

A DAY IN THE LIFE OF...

.... FREDRIK B. ROSÉN

Workplace: RISE Research Institutes of Sweden
Profession: Market Strategy & Business Development
Bioeconomy Division

With a background in both physics and business administration, Rosén works for RISE in Sweden's capital, Stockholm. RISE is a research and development institute with a dedicated Bioeconomy Division focused on pioneering developments for the forest products industry.

Rosén is married to Linda and has three children aged 12, 7 and 2, and lives outside of the city. The family spends its spare time at their country cottage and on a motorboat on Stockholm's archipelago. A man of many talents, Rosén is also something of a carpenter and enjoys having at least one renovation project on the go at his country cottage in the countryside outside of Stockholm.

The Bioeconomy Division at RISE focuses on optimizing the traditional products and processes in the forest products industry at the same time as looking forward to new and innovative possibilities in the future. The institute's scientists and researchers look into potential new areas across the board of the industry; from making carbon fiber out of lignin, to developing new products using nanocellulose, as well as working on ways to reduce energy use across all processes and adding new features to existing paper products.

RISE gave permission to the SPECTRUM editorial team to share a DAY IN THE LIFE of Fredrik Rosén in February 2018.





MONDAY, FEBRUARY 12, 2018

A DAY IN THE LIFE OF FREDRIK B. ROSÉN

RISE RESEARCH INSTITUTES OF SWEDEN

07:30 // BREAKFAST WITH THE KIDS

It's an early start most mornings for the Rosén household, as wife Linda, a dentist, takes off for work early. Fredrik makes breakfast for their three children and helps get them ready for school. After dropping off his youngest at preschool, it's then directly to the office by car, or if it's sunny, he'll go into work on his bike. A real family man, Rosén hopes that it will be a fossil-fuel-free world when his children grow up.



07:30



08:00

08:00 // ARRIVAL AT THE OFFICE

The main core of Rosén's job is to help the industry identify new opportunities where the forest can be used as a raw material. A lot of the work carried out at RISE involves taking new ideas, scaling them up, and making them commercially viable.

Rosén clearly loves his job and believes this is a really exciting time to be part of this industry, particularly when it comes down to the sustainability aspects. He says, "You only have to look at how some of the big brands are pushing for fiber-based packaging. Take, for example, Apple; it has already made the commitment to only use paper in its packaging and get rid of all plastic.

"With all the other huge potential for renewables from the forest to take over from fossil-based products, this makes it a fantastic industry to be a part of."



09:30

09:30 // A QUICK CHECK OF THE PILOT PLANT

Today, Rosén has a steering committee meeting with a major international containerboard and packaging producer. The company is running trials of a new board product on the pilot machine at RISE. The institute works with many companies throughout the paper and board industries, turning ideas into reality. The pilot machine is equipped with an ANDRITZ top-former, specially developed together with RISE.

One of Rosén's early tasks today is to meet with the pilot machine technicians for a final check to make sure everything is ready and in place for the trials later in the day. This is also the perfect opportunity to go through and discuss the current archived results.



10:30

10:30 // MEETING WITH DS SMITH

The road to new and exciting products starts by sharing ideas and putting trial plans into action. Today, Rosén collaborates with the DS Smith R&D team and RISE product experts to talk about ideas for the next revolutionary packaging solutions. Building close innovation partnerships with the industry is very important for RISE. DS Smith and RISE have a long-term partnership that involves a lot of work and new dynamic products for the packaging industry.



13:00

13:00 // GET TOGETHER TO TALK ABOUT GLOBAL TRENDS

While hands-on industry R&D is important for RISE, equally important is understanding what is happening in the markets and with consumers across the globe. The institute produces a number of Global Outlooks that are very well received in the industry, including the latest one "A Cellulose Based Society." Today, Rosén discusses the next upcoming project with Peter Alberius, RISE's Head of Global Business Development.

The Global Outlooks are designed to examine and survey the trends that are shaping the future of the forest products industry globally and to find out how the consumer perceives forest fiber materials.



15:00

15:00 // MOVE TO THE TESTING FACILITY TO CHECK THE LATEST RESULTS

Next on the agenda today is to move over to the test facility where Rosén meets Jesper Berthold, RISE's Research Manager, Packaging Development & Testing. Here, all the new, innovative products that come off the pilot machine are tested for all the usual properties, including strength, bulk, and brightness, but also of course anything new that may change the features of the material. Today Rosén and Berthold discuss the latest products that will be going into the lab for testing.



18:00

18:00 // HIT THE GYM

After a busy and varied day, it's time to hit the gym and then go home to the family, ready to start a whole new day again tomorrow.



View video footage of this report online:

www.andritz.com/ditlo-rosen

