

# Into the Woods Päin puuta

For a full decade  
Vuosikymmenen ajan

## In the beginning...

Back in 2008, the market was undergoing significant industry restructuring.

In Finland we witnessed mill closures and the pulp and paper industry was under negative public opinion. Our task at Vision Hunters was to create faith in the sunset industry and revitalize old mill sites for new use.

Across Europe, clients were thriving and Vision Hunters was among the first in researching the growing speciality and packaging markets. As next we witnessed a surge in pulp and its diverse end-uses, especially as replacement for plastics.

This changing business environment requires continuously new skills and forward thinking from us consultants. We are thrilled to have had the chance to work alongside our clients in such exciting and turbulent times.

2008 - 2018

PROUD  
OF OUR FIRST  
DECADE!

## Looking ahead

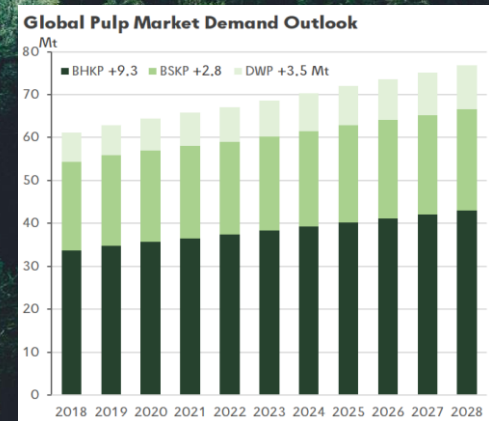
Living the era of natural fiber, we will see an escalation in seeking solutions for a better environment. Demand will be steered by drivers related to sustainability, health, the cascading use of material, protecting biodiversity and promoting circular economy and resource efficiency.

Tightening regulations and increasing awareness will cause a shift away from plastics. Innovation towards achieving zero-waste will be in focus. New opportunities lie in wood-plastic composites, agro-residues, by-products, deep eutectic solvents, among others.

The pulp and paper industry will be a key player in the bio-based economy, also through bio-chemicals and renewable energy and as a forerunner in recycling, and in meeting the global climate challenges.

2008 - 2018

PROUD  
OF OUR FIRST  
DECADE!



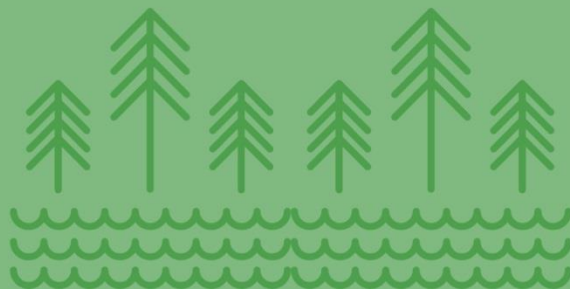
We take our work and clients seriously – even when it involves great fun.

## Creating Faith in Finnish Forest Industry

**Objective:** Influence general opinion about the importance of Finnish forests and forest industry in 2011. Strengthen its image as an important pillar of Finnish culture, identity and traditions.

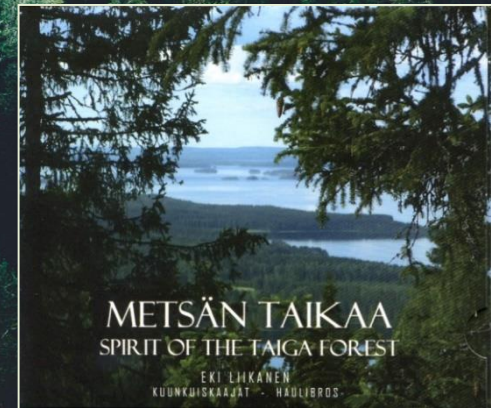
**Approach:** Create a CD “Spirit of the Taiga Forest” containing compositions and poems on different aspects of the forest.

Vision Hunters contributed to the writing of the lyrics during an unforgettable trip to Kätkälä, Lapland.



2008 - 2018

PROUD  
OF OUR FIRST  
DECADE!



Work hard – play hard, is also our way of thinking...

## Influencing Forward Thinking

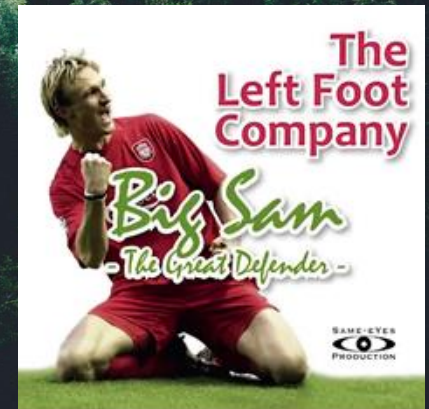
**Objective:** To revitalize Voikkaa mill site after mill closure by attracting new investors and businesses in 2012.

**Approach:** Bring in Sami Hyypiä, one of all time most successful Finnish soccer players and native to the city, to lead the campaign. The project culminated in a song in Hyypiä's tribute and resulted in concrete interest and investments in the region.



2008 - 2018

PROUD  
OF OUR FIRST  
DECADE!



THANK YOU!

We wouldn't have gotten here without great friends!

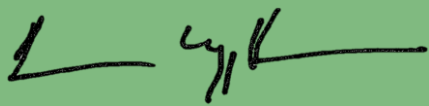
We want to acknowledge all of you who have helped to shape our business.

Our clients that have enabled our work on numerous interesting challenges.

Our associates who have contributed with valuable insights and effort.

And above all to our fantastic team of colleagues.

We look forward to the next decade of working together!



Rainer Häggblom



Markku Tynkkynen



Teija Konttori

2008 - 2018

PROUD  
OF OUR FIRST  
DECADE!

“And in the forest I go,  
to loose my mind and find my soul”

John Muir



PS...we also take raking  
very seriously...



VISION HUNTERS