

THE PERFECT FIT

A new product group leader who brings customer insights along with innovations that make big impacts: the perfect fit for our paper and board producers!



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As of the beginning of July, our Paper and Board team has a new Vice President – Gerald Steiner. He joined the ANDRITZ Group one year ago and was in charge of the development and implementation of automation and digitalization in paper mills worldwide. Taking over the leadership of our Paper and Board team was a logical next step as Gerald not only has many years of experience in the paper industry as a former customer, but he also has the innovative drive that is necessary to operate mills successfully. Let's welcome Gerald on board and get to know him:

Can you give us a brief bio of your career in the paper industry?

It all started around 20 years ago when I went to the University of Technology in Graz, Austria. I soon found my passion for process engineering and the pulp and paper industry. I wrote my thesis about sheet stealing on double felted shoe presses of board machines for a global player in the paper machinery industry while gaining first practical experience during my internships in the Mondi Group. I assisted during start-up at one of the mills of Lee & Man in China, and I was involved in a runability analysis at Saica in Spain.

My path in the paper industry was set: in 2005, I started work at Hamburger Containerboard and was soon put in charge of the Operations and Tech-

nology department of the mill in Pitten, Austria. About 10 years later, I changed sides, moving from producer to supplier, and joined Voith Paper as Vice President, Business Development for Products & Services, and became a member of the Board as Senior Vice President, Global Operations.

This was followed by several management functions in the field of automation and digitalization as Vice President, Digitalization and Vice President, Digital Product Management.

I am always looking for challenges. When I heard that ANDRITZ wanted to develop its leading position in digitalization with the well-established Metris brand, also in paper mills, it was clear to me that I had to become part of the

team. I also have to admit to a certain emotional connection; I grew up only 1 km away from the ANDRITZ headquarters. And this is how I came to ANDRITZ in 2020, as Vice President, Metris Solutions Paper.

"I am somehow the 'living link' between customer and supplier."

Being in charge of digitalization for paper mills and heading a paper and board team is a big change, isn't it?

Yes and no. From a personal point of view of course, it is, but as already mentioned, I like challenges! From a strategic point of view, it is a logical step: Nowadays, no paper mill worldwide can live without automation and digitalization. The one needs the other.

Apart from my experience working for paper machine suppliers, I know only too well several of the challenges paper and board producers face themselves. I am somehow the "living link" between customer and supplier and am always excited to hear about new challenges I have not yet experienced.

Due to the pandemic, the past few months were extremely hard for certain markets in the paper industry, but new opportunities were also created, opening up for growing market segments. Some producers as well as suppliers were forced to downsize. What does it take to be successful nowadays?

GERALD STEINER
Vice President,
Paper and Board

"We focus on quality and efficiency and will further strengthen our competencies."



I think that a significant number of companies in the world in this business have been forced to think about reducing the number of their employees. A special entrepreneurial gift would be the ability to correctly interpret trends and anticipate the future. Nevertheless, no one really had this particular current situation on their radar. What can be seen, however, is that certain trends have intensified during the crisis.

Those who have the right products and the right solutions with the right quality and a suitable business model in the market will come through the crisis well. ANDRITZ is one of them! At ANDRITZ, we always focus on quality and efficiency and will further strengthen our competencies.

At the same time, we kept our daily business up and running. Several successful start-ups during the COVID crisis are proof of that. In addition, the current challenges have accelerated the development of innovations, especially in the area of rebuild and upgrade technologies that need small investments but deliver large results, and of course in the area of digitalization, remote commissioning and start-up assistance as well as autonomous operation.

What sets ANDRITZ technology and equipment apart from the competition?

We have recently developed and introduced several new products to our portfolio, including: low-energy

screening with simplified maintenance, thickening by means of a vertically arranged screw press, new headbox designs, shoe-blade gap forming, the largest steel Yankees, steel drying cylinders with a width of more than 10 meters, and the most powerful shoe press with up to 2,000 kN/m real operating line load.

All of these products have unique advantages, and we also have some groundbreaking innovations under development. Of course, we are always aiming for more! All projects are thoroughly analyzed by highly skilled and experienced technology experts in terms of integration of our solutions into existing or new lines. This ensures the best result for our customers.

What can we expect from you and your paper and board team?

We want to continue on our successful course to date and expand our business even further: ANDRITZ has been very successful in the paper and board industry.

References include rebuild of the world's fastest Kraftliner machine in the US, successful grade conversions in, for example, Austria and Germany, Europe's most modern packaging paper machines in Austria with the world's largest steel Yankees, and complete Folding Boxboard production lines in Russia. They all are perfect proof of the success stories we are generating.

"Staying on course does not mean standing still."

But of course, continuing on the path we have chosen does not mean standing still. On the contrary, it is absolutely necessary to be close to our customers, listening to their needs and constantly seeking potential for improvement, for innovative solutions and for dynamic and flexible adaptations. And this is exactly what we will do!

WORD RAP WITH GERALD

As a child, I wanted to be:
A PILOT

Coffee or tea?
DEFINITELY COFFEE

Early bird or night owl?
PREFERABLY NIGHT OWL, BUT
EARLY BIRD IF NECESSARY

My biggest challenges so far:
FINISHING THE VIENNA CITY
MARATHON IN LESS THAN 4
HOURS AND REALIZING THAT I AM
NOT A CUSTOMER ANY LONGER

My favorite paper/board grade:
TESTLINER 200 GSM – IT HAS
NEVER SUFFERED A SHEET BREAK

CURRICULUM VITAE IN BRIEF:

Born in Graz in 1977, married, 1 daughter

University of Technology, Graz: Process Engineering,
Pulp and Paper Technology

Hamburger Containerboard, Pitten: Technology and Process Optimisation,
Operations Manager

Voith Paper, Heidenheim: Vice President Business Development; Senior Vice
President Global Operations; Vice President Digitalization, Vice President
Digital Product Management

ANDRITZ, Graz: Vice President Metris Solutions Paper; Vice President
Technology Paper, Fiber and Recycling; Vice President Paper and Board

ANDRITZ