tailored logistics solutions. Thanks to our nationwide service network and strong cooperation between subsidiaries, we can provide customers with comprehensive logistics concepts.

The entire logistics chain with a single contract

We offer our customers a comprehensive partnership that integrates all logistics services into a single contract. Our service chain generates cost savings, improves operational control and streamlines processes.

We help our customers achieve more sustainable logistics solutions by optimising transport routes, selecting the most cost-effective port, and providing means to improve energy efficiency.

KWH LOGISTICS: This is worth knowing

1

KWH LOGISTICS is part of the Finnish family-owned KWH Group, which is divided into four independent business areas: Mirka, KWH Logistics, KWH Freeze and KWH Invest.

2

KWH LOGISTICS traces its roots back to 1882, long before the term logistics even existed in any language. For over 140 years, we have built and shaped Finland's logistics landscape.

3

IN ADDITION to operational activities, we provide expertise in information and communications technology (ICT) and environment, safety and quality (ESQ), enabling us to integrate solutions related to security, sustainability and digitalisation into our services.

4

WE HANDLE a wide range of materials and products in our daily operations, including fruit juice, steel, grain, engine parts, wind turbines, zinc, passenger cars and sawn timber.

Efficient together

Moonway and Backman-Trummer at the heart of customer experience

The collaboration between Moonway and Backman-Trummer is a prime example of how KWH Logistics companies combine their strengths to benefit customers. Operating at different stages of the logistics chain, the two companies offer complementary services that together form a seamless whole. This partnership supports KWH Logistics' strategic goal of giving customers added through integrated solutions.

"We have a broad network at our disposal, and thanks to extensive collaboration we have a very broad reach. Our division of tasks is often invisible to the customer. They just receive a seamless service package," explains Moonway's Commercial Director **Juho Makkonen**.

Complementary strengths

Moonway and Backman-Trummer cover different stages of the logistics chain

without overlapping. "This partnership draws on the strengths of both companies. For instance, Moonway's expertise in container transport for chemicals complements our services, while Moonway can rely on our customs clearance expertise," says **Johan Smedjebacka**, Director of Backman-Trummer's Freight Forwarding unit.

Sharing information is also a key element of the partnership. "We continuously exchange knowledge, practices and local insights, which benefits customers also. It also gives rise to new ideas and opportunities," adds Moonway Traffic Manager **Roni Kalleinen**.

Jan Österlund, Area Manager at Backman-Trummer, emphasises the importance of a shared vision: "We're committed to developing our operations for the benefit of our customers. From their perspective, it's all about simplicity and efficiency."

Sustainability for customer benefit

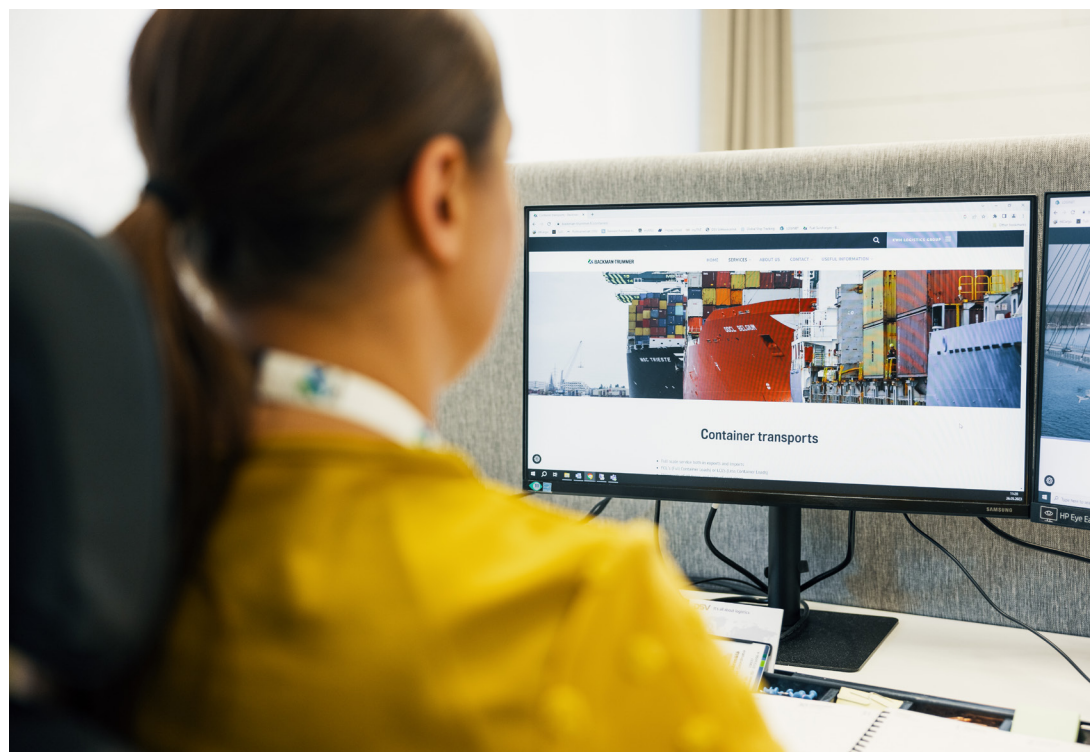
Sustainability is fundamental to both companies. Both use automated CO2 calculations to determine the precise carbon footprint of each shipment. "We provide customers with the accurate data they need for responsible decision-making. Our goal is to integrate emissions calculations into our offers so that sustainability is considered right from the decision-making stage," says **Jonas Rosenlöf**, Sales Manager at Backman-Trummer.

"Wherever possible, we aim to transport cargo by sea along the Gulf of Bothnia to minimise road transport emissions. Additionally, we prioritise ships running on liquid natural gas LNG whenever feasible," Smedjebacka adds.

More than the sum of its parts

The collaboration is about more than just the expertise of two companies. Although it gives both Moonway and Backman-Trummer a competitive edge, its greatest benefit is to customers, in the form of smooth and comprehensive logistics solutions. "This partnership is more than the sum of its parts," Makkonen says.

When information flows, goods move as well. Sharing information plays a key role in logistics collaboration.



Responsibility and the future of the port operations

Responsibility has become a key principle for port operating companies in recent years. The focus of sustainability measures evolves over time and varies between companies, but industry-wide sustainability development guidelines have also emerged.

Around 96 per cent of Finland's foreign trade passes through ports, amounting to an average of €400 million in daily exports and imports. This flow of goods is handled mainly by Finland's 40-odd port operations companies and their subcontractors.

The COVID-19 pandemic and Russia's full-scale war in Ukraine have heightened the societal importance of critical infrastructure. In recent years, the Finnish Port Operators' Association and port operations companies have made responsible action a clear priority in their values and plans.

Campaigns can help draw attention to the right causes, but lasting change requires long-term development work that permeates organisational culture. Although responsibility priorities vary between companies, three key areas of development can be identified in the port operations sector:

1. Reducing emissions requires investment in machinery. Port operations services must also be made more flexible and efficient to minimise the time vessels are held up in port. Less time spent in port allows more time at sea, which considerably reduces vessel speed, fuel consumption and emissions. This requires that working hours and local agreements

in the stevedoring sector be revised in collaboration with trade unions.

2. The causes of accidents must be investigated and similar accidents prevented. The industry's annual accident frequency rate has nearly halved in eight years, from 52 to 27.5. This is of course a great thing, but additional measures are needed by all companies. The current interim target is to reduce the accident frequency rate to below 19, with the ultimate goal being zero accidents – a target that some companies have achieved in certain years.

3. Ensuring business continuity in exceptional circumstances is not only a security of supply issue, but also a responsibility issue. Companies must continually strengthen their resilience, particularly in critical cybersecurity matters. Port operations companies must maintain their operational capability in various large-scale disruption scenarios, some of which were unthinkable just a few years ago.

We are living in an era where responsibility is making a breakthrough across all areas of business. The development of standardised responsibility reporting creates opportunities to use responsibility as a competitive advantage. Hopeful-

ly, the day will come when operating responsibility is no longer a goal in itself. By then, it should be a vital precondition for profitable business. But there is still a long way to go.

Juha Mutru
CEO,
Finnish Port Operators
Association



HIGHLIGHTS OF 2024

Growth, development and responsibility

The year 2024 brought significant progress for KWH Logistics in business, sustainability, and safety.



1. Port of Kemi

Blomberg Stevedoring started operations in Kemi, specializing in handling wind turbines.

2. New Crane in Kalajoki

The Gottwald harbor crane used by Blomberg Stevedoring increased efficiency and cargo handling capacity.

3. Remote-Controlled Wheel Loader

Rauanheimo introduced a remote-controlled wheel loader at the Port of Kokkola.

4. AI at Backman-Trummer

The Wisor AI speeds up and automates the supply chain. It is in use in Vaasa and Kokkola.

5. Stevena: 20 Years in Hanko

Over the years, Stevena has handled nearly one million trailers and 900,000 cars.

6. Accident-Free in Äänekoski

Adolf Lahti's Äänekoski site has been free of lost-time accidents since June 5, 2017.

7. Savonlinna & Pello

Adolf Lahti and UPM Plywood upgraded their machinery to run on renewable diesel, reducing CO₂ emissions by 90% compared to fossil diesel.

8. Mussalo Sulfur Terminal

Rauanheimo began construction of a sulfur terminal in Mussalo, Kotka, set for completion in summer 2025.

Moonway Certification

Moonway received the ISO 14001 certification.

Galea Shipping

A new ship clearance company was established and achieved ISO 14001, 9001, and 45001 certifications by the end of the year.

Ecovadis Bronze

Adolf Lahti reached the bronze level in the Ecovadis sustainability rating.

Rauanheimo 140 Years

The anniversary was celebrated with a customer seminar and staff recognitions.

NPS

54

The customer recommendation index remains at a strong level.

LTIR

18

The accident frequency rate decreased by 16% compared to the previous year.

QWL

69

The quality of workplace well-being is in the second-highest category.



Leading in environmental responsibility and sustainable development

Fuel consumption is one of the biggest sources of emissions in the logistics industry – KWH Logistics is developing solutions to tackle this problem.

With stricter emissions regulations and cost-saving technical innovations, companies are investing in environmentally friendly solutions more than ever. KWH Logistics has taken a bold step towards environmental responsibility and sustainable development through various national and international initiatives aimed at reducing carbon dioxide emissions from heavy machinery and promoting the use of electric vehicles across all operations. These goals drive both the acquisition of new electric vehicles and the conversion of existing diesel-powered equipment into electric alternatives. Beyond improving energy efficiency, significant progress in sustainability can be achieved by reshaping the entire logistics ecosystem.

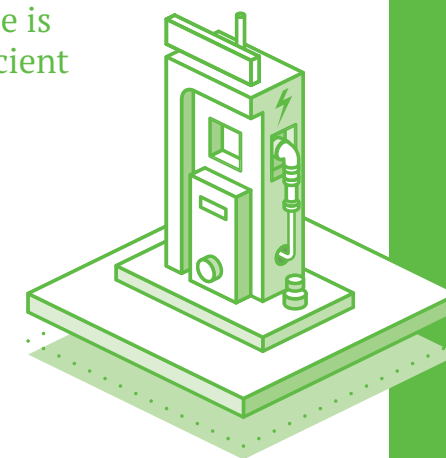
Electrifying heavy vehicles is key to resource efficiency

The electrification of heavy vehicles aligns with the EU's strict emissions regulations. Converting existing diesel vehicles to electric not only reduces environmental impact but also enhances resource efficiency. In the conversion process, diesel engines and power-trains are replaced with electric components, while the rest of the vehicle's structure and technology are utilised as extensively as possible. Removed diesel components can serve as spare parts for other diesel vehicles, extending their lifespan and reducing waste.

Conversion is cost-effective and sustainable

Heavy electric vehicles remain significantly more expensive than their diesel counterparts, but convert-

"An electric vehicle is more energy-efficient due to its higher efficiency."



ing used diesel vehicles into electric ones provides a much more cost-efficient and sustainable alternative. In collaboration with Keulink, a regional business development company, and Lielahden Autokeskus, a Finnish vehicle service and sales company, KWH Logistics has successfully introduced its first electric truck in an operational setting where electric power is a viable solution. Many port and factory site tasks involve cyclical, short-route driving that results in considerable idling for diesel engines. An electric vehicle is more energy efficient due to its significantly higher efficiency rate, and it consumes no energy while idling. In many cases, night-time charging is enough to meet operational demands. →

FLAGSHIP PROJECTS IN SUSTAINABLE DEVELOPMENT

KWH Logistics is involved in several key projects that support the electrification of heavy vehicles and the effort to cut emissions and pollution:

Conversion of heavy vehicles to electric power

Transforming diesel-powered machinery into electric alternatives.

Conversion operations R&D centre

This is a hub for research and technical and innovative support for conversion projects.

ESCALATE

This project is an EU initiative for developing a modular electric lorry capable of a 500-km range on a single charge, complemented by a range-extender fuel cell.

BESPORT

This is a project for improving energy efficiency and data-driven logistics management through data collection, analysis and new energy sources.

Port Automation

The aim of this project is to create an international research, development and training environment focused on automation for heavy hybrid and electric port machinery.

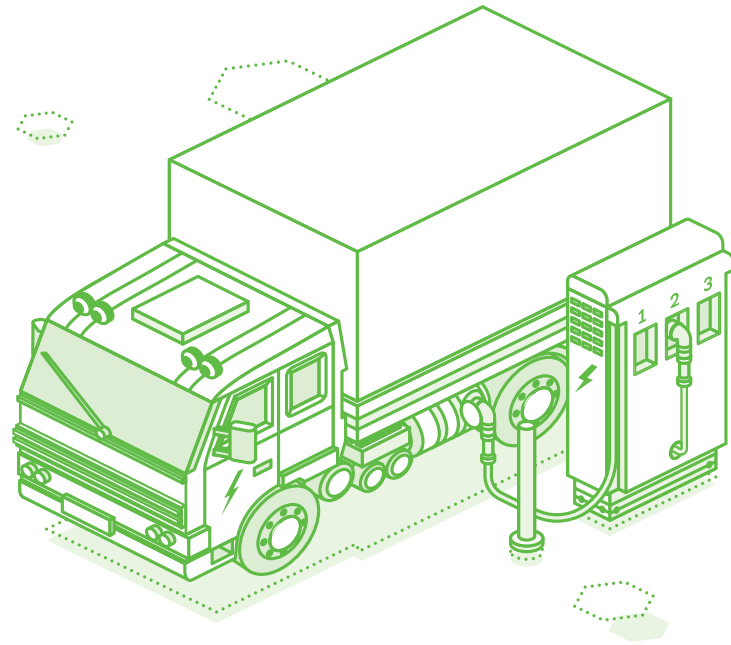
Kase Essi – energy storage

The aim of this project is to explore energy storage solutions for electric logistics, rural energy networks and infrastructure investments.

Six Hove project

The goal of this project is to develop a plan for heavy transport electrification in Finland, along with vehicle and charging infrastructure solutions for business needs.

KWH Logistics is also an active member of several working groups committed to promoting sustainability and environmental wellbeing for the future, including the Meriverkko maritime network (Ministry of the Environment), the Ace Life project (Finnish Environment Institute), Ecosystem School (City of Kokkola) and Race for the Baltic (John Nurminen Foundation).



improve significantly, as electric vehicles reduce noise and vibration levels.

Fuel monitoring – Efficiency and emission control

One of the largest sources of emissions in the logistics industry is fuel consumption by transport fleets. The monitoring of vehicle and machinery fuel consumption and emissions has become increasingly precise and detailed. More accurate fuel tracking not only reduces environmental impact but also helps manage costs and extend the lifespan of the fleet. Additionally, regular vehicle maintenance ensures efficient operations and lowers fuel consumption. KWH Logistics monitors the condition of our fleet and fuel consumption using our own digital solution. With digital tools and analytics, concrete actions can be taken to improve both environmental and business impacts.

A competitive advantage for the future

KWH Logistics views responsibility as a competitive advantage and places great importance on staying at the forefront of technological development. As markets evolve and emissions regulations tighten, being a pioneer in sustainable solutions provides a strategic edge and enables us to translate responsible values into tangible actions. By adopting electric vehicles, we offer customers innovative solutions while simultaneously advancing our own emissions reduction targets.

Businesses must be resilient and adaptable to keep up with future demands. On this path, KWH Logistics is making real progress by developing low-emission, resource-efficient methods and technologies in collaboration with expert partners.

Implementation and training

At KWH Logistics, we recognise that the successful adoption of electric vehicles requires a well-functioning charging infrastructure, an effective maintenance system and a highly skilled workforce. Continuous training ensures that personnel are proficient in the maintenance and safe operation of electric vehicles, keeping the fleet in optimal condition. Workplace safety and working conditions also

A strong workplace culture as the foundation of social responsibility

Concrete actions, measurable goals, and engagement make KWH Logistics' sustainability efforts impactful.



At KWH Logistics, a winning company culture is a strategic decision. It anchors all our work to remain socially responsible. However, as social responsibility is a broad concept, it is crucial to identify concrete, measurable priorities to ensure meaningful and effective action.

For us, the strategic focus areas of a winning company culture are decisive leadership and workplace safety. Both are continuously developed, monitored and measured. Good leadership fosters employee wellbeing and motivation, while workplace safety ensures both physical and psychological security. Together, they reinforce our social responsibility, organisational productivity and employee engagement. Achieving this requires long-term skills development, equipping our employees to meet the evolving demands of working life. Our efforts are supported by shared values, leadership and personnel principles, as well as structured processes and standards that guide our actions.

From a data-driven leadership perspective, it is essential that our metrics provide valuable insights into employee wellbeing, workforce-related risks and the standard of social responsibility within our organisation. This allows us to make informed decisions and implement initiatives that deliver long-term impact. The more accurately we can identify root causes, the more effectively our actions

will enhance the daily work experience of our employees.

However, metrics, policies and standards alone do not create impact. Meaningful progress in social responsibility requires continuous and consistent effort. This work cannot be driven solely from the top – it requires the engagement of every employee. That is why employee participation is key, and we actively gather feedback, insights and ideas directly from our workforce. This commitment to continuous improvement has led us to launch a shared innovation system, designed to support our collective journey towards development and excellence.

Social responsibility is an ongoing process, demanding daily commitment and tireless improvement. We haven't yet reached our goal, but we are making deliberate, concrete progress to ensure we can proudly uphold our responsibilities alongside our employees and customers.

I encourage everyone to invest in developing workplace communities and leadership, as well as actively supporting and managing work ability. By doing so, we can collectively advance sustainable development, ethical working practices and social responsibility.

Mona Andersson-Kuorikoski
Director of HR and Internal Communication
KWH Logistics

”Work cannot be done solely from a specific organizational level—it requires the involvement of all employees.”



CSRD DIRECTIVE

New rules for sustainability reporting

THE EUROPEAN UNION'S new CSRD Directive (Corporate Sustainability Reporting Directive) imposes stricter requirements on corporate sustainability reporting than before. The directive came into effect in 2024 and aims to increase transparency regarding companies' environmental and social impacts while improving the comparability of information.

The CSRD Directive provides KWH Logistics with significant opportunities to strengthen our competitiveness and develop our operations in a more sustainable direction. It encourages

process efficiency, increased transparency in supply chains and improved risk management. Additionally, sustainability reporting can help companies differentiate themselves in the market and participate in collaborations where sustainability is a key focus. The directive drives innovation, for example, in the development of low-emission technologies and other initiatives in which KWH Logistics already is involved. In this way, the directive serves not only as a challenge but also as an important enabler of growth and renewal.

Workplace safety is also a matter of attitude

Attitudes and practices go hand in hand in workplace safety. A well-managed safety culture can shape attitudes, and a positive attitude supports the adoption of safe practices.

Even the best personal protective equipment, guidelines or tools cannot prevent accidents on their own. Ultimately, safety depends on the commitment of both employees and employers to fostering a strong safety culture. Culture is always shifting, and a culture of safety is no exception. It demands constant reflection, learning and improvement.

Visible participation and a practical approach

A safety briefing is a short and practical safety information session or discussion. A brief, focused session relevant to one's work often holds the attention better than a lengthy training session.

During a safety walk, we head into the field with a variety of teams to identify safety risks. Management also takes part, reinforcing the importance of safety thinking. A safety walk can focus on topics like the use of personal protective equipment, the condition of vehicles, site cleanliness or the accessibility of emergency exits.

Reporting safety observations

PRO24 is the health, safety, environment and quality (HSEQ) system used by KWH Logistics, enabling comprehensive oversight of occupational safety, security and quality. The system plays a key role in documenting safety observations and incidents. As anyone can submit a safety observation, it lowers the threshold for addressing potential hazards.

Greater understanding and expertise

Well-trained employees recognise risks, know how to use the right equipment and can work safely, even in tough situations. When all employees understand safety procedures and their responsibilities, a safer working environment is created for everyone. Regular training ensures that skills remain up to date and that new safety guidelines become part of daily routines.

"Safety is built on a strong safety culture."

In 2024

Safety briefings

512 pcs

Safety walks

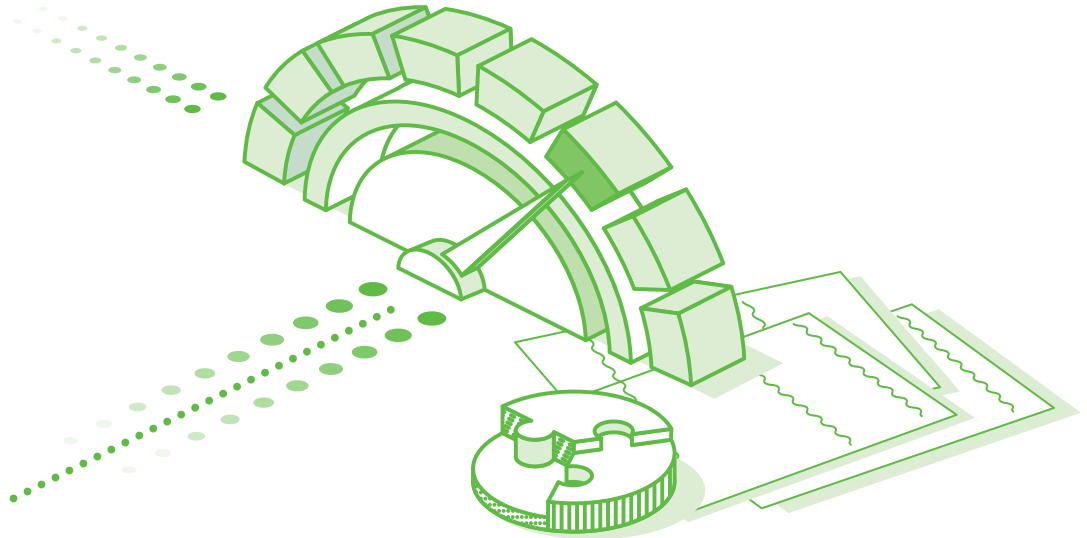
293 pcs

Safety observations

1256 pcs

Safety training sessions

+5 pcs



Customer satisfaction keeps a business thriving

Every year, KWH Logistics conducts a comprehensive customer satisfaction survey covering all its subsidiaries. The aim is to support responsible business development, ensure high-quality service and strengthen our customer-centric approach. Based on the 2024 survey results, the group-level Net Promoter Score (NPS) was 54, an excellent result. But we remain committed to continuous improvement.

A consistent survey framework allows us to evaluate results both at individual company level and across the entire group. This approach helps to identify strengths and areas for improvement in each company, enabling effective decision-making and long-term business development.

Guided by customers, navigating growth

Customer experience is shaped by many factors and is driven by customer expectations, interactions and values. By measuring and analysing customer satisfaction, we identify competitive advantages, recognise areas for improvement and make data-driven decisions. A deep understanding of customer experience provides a clear direction for enhancing customer service and reinforcing a

customer-focused company culture. This not only increases satisfaction and loyalty but also supports sustainable growth and long-term success.

"Our 2024 NPS result shows that customers value the services we provide. At the same time, it motivates us to become even more customer oriented. For us, this survey is a strategic tool that connects our values and goals." Joakim Laxåback, Head of KWH Logistics.

Staying on course with excellent service

The survey results show what our customers value most: clear and easy communication, safety and personalised service. At the same time, customers would also like to see more proactive communication, development of services and improved cost competitiveness. By understanding our customers and their expectations, we can develop our services to better meet their needs. This lays the foundation for long-term success and sustainable growth.

We are committed to continuously improving customer satisfaction and loyalty. Every interaction with a customer is an opportunity to learn and improve alongside them.



A long-term partnership for efficient logistics

Tetra Chemicals, Rauanheimo and Adolf Lahti – collaboration that ensures smooth logistics and supports sustainable solutions.

Logistics is much more than just moving goods from place to place. It involves careful planning, seamless collaboration and continuous improvements. This principle has been followed for nearly 20 years in Kokkola, where Tetra Chemicals Europe Oy, Rauanheimo, and Adolf Lahti have together built an efficient and sustainable logistics system.

A strong partner for the Kokkola plant

Tetra Chemicals Europe is the largest calcium chloride plant in Europe, producing products that are essential to many industries. The Kokkola plant is part of the international TETRA Technologies Inc. group, which operates on five continents and has around 2,400 employees. Calcium chloride has been produced in Kokkola since the 1960s, and the plant now employs about 50 people.

Tetra Chemicals' Kokkola plant produces large quantities of calcium chloride, with deliveries reaching around the world. This means that logistics must operate seamlessly and reliably to ensure uninterrupted production and on-time deliveries.

“A partnership like this is vital for us. We need a strong local operator capable of managing the logistics chain as comprehensively and flexibly as possible.”

Mikael Nygård
Tetra Chemicals Europe Oy

“A partnership like this is vital for us. We need a strong local operator capable of managing the logistics chain as comprehensively and flexibly as possible,” explains Tetra Chemicals logistics engineer Mikael Nygård.

Rauanheimo and Adolf Lahti, both part of the KWH Logistics have been in charge of the Kokkola plant's logistics operations since 2006.

“Our task, with Adolf Lahti, is to manage logistics services related to production intake, as well as internal transfers, transport, and storage, right through to ship handling, forwarding, and customs clearance,” says Rauanheimo operations manager Kimmo Satomaa.

Flexible and comprehensive logistics

When it comes to a large production facility, the role of logistics becomes even more critical. Operations must be efficient, versatile and scalable to meet the growing needs of the plant.

“We're a notable operator in Europe, and goods are constantly being shipped from the plant worldwide. This places high demands on logistics – requiring capacity, flexibility and efficiency,” Nygård says.

Rauanheimo and Adolf Lahti have jointly built a system that covers the entire logistics chain. This means Tetra Chemicals can focus on its core business, while logistics are handled reliably by experienced experts.

“The close partnership and long shared history bring many advantages. We know each other's ways of working well, which makes daily operations even easier,” explains Adolf Lahti project manager Antti Ylitalo.

Sustainability and digitalisation as part of development

Modern logistics are not just about efficiency and speed; sustainability and eco-friendliness are also key goals. Rauanheimo and Adolf Lahti have a long-term strategy that supports responsible logistics solutions. A concrete example of this is the electrification of transport equipment, which significantly reduces emissions.

“It's an interesting project with high expectations. It's clearly a big step forward, but there are also many



other smaller sustainability projects alongside it,” says Ylitalo.

Digitalisation also helps to improve logistics efficiency and sustainability. Rauanheimo has implemented a new warehouse management system, the terminal operating system (TOS), which optimises warehouse management and transfers.

“The TOS system is a good example of how we can work with customer to constantly improve things. Digitalisation allows us to monitor and optimise processes even better,” Satomaa notes.

The growing Port of Kokkola and prospects

The Kokkola region is constantly developing, and the growing industry in the area/region places new demands on logistics.

“Production is continually increasing in the Kokkola area, so logistics needs are growing too. We must ensure that storage and transfer solutions keep pace with development,” Nygård emphasises.

Rauanheimo and Adolf Lahti work closely with the Port of Kokkola and other local operators to ensure that logistics solutions meet future demands.

Seamless partnership and trust

Tetra Chemicals, Rauanheimo, and Adolf Lahti have jointly built a smooth logistics chain based on long-term partnership, open communication and trust.

“Everything runs so seamlessly that it feels like we're almost part of the same organisation. Trust and a shared goal are key to success,” says Nygård.

“This partnership has also been very instructive for me professionally. It's a clear example of how real collaboration and partnership are developed over the long term,” Ylitalo concludes.

Together, these three companies continue to develop logistics to keep it efficient, sustainable, and ready to meet future demands – now and in the decades to come.

The own warehouse management system streamlines inventory control and keeps it automatically up to date.

Sustainability is a shared, never-ending journey

Adolf Lahti is a specialist in industrial logistics services, supporting its customers through meaningful environmental actions and expertise to help bring about a more sustainable future and achieve emission reduction targets.

Practical solutions for emission reductions

Founded in 1927, Adolf Lahti specialises in material handling for the forest, chemical and mining industries, as well as factory and in-house logistics services. According to Managing Director **Pekka Pöllänen**, sustainability at Adolf Lahti is all about actions that help customers reach their goals.

“Our customers’ environmental targets – such as reducing CO₂ emissions by 30% by 2030 – are also our targets. Since we primarily operate within our customers’ factory sites, collaboration and a shared commitment are essential.”

Fuel consumption is a critical factor in logistics, and Adolf Lahti uses the latest technology in this regard. At UPM’s Pietarsaari plant, a fully electric material handling machine operated by Adolf Lahti has been in use for over 13 years. Running nearly 8,000 hours per year, it has replaced conventional diesel-powered equipment and has significantly reduced emissions.

“This is a great example of what can be achieved when we share a common vision with our customers. The environmental benefits are undeniable, and efficiency remains high.”

Innovation and collaboration drive progress

Adolf Lahti’s commitment to sustainability is evident in its investments in new technologies. At Metsä Fibre’s Äänekoski mill, the company introduced a converted fully electric truck years ago, when they were still a rarity.

At UPM’s Savonlinna plant, a 60-tonne hybrid loader significantly reduces fuel consumption, and by using renewable fuel it cuts the carbon footprint by over 90 % compared to a fossil fuel machine.

At Junnikkala sawmill in Oulu, Adolf Lahti deployed Finland’s first 16-tonne lithium-ion battery forklift, helping to further improve the sawmill’s modern, low-emission operations. “When a customer aims to build the most state-of-the-art sawmill in the country, we’re ready to provide the equipment to match. The result is something that benefits everyone: efficient logistics with a reduced carbon footprint.”

Adolf Lahti’s firm commitment to technological solutions and responsible investments comes across



“With dedication, innovation and expertise, we help our customers shape a sustainable future.”

clearly in how the company helps its customers to meet their emission reduction targets.

“Carbon neutrality is no longer a far-off vision. It will be within our grasp in the near future. To reach it, we are ready to do what’s necessary alongside our customers.”

At the heart of it all: people

Adolf Lahti’s greatest asset is its employees. Technology and machinery bring efficiency, but it is people who make the goal of sustainability a reality, through their expertise, dedication and passion. Adolf Lahti employs around 200 professionals throughout Finland, and between them they work around the clock every day of the year, often in very tough conditions.

Employee satisfaction and wellbeing shine through in the company’s results. Adolf Lahti’s latest

Quality of Work Life (QWL) index was an impressive 81 points, far exceeding the average of 40. Additionally, the latest Employee Net Promoter Score (eNPS) was 66, indicating an exceptionally positive workplace atmosphere.

“We’re proud that our employees enjoy working here and find their work meaningful. This shines through every day – our staff are highly skilled, committed and resilient. They put their hearts into everything they do.”

Towards a sustainable future

Adolf Lahti’s role as a partner to its customers is clear: the company provides solutions that make it possible to achieve emission reduction targets. “Sustainability requires new ways of thinking, cutting-edge technology and bold investments. It’s inspiring to see how we and our customers are advancing on this journey together,” Pöllänen says.

For Adolf Lahti, sustainability is an ongoing process of improvement, where environmental responsibility, customer needs and employee wellbeing are all carefully nurtured.

Efficiency up and emissions down” is the principle of Adolf Lahti. A hybrid material handling machine in action.



A hybrid loader with electric power transmission maximizes efficiency and significantly reduces fuel consumption and greenhouse gas emissions.



Director, Ship Agency Services, Joel Salmela (right) and Sales Manager & Ship Agent Johan Järnefelt.

Information hub and logistics chain expert

A new ship agency company combines the extensive experience and geographical coverage of our different companies into an efficient operator.

Founded in 2024, Galea Shipping combines over 140 years of ship clearance expertise with modern logistics. The company serves as an efficient information hub between KWH Logistics operators and customers, with an extensive port network and local expertise.

“Galea Shipping binds KWH Logistics together, connecting the different logistics companies,” explains **Joel Salmela**, the company’s ship agency services director. “We also serve as an information link between stevedoring companies, shipping lines, cargo suppliers and receivers. We collect, structure and share information efficiently.”

Galea Shipping’s key strength lies in its local expertise and extensive port network. “Through KWH Logistics, we have connections to all Finnish ports. This knowledge gives us a real competitive advantage and adds value for our customers.”

Sustainability at the core of logistics

Sustainability is a fundamental part of Galea Shipping’s business. Although the company’s own carbon footprint is small, its impact on customers’ emissions targets can be substantial.

“In ship agency services, we can optimise a vessel’s time at sea, reducing fuel consumption. And we assist shipping companies in optimising cargo loads, as there’s no sense in half-empty ships at sea.”

Sustainability is also fundamental to finances and administration. “Since we operate in an international environment, compliance with international legislation is a must. We expect the same commitment to sustainability from our partners.”

Growth and development

Galea Shipping invests heavily in innovation and staff development. A system

development project currently underway aims to enhance data management and deliver greater value to customers. In the future, this system will enable the provision of ship clearance services in all EU countries.

The company’s goal is to be a long-term and reliable partner both domestically and internationally. Although the future of the industry will be shaped by automation and digitalisation, Galea Shipping remains committed to maintaining the human element. “We fully intend to make good use of automation, but it’s crucial to us that decision-making remains in human hands,” Salmela says.

Specialists in agribulk handling

The handling of agribulk is a critical part of the supply chain in agriculture and food production.

Agribulk handling is a critical part of the supply chain in agriculture and food production. The logistics of grain, fertilisers, animal feed and other agricultural bulk products require careful planning and modern infrastructure to ensure efficient and safe handling, storage and transport.

Agribulk products make up a significant portion of global logistics flows, with port operators playing a key role in this chain. Blomberg Stevedoring, part of the KWH Logistics, handles agribulk products alongside many other goods at its facilities. “We don’t just handle and store products – we’re also responsible for maintaining their quality and ensuring the smooth operation of the supply

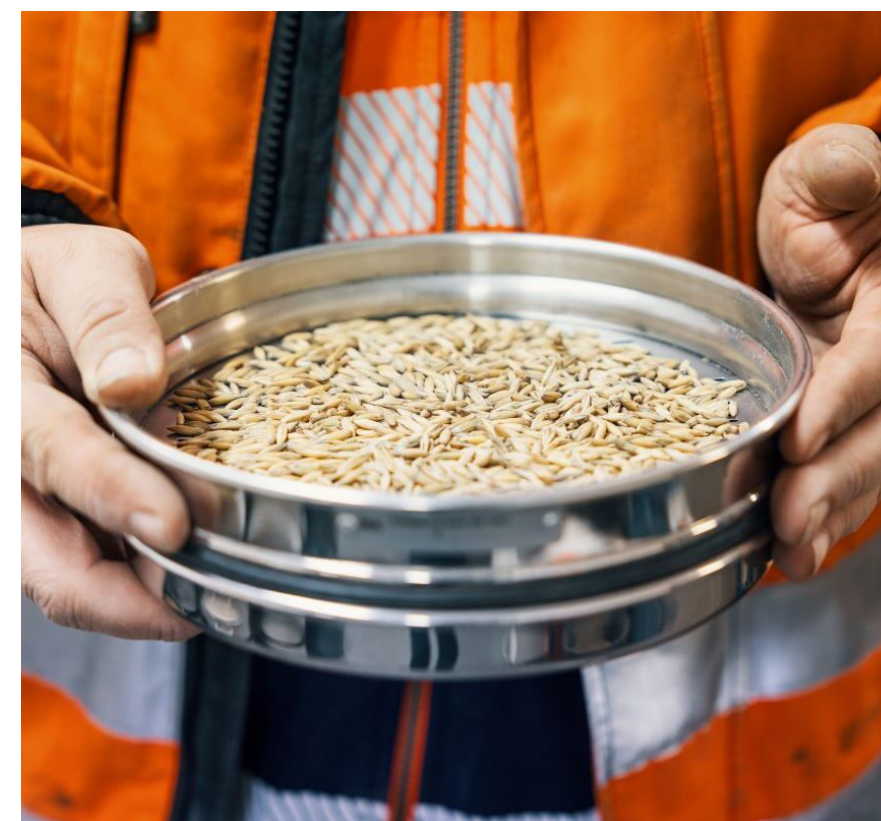
chain,” says Blomberg Stevedoring Sales Director **Björn Knutar**.

Handling agribulk in ports requires specialised expertise and efficient infrastructure. The sensitivity of these products, particularly to contamination, moisture and temperature fluctuations, makes storage and transport a challenge. Blomberg Stevedoring has invested in modern equipment, warehouses and staff expertise to ensure precise and secure handling of these goods.

“We have hygienic storage facilities designed specifically for handling and storing grain and raw materials for feed. Our services are supported by advanced ICT solutions, such as temperature monitoring for grain. We also offer in-house

laboratory analysis and sorting services for grain products. If needed, we can provide specialised treatments for feed raw materials and grain,” Knutar explains.

Blomberg Stevedoring continuously monitors the environmental impact of its operations and works closely with customers to make logistics chains more sustainable. This not only benefits the environment but also helps customers meet their goals, since sustainable business is becoming an increasingly important competitive factor in the market.



Agribulk handling is a vital part of the supply chain – waste is effectively managed through storage, transportation, and safe handling.

Collaboration at the heart of growth

Rauanheimo is committed to developing its operations based on responsibility, efficiency and a customer-centred outlook. The company's recent investments and activities in Oulu are a strong testament to this strategy. Collaboration with key regional customers, alongside modern technologies and sustainability practices, lays the foundation for sustainable growth.



Oulu is emerging as a major hub for sawn timber, where Rauanheimo, in collaboration with its sister companies within the KWH Logistics business group and its partners, provides comprehensive logistics solutions.



Launching operations in Oulu

At the end of 2022, Rauanheimo was selected as Junnikkala sawmill's product logistics partner under a multi-year contract. The agreement covers operations at the sawmill, product transportation to the port and all port services in Oulu.

Junnikkala CEO **Kalle Junnikkala** describes the selection process:

"We were looking for a partner capable of managing the sawmill's product logistics comprehensively and developing it with a customer-centric approach. With Rauanheimo, we gained access to the broad service and expertise potential of KWH Logistics."

"Rauanheimo's strength is definitely top-tier expertise and efficiency. The collaboration has been smooth, and their expertise and ability to act swiftly have played a significant role in achieving our goals," adds **Veli-Matti Junnikkala**, Sales Director at Junnikkala.

At the same time, Rauanheimo also began collaborating with Pölkky to develop port operations for sawn timber. These partnerships are not just about business but also about promoting sustainability with customers.

Ilkka Help, Logistics Manager at Pölkky, highly recommends Rauanheimo: "Everything we agreed on was handled really well. The company's strength lies in its skilled and knowledgeable staff, who have been key to the successful partnership. Special mention goes to Rauanheimo's investments in responsibility and environmentally friendly solutions. In these areas, they can be considered pioneers in port logistics."

Sustainability programme in practice

Sustainability is an integral part of Rauanheimo's operations. The company uses a continuous CO2 emissions reporting system, enabling customers to monitor emissions from the handling of their products. In the port, Rauanheimo uses an electrically powered hybrid crane, and at production facilities, its sister company Adolf Lahti employs new electric forklifts. Additionally, the sawn timber quay at Oulu port has been electrified, supporting customers' environmental goals.

Rauanheimo's CEO **Tero Kosonen** emphasises the importance of sustainability:

"We are making significant investments in Oulu, and the latest technology enables environmentally friendly and efficient service production. With these solutions, we support both our own and our customers' sustainable development goals."



"We have made significant investments in Oulu, and the new technology enables environmentally friendly and efficient service production. With these solutions, we support both our own and our customers' sustainable development goals."

Top-class customer satisfaction

Rauanheimo's sustainable and customer-oriented operations are reflected in customer satisfaction. In 2024, the company's NPS (Net Promoter Score) for Oulu customers was an excellent 70, clearly demonstrating the trust and appreciation of its customers.

The backbone of it all: skilled staff

Rauanheimo's team in Oulu is young and highly skilled, fostering an excellent working atmosphere and receiving praise from customers for their outstanding service mindset. This is also reflected in the company's wellbeing and occupational safety survey results: a high number of proactive safety observations, safety reports and safety walks indicate a strong safety culture. According to the QWL (Quality

"The motivation and commitment of our team are central as we develop our operations and support our customers in achieving their business goals."

of Work Life) survey, the level of workplace wellbeing is also excellent, scoring 83 points.

Rauanheimo regional director **Janne Lindqvist** highlights the role of staff:

"The motivation and commitment of our team are central as we develop our operations and support our customers in achieving their business goals."

Collaborating towards tomorrow

Oulu is developing into a significant hub for sawn timber, where Rauanheimo, in collaboration with its sister companies within the KWH Logistics and other partners, offers comprehensive logistics solutions from the production plant all the way to the customer.

Rauanheimo's long-term investment in Oulu creates a strong foundation for future growth – both in business and in achieving sustainability goals.

Brand builders

KWH Logistics' marketing team keeps the course clear.

The team doesn't just implement plans; it develops and reimagines KWH Logistics' marketing, boldly and sustainably, with customer needs and future success at the forefront.

A clear need – and our response

Five years ago, KWH Logistics identified the need to bring the marketing efforts of its subsidiaries closer together and to build the KWH Logistics brand in a more structured way. **Markku Mäkipere**, who serves as marketing director alongside his role as CEO of Stevena and Moonway, was involved in assembling the marketing team from the start. "We wanted to create a model where all companies could benefit from shared expertise while still maintaining their individual identities," Markku explains.

The team functions like an in-house advertising agency, producing content, campaigns and visual materials for all companies within the KWH Logistics, while simultaneously strengthening the KWH Logistics brand.

"Having a deep understanding of the KWH Logistics operations and needs under one roof is highly effective. We know what we're doing and can respond quickly," says Marketing Communications Coordinator **Hannele Salonen**.

Strength in diversity

The team members complement each other: Hannele oversees content production and project coordination. Marketing and communications specialist **Henna**

Nurmi is a visual designer and content creator. Rauanheimo's marketing manager **Anna Långbacka** brings strategic insight to the planning process. Markku acts as a mentor, contributing to strategic planning and reporting marketing activities to the KWH Logistics executive team.

The team's greatest strength lies in its diversity. "We have just the right blend of differences. Everyone brings their strengths to the table, and this often leads to something new," Markku says. "What unites us is the desire to create high-quality, distinctive marketing that genuinely serves our customers and puts their needs at the centre."

Henna agrees: "It's exciting to push boundaries in a traditional industry – but in a considered way. The trust placed in us gives us the confidence to do our best."

Hannele adds: "Our strong brand is a huge source of inspiration, a solid foundation to build on." "Trust and creative freedom define our team," says Anna.

"When we develop ideas together, they evolve into solutions that benefit the entire KWH Logistics. Even though we market multiple companies, everything is driven by KWH Logistics' unified strategy and vision."

Inspiration comes from action

Every day, KWH Logistics' marketing team has a varied to-do list: updating websites, planning trade fairs and events, producing customer case studies, planning recruitment, developing a visual identity and creating custom tools and initiatives for the sales team. The team also manages the company's CRM system, which benefits both sales and marketing by generating new leads.

Despite the fast pace, the workload is energising. "What truly motivates us is the speed of the entire company," Markku says. "With eight independent subsidiaries operating at over 30 locations, something

"KWH Logistics' marketing team is building the brand boldly and responsibly, always with our customers in mind and an eye on the future."



The strong brand of KWH Logistics inspires the team to make bold decisions. From the left: Henna Nurmi, Hannele Salonen, and Anna Långbacka.

exciting happens every day. It's our job to stay on top of it all, make it visible and communicate it to our customers. There's never a day without a story to tell."

Sustainability – don't talk it, do it

Sustainability is the main theme of this year's GoodStories magazine, and it plays a clear role in the marketing team's work. "Sustainability is no longer about isolated campaigns. It's integrated into everything we do," Henna says. "Whether it's something relatively small like choosing materials or larger things like organising events, every decision matters."

"Our job is to communicate authentically and openly about what sustainability means to us and how it benefits our customers," Markku adds. "There's no room for greenwashing. Genuine sustainability promotes trust and lasting partnerships."

Proud of success, eyes ahead

The marketing team is looking ahead with enthusiasm. "Our role is not just to execute but to develop



"We want KWH Logistics' customers to be proud of working with us. Their success says it all – it's our ultimate goal."

Markku Mäkipere

and innovate," says Henna. "Marketing is becoming increasingly strategic, and we are ready for it."

Hannele adds: "Success fuels success. When we see the impact of our work – satisfied customers and a thriving KWH Logistics – it only drives us on to keep improving and evolving."

Markku neatly sums up the team's vision: "We want KWH Logistics' customers to be proud of working with us. Their success says it all – it's our ultimate goal."

Partners in growth

The collaboration between Blomberg Stevedoring and Wasaline began in January 2013 when Wasaline launched its operations.



Blomberg's strong experience in Kvarken traffic provided a solid foundation for a partnership that has only deepened over the years. Blomberg Stevedoring has served traffic in the Kvarken for more than 60 years and has made cooperation with Wasaline since its establishment

Major projects and flexible partnerships

Summer 2022 stands out in particular. We brought almost a thousand cassettes of wind turbine elements from Germany to Vaasa via Umeå," recalls Wasaline's freight traffic director **Tony Ehre**. This noteworthy logistical effort succeeded thanks to seamless partnership, further strengthening the trust between the parties.

The partnership between Blomberg and Wasaline is seamless and built on openness. "We work closely together, share sales efforts, and can rely on each other even when customer needs exceed our own services," says **Björn Knutar**, sales director at Blomberg Stevedoring. The most important thing is that the customer gains added value – solutions that facilitate their business.

Efficiency and sustainability, every day

In daily operations, the collaboration is reflected in efficient communication and carefully planned logistics solutions. "We always try to minimise empty runs and optimise the environmental impact of transports. Planning saves time, money and fuel," Ehre explains.

Blomberg and Wasaline share a commitment to sustainability and the green transition. Blomberg is committed to supporting its partners' emissions targets. "The green line opening through Umeå to the whole of Europe offers a great opportunity to reduce the need for road transport and use more environmentally friendly modes of transport, such as trains. We're an important part of this chain," Knutar adds.

A future of growth

The partnership between Blomberg and Wasaline is expected to develop further. The Port of Vaasa has growth potential, and good partners like Blomberg are key to making the most of it," Ehre says.

The foundation of the partnership is strong: open communication, shared values and mutual trust. Sound collaboration is more than things just running smoothly – it truly creates added value for all of us," Knutar concludes.

Growth is built together.
Björn Knutar (left) and
Tony Ehre.



Q&A

Ask us, and our experts will answer – we provide solutions that drive your business forward.



01

Who should I contact if I need your logistics services?

You are welcome to contact anyone on our team, and we'll make sure to direct you to the right contact person. You'll find the contact details of our sales representatives personnel on our website at www.kwhlogistics.com. You can also contact us by email at sales@kwhlogistics.com, and the specialist whose expertise most closely matches your specific needs will get back to you.

02

How does digitalization affect KWH Logistics' operations?

Digitalization diversifies our operations, but human contact remains at the core. We develop digital systems to improve customer integrations and operational planning. Our ICT team explores AI opportunities and seeks ways to enhance efficiency.

03

I'd like to request a quote for a new service in a location where you don't currently operate. Are you open to expanding into new areas or ports?

If your desired port or location is not currently part of our network, don't hesitate to ask! We are always interested in expanding and developing our services to meet our customers' needs. In fact, we sometimes move into new areas quite quickly.

04

How flexible are you when it comes to unexpected situations or time-critical delivery needs?

Flexibility and rapid response are part of our daily work. As we operate nationwide across Finland, we can quickly adapt to changing circumstances. The logistics chain formed by our eight companies works in close collaboration, and if needed, resources can be pooled to manage critical deliveries efficiently.

05

How do you ensure that customers stay with you?

A deep understanding of our customers, solid expertise and continuous development, sustainable and innovative thinking, and a commitment to long-term partnerships make us an attractive business partner for the future. Our well-planned strategy ensures that we're always prepared to adapt to a changing business landscape, staying competitive even in times of global upheaval.



**KWH
LOGISTICS**



CONTACT US AND READ MORE:

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On our website, www.kwhlogistics.com, you can find more information about our services, customer stories, appointment news, and our latest updates.



CLEVER OVERALL LOGISTICS SOLUTIONS

PORT LOGISTICS



We offer stevedoring, forwarding, and ship clearance services as well as storage in most Finnish ports. We customize comprehensive and efficient logistics solutions for our customers.



INDUSTRIAL SERVICES



We offer overall and customer-focused logistics machinery services as well as equipment rental. We perform smaller as well as large scale tasks with precision and according to the demands of the customer.



INTERNATIONAL TRANSPORTS



We offer global logistics solutions by all modes of transportation (road, sea, air, container, bulk and project transports). In addition, we handle customs clearance, forwarding and warehousing services.

