

Mission

We promote communication and well-being of people by turning renewable fibre into paper, packaging and processed wood products.

Vision

We will be the leading forest products company in the world

- We take the lead in developing the industry
- Customers choose us for the value we create for them
- We attract investors for the value we create
- Our employees are proud to work with us
- We are an attractive partner for our suppliers.

Values

Customer focus – We are the customers' first choice

Performance – We deliver results

Responsibility – We comply with principles of sustainable development

Emphasis on people – Motivated people create success

Focus on future – We take the first step
