

# A WEEK IN THE LIFE OF ...

## ... BERRY WIERSUM

**Workplace:** SAPPI EUROPE  
**Profession:** Chief Executive Officer

Berry Wiersum is Chief Executive Officer of Sappi Europe. Wiersum joined the company as CEO in January 2007 from the former Kappa Packaging (BV) where he was Managing Director. Part of the global Sappi Group, Sappi Europe specializes in the production of high quality graphic and speciality papers and has seven mills in its portfolio, as well as 14 sales offices. The company employs around 5,100 people in Europe.

An accomplished musician, singer, and historian, Wiersum is often seen speaking at major industry conferences and events in Europe, and is a vocal spokesperson for the global pulp and paper industry.

Sappi Europe exclusively allowed the SPECTRUM editorial team to follow Wiersum in March this year on what was a typically busy WEEK IN THE LIFE of a pulp and paper industry executive.



# WEEK 10 / 2017 MARCH 06 - 10



## MONDAY 06 MARCH

On a typical Monday morning - when he's not travelling - Berry Wiersum leaves his home in Den Haag (The Hague, The Netherlands) at around 5 a.m., the destination: Sappi Europe headquarters located in the Glaverbel Building, Chaussée de la Hulpe, Brussels.



## MONDAY 06 MARCH

One regular activity on the agenda today is the weekly management meeting.

Sappi continues to succeed despite turbulent times in the industry, particularly as a major producer in the hard-hit Graphics Paper market. It says its success is down to one of its major management tools, the Sappi Performance Engine, which encourages a progressive and open culture, engaging employees right across the manufacturing spectrum. The Performance Engine also encourages "confidence and courage to challenge and change for the better," something the company has done remarkably well, as it has transformed itself from the commodity area of producing Graphic Papers into something of a leader in high-value Specialty Papers.

## TUESDAY 07 MARCH

Picking up the RISI European CEO of the Year Award at the RISI Conference held in Amsterdam this year.

The RISI regional CEO of the Year Awards are prestigious individual awards recognized worldwide. Winners are nominated by investment analysts, industry consultants, and commentators covering the global pulp and paper industry. In the case of Wiersum, one of his nominators said, "Wiersum has been a strong leader in the European pulp and paper industry for years, and has built Sappi Europe to be a powerhouse of graphic papers. Of late, he has led the company into the future by diversifying into specialties and paper for packaging. Wiersum has also been a great ambassador for the industry at large, continually pushing the sector to become more innovative, more politically astute, and more driven to listen to the needs of customers and stakeholders."

## TUESDAY 07 MARCH

Back in Brussels attending Sappi's Technical Innovation Awards.

Sappi's Technical Innovation Awards (TIAs) were created in 2000 to foster and celebrate innovative talent from within the company, supporting the development of commercially and environmentally sustainable solutions for the company. This year's event was attended by Steve Binnie, Sappi's Group CEO where Steffen Wurdinger, VP Manufacturing, R&D and Technology at Sappi Europe and his jury awarded 16 employees with TIAs. As part of the criteria for the awards, the winning innovations must serve a purpose, in terms of what customers want, the manufacturing process, or a product's characteristics.



**WHISTLE A  
BERRY TUNE**  
& win a bottle of wine!



## THURSDAY 09 MARCH

The Mill Director at Sappi Gratkorn - Max Oberhumer - gives a guided tour of the latest developments at the mill.

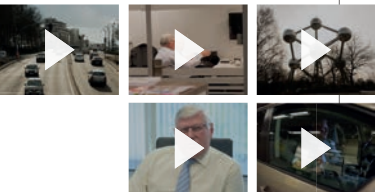
Sappi Gratkorn is currently finalizing its district heating project. The excess steam generated from the mill allows the supply of approximately one third of the energy demand for the city of Graz 5 km away. ANDRITZ has delivered the heat exchanger for this project.

## WEDNESDAY 08 MARCH

Late arrival in Graz. Wiersum and three colleagues of the Sappi Europe Management Team are going to visit their mill in Gratkorn, Austria the next day.

From left to right:

- Marco Eikelenboom** (VP Marketing & Sales Graphics)
- Steffen Wurdinger** (VP Manufacturing, R&D and Technology)
- Berry Wiersum** (Chief Executive Officer)
- Mat Quaedvlieg** (VP Strategic Business Projects)



View video footage of this report online:

<http://www.andritz.com/witlo-wiersum>



## FRIDAY 10 MARCH

Time to head home after a busy week and perhaps some time to play piano or violin over the weekend.

## FRIDAY 10 MARCH

Back in the office in Brussels.

At the end of a hectic week of picking up awards, attending functions, delivering keynote speeches, and visiting mills, Wiersum is back in his office in Brussels checking out the coming schedule for yet another interesting WEEK IN THE LIFE working in the ever-challenging but hugely rewarding pulp and paper industry.