

VIDA new partner in Uni4 Marketing

VIDA will be a minority shareholder in Uni4 Marketing – the leading Swedish exporter of sawn timber to the markets in Middle East and North Africa. The other shareholders in the company are SCA Timber, Holmen Timber, Södra Timber and Martinsons Trä.

The markets in Middle East and North Africa are very important, with a young population and a good growth, particularly in the housing sector. These markets are an important complement to the owner companies sales to existing main markets.

- Our target by buying a share in Uni4 Marketing is to get access to a very cost efficient sales organization for the growing markets in Middle East and North Africa, says Måns Johansson, MD VIDA Wood AB.
- To welcome a new part owner as VIDA into Uni4 Marketing is very inspiring. Especially as VIDA is a very well managed company with a good reputation in the trade, says Carl-Henrik Sandström, MD Uni4 Marketing AB.
- The strengthening of the ownership structure by VIDA makes it possible to continue to improve the already successful work to create a cost-efficient sales channel what concerns logistics, sales organization in markets that historically have been known as high cost markets, says Anders Ek, chairman Uni4 Marketing and marketing director SCA Timber and welcome VIDA as shareholders in the company.

Uni4 Marketing will achieve a turnover of about 550.000 m³ sawn timber or € 110.000 during 2010 in sales to the markets in Middle East and North Africa.

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