

12.10.2010

In the summer of 2010, Finbow commissioned an industry survey that was executed by Innolink Research Oy. The purpose of the report was to chart the familiarity of companies that manufacture spreader and fly rolls, expectations of customers and potential customers, and the factors they deemed the most important in their choice of suppliers as well as for future purchases.

Finbow Oy has a good reputation and satisfied customers

The results of the survey show that, in its sector of operation, Finbow is a well-known company with a good reputation – when asked about companies manufacturing spreader and fly rolls, the majority of the respondents named Finbow Oy as the first company. Of the companies mentioned, Finbow was also deemed the most interesting business partner, and it was found to be more distinguishable, in a positive way, than the other companies mentioned.

Even though Finbow is well-known in its operating sector, two out of three respondents did not know that Metso Karlstad delivers Finbow's services. Those respondents who were aware of the co-operation described themselves as very or quite satisfied with the service they have procured through Metso Karlstad.

Reliable operations and a versatile product range are key factors in the co-operation

According to the results, the most important aspects of the operations of spreader and fly roll manufacturers are reliable operations and a product range that is versatile and has competitive prices. Professional representatives and reliability in delivery of the products are regarded as equally important characteristics.

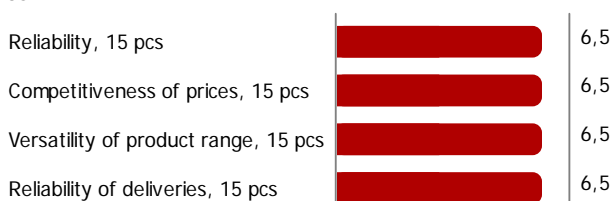


Fig. 1: The most important factors in the operations

Indeed, the respondents feel that Finbow has succeeded well precisely thanks to its reliability, the pro-

fessionalism of its representatives, and its extensive product range. Deliveries' reliability is also regarded as one of the most important factors in operations.

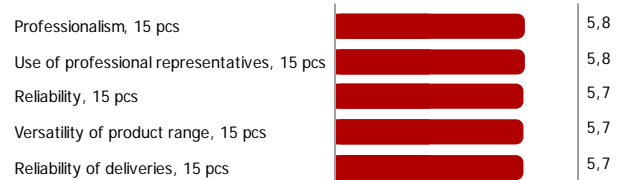


Fig. 2: The strongest success factors in Finbow's operations

Finbow Oy is number one in its industry

The respondents assigned scores to the same factors on the basis of how well Finbow and its competitors have succeeded with them. When Finbow's results are compared with those of its competitors, one sees that Finbow was, on the whole, estimated to have succeeded clearly better than its competitors. The most significant differences were in area related to customer-orientation, approachability, and environment-consciousness.

Although the feedback received by Finbow is, for the most part, very positive, the research also indicates elements that require development. Finbow must improve the competitiveness of its prices and its deliveries, even though they are deemed successful in comparison with the competitors.

Going forward, Finbow will continue to invest in the innovativeness and cost-efficiency of its products. The following factors, among others, will be taken into account in roll design:

- the width of the paper web and machine frame
- the grade of paper manufactured
- the ranges of running speeds (highest and lowest running speed range)
- the first and second critical oscillating frequency and their multiples
- the position and arc height direction
- actual running temperature (does not always match the design temperature)
- any diameter restrictions
- support solutions

The company will, on the basis of an accurate specification of the customer's position and needs, design a

12.10.2010

cost-efficient roll solution that fulfils the requirements for the position, for:

- Coating solutions
- Bearing solutions
- Bushing material solutions
- Support solutions

Thank you.

The feedback we receive is crucial as we direct and develop our operations. Finbow Oy and Innolink Research Oy thank you and hope that you will continue to give us your valuable feedback.

Finbow Oy

Managing Director
Jouni Lehtonen

Innolink Research Oy

Sales Director
Sari Vaajanen