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Holmen Timber and Martinsons Trä form a joint sales company

With effect from the 3rd January 2011, Holmen Timber and Martinsons Trä form a joint sales company in the UK market.

The sales company is formed by Martinsons Trä buying a share in Holmen Timber Ltd which then will change name to Holmen Martinsons Timber Ltd. Through the co-operation in a joint sales company Holmen and Martinsons will strengthen their position in the U.K. market by supplying substantial volumes in a wide range of Scandinavian Timber products.

“- I see great possibilities with this cooperation where as Holmen and Martinsons productions complement each other”, says Johan Hedin, Marketing Director in Holmen Timber AB. The strategy is to provide a product portfolio that spans a wide range which will include: northern joinery redwood, construction grade whitewood and gluelam beams and components from both species.

Holmen Timber AB and Martinsons Trä AB are today part owners in Uni4 Marketing AB, a sales and marketing company focused in the Middle East and North African markets.

“- With Holmen Martinsons Timber Ltd, we will be able to offer our customers a more complete specification, something that which will be demanded even more in the future”, says Kenneth Wallin, President in Martinsons Trä AB. This co-operation enables us to supply an interesting product mix in volumes that increases delivery frequency while keeping the logistical costs down. Our aim is to take advantage of the product - and volume synergies to become a strong and reliable partner to our current and future customers”.



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