

Use of roundwood

	Saw logs	Pulpwood	Charcoal wood	Wood for fuel and households	Other uses
1850	7	-	18	74	-
1900	32	6	10	49	3
1950	35	36	2	24	3

How it all began

- The first industrial revolution and a time when all could be sold
- Links to the markets: merchant houses and agents on foreign markets
- Adaptations to the requirements of the customers: the transition to steam power, information on dimensions and quality grades, an emerging export of planed goods and boxboards
- Luck or pluck and quality or price?

And continued

- The second industrial revolution and increased demand for paper
- New commodities , new methods of distribution and packaging; the British tobacco industry and AB Papyrus
- Organisation of the sale of semi finished products: trading houses, agent firms and importers
- The beginning of something new: sales offices and technical service

Changes in the second half of the 20th century I

- The sawmill industry: a tradition-bound industry?
- Adjustments to the demands of the customers
- Increased direct contacts with the market and a more market oriented production

Changes in the second half of the 20th century II

- Establishment by pulp and paper companies of sales companies in export markets; increased direct sales to customers
- Closer contacts in the paper industry with customers; the expansion of the packing industry, self-service systems in retailing and pre-packed commodities
- Changing conditions and increased need to secure markets; increased market knowledge and stable customer relationships

The Times They Are A-Changin´

- The forest industry in the third industrial revolution and beyond
- A new technological regime, ICT
- A changed international division of labour, globalisation
- Flexibility, customer orientation, differentiated and more knowledge-intensive products