

# Press Release



KLIPPAN is a leading producer of speciality graphic papers and operates three paper mills with a combined capacity of 200,000 tons per annum. The mills are located in Klippan, Lessebo and Mölndal, all in the south of Sweden.

Klippan, 29 July 2004

## KLIPPAN AB

In order to facilitate the ongoing work of turning around KLIPPAN's result, a number of cost reduction measures have been implemented, such as reducing fixed costs by almost MSEK 50 annually, tailoring production capacity to demand, reducing the number of standard articles and improving internal efficiency. Selective new recruitment is now creating a broader competence base within the company.

### In new positions

#### Management group

**Kjell Svensson**, born 1962, has been appointed Sales and Marketing Director for KLIPPAN AB as from 2 August 2004\*. He is a member of the company's management team and leaves his position as Board member of KLIPPAN upon taking up his new position. He has been a Board member since March 2000. Most recently, Svensson worked for Th. Brunius & Co AB in Gothenburg, where he held the position of managing director.

As previously announced, **Per Lundin**, born 1948, was appointed Mill Manager at Klippan Mill on 1 June 2004. He is a member of the company's management team. Lundin has solid experience from the forestry industry, within which he has previously held a number of leading positions, such as within Arctic Paper Kostrzyn SA in Poland, Dynäs and Nymölla among others.

**Per Arnesjö**, born 1952, has been appointed new Mill Manager for the mill in Mölndal as from 1 September 2004\*. He is a member of the company's management team. Arnesjö has solid experience from the forestry industry and has previously held a number of positions within production and technology at Korsnäs AB. Most recently, he has worked for his own consultancy business.

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**Johan Askaner**, born 1955, has been appointed Product Manager for the coloured range as from 1 September 2004.\* This is one of KLIPPAN's priority areas. He is a member of the company's management team. Askaner has worked within the paper industry for many years, as marketing director for Svenskt Papper AB and MoDo Paper AB among other positions. Most recently, he worked as Vice President Sales & Marketing for Norstedts Juridik AB.

**Fredrik Kihlberg**, born 1975, has been appointed Product Manager for tissue as from 1 August 2004, and is a member of the company's management team. Kihlberg has experience as seller of deep coloured tissue on the British market from Papeteries du Bourray's agent in the UK/Ireland, where he has been working since 2002.

### Marketing and sales organization

#### United Kingdom

**Lars-Owe Forsberg** has been appointed Manager of KLIPPAN's sales company in the UK as from 1 September 2004. Forsberg was born in 1959 and has a BSc Econ (Hons) from Queen Mary's College, University of London. He has solid knowledge and long experience of the paper industry and most recently held the position as MD for Board UK Ltd.

#### South-east Asia

In order to service the increasingly important markets in South-east Asia, KLIPPAN established a sales office in Singapore during the spring. **Henrik Bernander**, born 1968, was appointed manager for the office on May 1, 2004. He has several years' experience of the business on these markets.

KLIPPAN AB

Managing director

\*) Subject to intervening co-determination at work negotiations.

For further information, please contact the managing director Ragnar Quarnström, tel +46(0)771-11 00 00 or +46(0)70 600 32 21.