

# HOLMEN

PRESS RELEASE

## ***Paper Industry Leader [Holmen](#) Adopts [ToolsGroup](#) Supply Chain Planning Software***

BOSTON and STOCKHOLM, January 25, 2012 – [ToolsGroup](#), announced today [that Iggesund Paperboard, Holmen AB](#), has begun implementing a new way of achieving its market needs for reliable and stable lead-times and supply chain efficiency using software from ToolsGroup and its partner, [Optilon AB](#).

Holmen Group manufactures a range of paper types including newsprint, directory, book and coated paper. The Iggesund Paperboard business unit is Europe's leading manufacturer of high-quality virgin fiber paperboard for use in the packaging and graphics sectors.

Iggesund Paperboard is implementing a holistic planning approach to meet this challenge that includes new software for demand planning as well as for production, inventory and master planning. The goal is to align planning strategies and rules at multiple levels, from strategic to operational. ToolsGroup's [SO99+ supply chain planning software](#) provides the improved logic, integration and [more automated approach](#) needed to accomplish multi-level supply chain planning.

ToolsGroup's partner in Scandinavia, Optilon, was chosen by Holmen to support the software and provide consulting services for the project. Optilon and Holmen have already been working together in strategic planning and supply chain design. "It is great to get the opportunity to continue our work with Holmen since we already know that they are very skilled at planning and optimization," said Optilon CEO Richard Barkevall. "We look forward to creating a holistic approach to Holmen's planning."

"Due to its inherent complexity, we have seen a growing trend of paper companies investing in supply chain planning technology," said ToolsGroup CEO Joseph Shamir. "We have been fortunate to help many companies achieve significant operational gains in this industry."

### ***About [Holmen AB and Iggesund Paperboard](#)***

Iggesund Paperboard is a member of the Holmen Group and Europe's leading manufacturer of high quality virgin fiber paperboard for use in the packaging and graphics sectors. Iggesund Paperboard's biggest mill in Iggesund, Sweden, is one of the most advanced, fully integrated pulp and paperboard mills in the world. Holmen Group's Net Sales for 2010 were 17,581 mSEK (\$2.6 Billion). Net Sales for Iggesund Paperboard were 4,849 mSEK (\$715 million).

### ***About [Optilon AB](#)***

Optilon creates business advantage through solutions based on leading supply chain applications. Optilon takes a holistic approach to planning and optimization for companies within manufacturing and trade, implementing market leading solutions and processes. Optilon uses its expertise to choose among the leading and most innovative applications on the market. Through the years Optilon's consultants have implemented hundreds of projects within the key areas of Supply Chain Design, Supply Chain Planning and Service Optimization & Demand Planning.

**About ToolsGroup**

ToolsGroup ([www.toolsgroup.com](http://www.toolsgroup.com)), the company for demand-driven supply chain planning, is a global software provider for companies who want to achieve highly accurate forecasts, outstanding customer-service levels and less global inventory. ToolsGroup software analyzes demand history across multiple dimensions to obtain the best possible forecasts and inventory targets for driving corporate supply chains. ToolsGroup's solutions span key supply chain planning areas such as Demand Planning, [S&OP](#), [Demand Sensing](#), [Promotion Forecasting](#) and [Inventory Optimization](#). Its "[Powerfully Simple](#)" philosophy means that its software supports highly intelligent decision-making, and yet at the same time is easy to use.

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