

### GET TO KNOW BERGENE HOLM AS





# STAGNATION OR GROWTH

More than six decades have passed since
Paul Bergene Holm proclaimed to his stalwart
workers at his new saw mill that
"Stagnation is decline".

Paul was a visionary. As early as the 1950s while the local wood processing industry was still an unassuming business, Paul began to put his business goals on paper by writing his Goals and Plans for the Future:

"Every company should have a set of goals to strive toward. Working without a specific goal is uninteresting and in no way positive. You just end up floating with the tide, stagnating."

With Paul as our inspiration, our business attitudes are just as alive today as they were in Paul's time: to be the best choice for our customers, suppliers and employees.

Paul Bergene Holm, here standing to the left, with his crew in 1952.





# QUANTITY AND COMPETENCE

We are 400 tree enthusiasts who process more than 940 000 cubic meters of timber each year. That amounts to approximately 23 000 trailers full of timber. The turn-out is about 540 000 m³ of sawn goods from our eight production plants.

We produce large volumes of everything from sturdy and durable construction timber to elegant profiled mouldings. A lot of care and competence go into each and every splinter.

Our goal is to continue to be the preferred supplier and leading company of wood-based products in Norway and in the other markets in which we invest time and energy.

We achieve our goals through close cooperation with our partners and a persistent willingness to get better – every day.





# TENDERLOIN AND MINCED MEAT

We have eight production sites located in Southeastern and Southern Norway where the quality and supply of timber is very good and the distance to the market is short.

We utilise PEFC certified timber from sustainable approved felling zones close to our sawmills. Our goods are produced according to Norwegian standards and we only use approved surface treatments.

We continuously invest in new, advanced production equipment to make sure our product range and quality meet our customer's requirements.

Would you like to see how a modern saw and planing mill functions? We have placed a couple of small movie clips on the internet for you to enjoy: www.YouTube.com/bergeneholm





# SUSTAINABILITY AND PROFITABILITY

Wood is our most sustainable raw material. As a building material, its credentials are unparalleled. Wood results in far less carbon dioxide emissions into into the atmosphere than competing building products.

We are therefore proud to be a large producer and supplier of wood products to the construction material market and industrial clients.

We strive not to waste any of our raw materials, which consist of high-quality spruce and pine.

A little more than 50% of our raw material becomes sawn goods. The rest are by-products like bark, different types of wood chipping and end/offcuts.

Our goal is to create growth and profitability for our customers through offering the correct product range and sales promotion services.





# TRADITIONAL AND TRENDY

Norway has a historical tradition for building with wood. We produce almost anything you need to build a typical Norwegian wooden house: construction material, railing, furring strips, cladding, decking, panelling and mouldings.

We offer industrial treatment on a number of our products such as impregnation, primer, wood stain, paint and glazing. We only allow the best treatments to compliment our products.

Many of our products have existed for generations and are both traditional and timeless. Althoug the product might seem the same, the development can be noticed in the way its sorted, surface-treated, labeled and packed.

Our products are sold to industrial clients and to the largest building products and construction materials suppliers in Norway, in addition to export markets in Europe and Africa.





# USEFUL AND BEAUTIFUL

Running a profitable business in the wood processing industry today is challenging.

The margins are small and the sale of by-products is therefore an important part of our overall turnover. Hence we put great effort in to utilising "the whole log".

We use the by-products for our own heating (bioenergy) or to sell as a fuel supply in the form of pellets, or for paper and sheet production.

Bark is a useful and environmentally friendly product extensively used in public parks, gardens and sports complexes etc., as well as in private gardens.

We offer a number of different bark products: bark chips for garden cover, decorative cover, environment bark and bark used in compost and outhouses sold in sacks, as well as bulk sales.

We offer packaging with company branding for our largest customers.





# TIGHT AND TIMELY







# HOLM AS TAG // BESTE VALG TLF // + 47 98 25 03 50 AVD // BH ORDRESENTER WEB // WWW.BERGENEHOLM.NO PEFC PARABLE OF THE PARABLE VIRKELIGHETEN

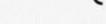
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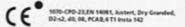
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#### **EFFICIENT AND PERSONAL**

We have a centralised ordering and invoicing system to make sure we provide our customers with the fastest and most professional service possible.

Our in-house customer service representatives are happy to talk to customers who need to discuss our products whenever necessary.

We offer a Picking and Precut Service at many of our distribution centres and our busy order agents at the factories and production plants do their best to search for and deliver products we do not have in our standard product assortment.

Close cooperation over many years with loyal transport and delivery companies allows us to promise safe and timely delivery to our customers.

We strive to make sure that each package is neat, correctly labelled and in perfect condition.





#### SAW - SELL - SOLD

Our sales team works hard to satisfy all our customers' needs and requirements. Innumerable kilometres are driven to visit our customers in urban areas, as well as in the sparsely populated parts of Norway.

With plane, phone and e-mail we are able to cooperate closely with our partners outside of Norway. These are our most important relationships, and we appreciate meeting and talking to people who love wood as much as we do.

We make sure to help our partners with all kinds of campaigns, brochures and exhibits to sell wood products in stores or from larger warehouses.

We are happy to assist with small business fairs, trade shows, road shows and supplier arrangements, and we enjoy to conduct workshops for sales employees and for the store's customers.

Real professionals do not grow on trees – ask us, we know!





# IN THEORY AND IN PRACTICE

We enjoy sharing our knowledge of wood with our customers and our customers' customers.

Our product and sales managers conduct many workshops for hundreds of wood enthusiasts

Our workshops are made to suit our customers' needs and wishes. Wood technology, product knowledge and construction techniques are subjects that our workshop participants always love to discuss

Our presentations are tailor-made to meet our customers' needs with professional photos, illustrations and films that make our workshops interesting and lively.

We usually run in-store workshops for our customers, but they are always welcome to visit our production plants. Getting a little sawdust under the collar is always useful!





# KNOWLEDGE AND INSPIRATION

Bergene Holm AS is a trusted trademark within the world of Norwegian construction materials. We work hard to enhance our traditional products by providing knowledge and inspiration to our customers.

Our Communications Department develops brochures, exhibits, workshop documents and ideas for trade fairs. We design advertisement and write texts, take professional photographs in our own studio – we also twitter - and we own and administrate Norway's most extensive and comprehensive building and construction blog.

We consider it our duty to stimulate interest about wood in general and about Bergene Holm AS in particular. This has proven to be a very useful and productive approach for our customers and partners.





### COMMUNICATION AND ADDED SALES

Our product assortment contains many products that are well-suited to store displays, either as individual small installations or together with pictures and information.

Many people have expressed an interest in more knowledge about our products when beginning an extensive construction project. Either by searching internet or when inquiring at stores. We want to offer the best inspiration and information where ever our customers look for or purchase our products.

Our dedicated service representatives are happy to help our customers build effective exhibits that are suited to the needs and the size of the store. The exhibits usually consist of product samples, pictures and posters that provide professional, safe and inspirational information and increase sales.

An absolute win-win-win situation for everyone.





#### **BUILD - APPLY - WIN**

We build new houses, restore older homes and renovate the interiors and exteriors of our residential buildings and cabins. Wonderful projects with good solutions appear everywhere to inspire our neighbours,

Wood products amount to a very significant portion of indoor and outdoor building projects. As one of the country's largest providers of wood products, we feel it is our duty to promote the proper use of wood and to inspire others to build by awarding prizes that set examples of such use.

That is why we invite everyone who is building in wood to apply for our inspiration award. We hand out more than 250 000 kroner in five different prize categories each year.

Our motto: - Everyone can build – everyone can apply – everyone can win!





#### **BUILDING AND BLOGGING**

#### www.bergeneholm.no



Our website is dedicated for everybody using wood to build a home. Find inspiration, information and DIY guides.

#### Blogg.bergeneholm.no



We simply have Norway's most extensive, comprehensive and inspiring construction blog.

#### Facebook.com/bergeneholm



Stay updated on wood, trends and competitions by "liking" us on facebook.

#### Youtube.com/bergeneholm



Thousands of people have seen our films about timber and sawn goods becoming beautiful patios and terraces.

#### Twitter: @bergeneholm



We twitter when we feel something needs to be heard.





# RESPONSIBILITY AND INVOLVEMENT

We are proud to work in a sustainable industry where our raw materials are utilised to the max and our products are considered timeless and eco-friendly. We also want to contribute to establishing lasting values that reach beyond the manufacturing of wood products.

Bergene Holm AS is an important employer in the regions where our businesses are located. Each year we set aside a certain amount of money to engagements that benefit our local communities.

We support local teams and organizations in which our employees are involved and activities that our partners and the local population find important.

We are proud supporters of the Dristug Gutter 16 volleyball team, the Norwegian volleyball champions of 2012!



ADAM SZCZEPAN MITURA ALVARAS TASKE TOTUS DAG LENNAR'T HOGBEN ALEXANDER HUSHOVD DAG OLAV FREDHEIM DAG RUNE JAHNSEN ALE OY VIND KALDA DAGFINN BETTNES ALGIS TISKEVICIU AMADEUSZ ARPRIEDET DAH BLEN HLOO KU ANDERS HOLT DANIEL BERNTSEN ANDER: PESTE DARIUS NAMIKAS DAUMANTAS MIKOBILINAS ANDREOLSEN DAVID R HERGENE HOLD ANDRE WATTUM CARESIAN AVID THA GAY CHIT NITA SULAT DAVIO TRØFTMO ANNE F HANSE ARILD FULSAS DENNIZ VAN DONGEN EDGAR KNUTSEN ARNE DEHLE GIE ARMAND MYRVAN ARNE JORGEN NYBAK ARNE MARTIN SOLESE H KOCH EGH, MOLØKKEN ARNE NORDGARDEN GIL STENSGARD ARNE SUNDHAUG EIMANTAS NARECKAS ELLEN MARIE FIDSTAD ENVER KØSE ASBJØRN NIELSEN ERIK GUNNHOLI ATLE VESTLUND RNST DAGFINN HAAD EIR ARNOLD ENGEBAKKEN

GUNNAR CHRISTENSEN GUNNAR KLEVELAND BARD HARRY OLSEN GUNNAR MARTINHEC GUINAR NYLEND CATOSANDER G INNAR AAL CHRISTER W. OGNGARD GORAN MOLENH

HALVARD DEB

HALVAPD CLSE

HRISTIAN RUUD

CHRISTIAN SOLHEIM

HALVOR F GJERMONE HALVOR NYLUND HALVOR R LETULMSTAD HANS ARNE REESHOLT HANS BJØRN BASTIANSEN HANS EINAR KLAUSEN HANS INGE FLATLAND HANS KRISTIAN HAUGEN HANS OLAF GJELSNES HAT LD BJØRNAR SVENNEBYHAGEN ARALUK LOKSLID HARRY STEIN WARHUUS HELGE GULLIKSEN HELGE SVENDSEN HENNING SKOGRAND HILDE BERGGREN HAVARD BORGE FRYSJØENDEN HÁVARD OMHOLT DA MARIE APNESEN NGER ANNE NÆSS INGER BILLESTAD LF BR ASTOYL VAR RETTERHOL JAN EGIL MANHEIM JAN EMHLEJELD JAN ERIK BØRRESEN JAN OSKAR HENRIKSEN

JARLE OLSEN JO INGE ROLSTAD OHAN BUR ABOU OHAN MERLAND JOHAN NOUNES

JOHN ARNE JENSRUD

JOHN BORYINGHUS

TOHN BE TIEN

JON SKARA JON WARDEBERG JON ØKTNER JOSTEIN LYSNES JØRGEN KALDAL JØRGEN RAMBER KARL ERIK NYLEND KENNETH LUNDEN KIM BREDE LIE KIM NIELSEN KIRSTI SOLHAUG KIRSTI WOLDEN KJELL ARNE HOLTH KJELL ASKE KJELL EGIL TANGEN KJELL GAVELSTAD KJELL KJELL

JOHN LINDSTAD JOHN RAGNAR KLEVEN JOHN VIDAR GULLERUT JOHNNY ALDOSSON JON ARILD BRATES JONNY DISENBROEN KAI ROGER KIRKEMO KARIGROSKALLEBE KENNETH GLEDITSCH KENNETH O. KONTTORP KENT HAKON RYMOEN KJELL MORTEN HORNTVEDT KJETIL OPSAHI KNUT BORGER HOL KNUT ERIK LILLEBERG UT RINGVOLD KNUT STENER HAUGE KNUT SVERRE STRAND KRISTIAN BERGER ARNE KRISTIAN TREFTMOEN

IOHN EINAR HALDSRUD

JOHN K FINKENHAGEN

KRISTIN DANIELSEN KARE FOSSNIS KARERETTER KARE SORMBROS KARESTOKVIK LAILA BAAS LAILA D. JORGENSE LARS GULBRANDSEN LARS JACOB LOWE HR LARS KRISTIAN MOE LARS PETTER SKJELBRED LEIF DIDRIK DREVLAND LEIF HENRY STRAND LEIF VIGGO NILSEN LE-ROY HENRIKSEN LEVI GUNNAR SVENSRUD LILLIAN MAGNUSHOMMEN LINE ENGEN STORIORDET LAY ANLAUG PETEDAL LIV GRETE SKOGLUND LIV HARDA TRULSEN MABEL K SANDER MJØLSTAD MAGNE OVE FREDRIKSEN MAGNE VASSENI MAGNUS L JOHANSEN MAGNUS NORDEL MARICIN WITHOWSKI MAR ETIAU MERETE HAUGSTOYL VINJ MERSIJA NJSOFOVIC METTE ELL & BETH VALTORP MIN AUNG MO MIROSLAV KUB MONIKA TAMA RASZCZEPANIA MORTEN HER MORTEN KOD MORTEN PI MORTEN O'C. NIKOLAL STAR NILS MJAVATN NILS OLAV SVE ODD BECK ODD BJØRN KORS ODD EGIL OPPI ODD ERIKHAN ODDBJØRN HAUG

ODDVAR BRASTØYL ODINN SIGURGEIRSSON OLAFF GJERMONES DLAV HALS DLAV JARLE NYHEIM OLAV ODDBJØRN HALAND OLE ANDREAS HESBOL OLE ANDREAS RUDSHAGEN OLE AUGUST RUSTAD OLE KRISTIAN NYLUNI OLE MARIUS KNOFF OLE NERLI OLE SØRUM OLE FINN IVERSEN OVE HARALD MOGEN OVE JONNY LØVBERGET OVE RUDSETER PAUL EDVARD VITTERS PAUL KARE KLEVEN PER ARNE RUUD PER ARNE SELASDAL PER ERIK ENGEBRETSEN PER HENRIK LIMA PER JACOB HANSEN PER LINDSETH PER OVE AASEN PER ROLSTAD HER SVEIN GUNDERSEN PHILIP ANDREAS OGNGARD PREBEN SVENDSEN RAGNHILD K. HAUGL RAYMOND ELIASSEN RAYMOND FLOHR RAYMOND HELVENSTELIN RITA HAFTORSEN ROAR BERG ROAR HARALDSEN ROBERT LIØTERUI ROGER DØVLE ROLF BERGAN ROLF NYSTRON ROLF OLAND RONALD KWIKKI RONNY HALVORSEN RONNY HOKASMOEN RONNY PETTERSEN ROY ERIK BJORNSTA

ODDBJØRN KALFOSS ROY PER HARRY WILLIAMS ODD-ERNST GRASHEL RUNE ALFREDSEN RUNE KARLSTAD RUNELUND RUNDEBY MOEN RUNE MOI RUNE SAGEN RUNE TANGEN RUNE AABAKK SAFT HADZI SAMSON AUNG CHIT SAN SOE DWE SIGBJØRN HUSHOVD SIMEN A MIDTSUNDSTAD SIMEN FJELD SIMEN HOLMBERG SIMEN SUNDB SIMON HEBES SLAWOMIR WIESLAW BUGAJ SOLVEIG KOLLEN RUENESS SONDRE KITTANG STEIN HELGE HALVORSEN STEINAR SAMUELSEN STIAN BERG STIAN ELLEFSRUD STIG ANDERS JOHNSEN STIC KVASTAD STALE AUGERUD STALE MOUM SUAD JUSOFOVIC SVEIN EGIL SJØVIKA SVEIN ERIK KARTERUDSETER SVEIN ERIK STRAND SVEIN HAGEN SVEIN HALVORAL ONSTAD SVEIN HELGE ANDRESEN SVEIN INGVAR KALNÆS SVEIN IVAR TAUGBØI SVEIN OWE HANSEN SVEIN TORE BREKKA SVEN HERMAN I LINDBLOM SVENN OLAV TVERAEN SVERREG LAVRANTSEN SVERRE MARTIN SØRENSEN SVERRE VIDAR HANSEN SOLVE BERG PAGE AURBEKKHOLEN TALLAK BAKKEN

TARJEI EPLETVEI TELLAR KLOVEJELL TELLEF LAUV TERJE LUND TERJE OLA BRENDE TERJE VAGEN THEIN LWIN WAR THOMAS ROSSELANI THORBJØRN HERLAND THORBJØRN KJÆR THURID NYHUS DAHL TOM ARNESKYRUDSMOEN TOM EGIL THORSTENSEN TOMMY JOHANSEN TOMMY SPARBY TONE BENTE E BERGENE HOLM TOR ASBJORN SELAS TOR GUNNAR SCHØYEN AASNES TOR HEINE ØSTMOE OR OLAY TAUGBOL TOR RAGNVALD HANSEN TOR TOLLEFSEN TORE JOSEF LIE TORE LEIRA TORE MORLAND TORESTRAND TORFINN TAUGBO TORODD LYNGRA SEIERSTAD TROND ATLE BRYNILDSEN TROND JOHANSEN TROND-LARSEN TROND OLAY MOE TROND SVENDSEN VAIDOTAS NAMIKAS VICTOR HALLE VIDAR ØDEGARD VIGAN RIKA WIDAR N. MENCKHOKEN YNGVE ARILD TOLLHAU OVSTEIN R KALFOS OY VIND ER IE EN AGE NILSEN ASHILD DALEN

#### **RESPONSIBLE AND BRAVE**

Our company has grown for two generations to become one of Norway's largest companies in the construction wood sector. These years have been very exciting and full of adventure.

We have been around since there was a sawmill in every town and village until now when there are very few large sawmills left in Norway.

We would not have become what we are today if we neglected our values:

- be brave
- take responsibility
- work together

Being brave, Taking responsibility and Working together will allow us to become better - every day. This will bring our company vision to life to be the Best choice for our customers, suppliers and employees.





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