

NEWS LINE

Vulganus

our drive - your success

Vulganus Customer News
1 / 2011

www.vulganus.fi

Towards a new era

Lassi Lehtinen, the chairman of the Vulganus Executive Board and the company's owner, started his career as an entrepreneur in 1977. In the course of more than three decades of business, Vulganus has developed from a one-man operation into a strong, internationally active company that is well recognised in its field of business. 1995 was an important year in the company's history: the next generation joined the family business as Lassi Lehtinen's son Mikko Lehtinen started developing the company's export efforts. The first years of the new millennium have seen an increase in international trade and broadening of the scope and technical complexity of international deliveries. The company has followed this path, and in 2011 reaches another important milestone when control of the company is transferred from father to son. Lassi Lehtinen has now handed over the duties of the managing director to his son, Mikko Lehtinen. Lassi Lehtinen will, however, continue as the chairman of the company's Executive Board. The father and son will now work in their new roles for shared objectives.

Continuing on the solid path of Vulganus

'Over a history of more than three decades, Vulganus has, first and foremost, become known as a reliable partner,' Mikko

Lehtinen says. 'Timely deliveries, dependable quality, and integrity have always been our hallmarks. Although change and development are constant and important to us, there is no need to change our basic attitude. These are the principles that have seen us through the good and the bad years,' he says, adding:

'I feel privileged to take the helm in the current situation. The company is on solid ground financially, and the expertise and motivation of our personnel have never been better. I'm looking forward to the future with enthusiasm.' 'We will continue our controlled growth. Growth, however, is not our primary objective, and we will not be afraid to take steps in the opposite direction if the situation calls for that,' the new managing director reflects.

The joy and sadness of retiring

'Focusing on my new role as the chairman of the Executive Board gives the older generation an opportunity for renewal,' Lassi Lehtinen says while contemplating the beautiful winter scenery beyond his office window. He says: 'Now that the hectic work of the managing director no longer occupies my resources, I have time to work actively with other matters. This enables me to contribute to the day-to-day

operations of the company during the transition stage. My aim is to be able to focus solely on the work of the Executive Board after one or two years.'

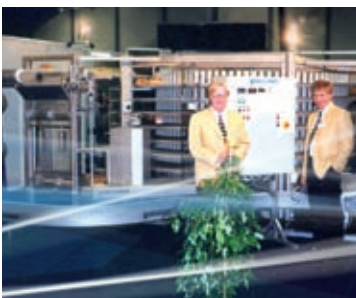
'My career has been long, and not always easy,' he reminisces. 'Now I have an opportunity to focus on my private life more than I have ever been able to do. Being idle, however, is not the keystone of my personal values. I intend to continue working actively, but with somewhat longer schedules and limited responsibility for profits,' he continues with a smile. He explains: 'I have a great opportunity for this in my forestry and farming projects. I will also be able to give more time to my Oldtimer hobby.'

A gradual retirement makes things easier. Whatever its speed, retirement is unavoidable for every one of us. 'I am greatly relieved that I can leave a healthy and competitive company for my son Mikko, and that I can do it gradually and in a controlled way. I want to be remembered not as a do-gooder wanting to change the entire world but as a builder who has made his contribution to it,' Lassi Lehtinen states with an air of tranquillity.

Towards a new era

Cleanline - one step ahead

Good products are long-lasting -
Maalahden Limppu Oy



Greetings from the new managing director

Our work continues

Vulganus is undergoing a time of changes. The founder of the company and my father, Lassi Lehtinen, transferred the duties of managing director to me at the beginning of 2011. I accept the responsibility with enthusiasm but also with humility. I must consider myself privileged to be able to accept the post in such an excellent situation: after two challenging years and the global financial crisis, our company is ready to tackle the challenges of the economic upswing. The company is financially stable and still has most of its employees in its ranks. Our staff are now an excellent blend of youthful enthusiasm and strong professional experience built over the past decades. This is the strength that enables us to find the best possible solutions for our customers.

Not many important changes are to be expected in our company culture when I start my work as the managing director. Some fine-tuning of methods and tasks will, however, be done, in order for us to be able to serve our customers even better now and in the future. The importance of the Executive Board in outlining our business strategy will increase as Lassi Lehtinen becomes the chairman of the Executive Board.

We have analysed our company's ways of operating and recorded the most important things as our value statement. These values form an excellent foundation for our company and its activities. They are:

Responsibility – Vulganus fulfils its responsibilities to all parties concerned, in all situations. We are known for standing behind our every word and will be known for this in the future as well.

Integrity – we will always be fair and just in our decision-making and maintain our integrity under all circumstances. Our attitude to bribery and the grey economy is unconditionally negative.

Consistency – we will always follow our company policies. Our special way of doing things is our greatest strength. We will not try to be anyone else but ourselves.

Openness – we are easy to approach, and we always strive for the straightforward, uncomplicated, and optimal solution.

When we apply our key values to our everyday activities, we are on a road to a future that will be beneficial to us all. This is proved by our company's history: after all, we were following the same strategy and the same way of doing things long before any value statement was written down – and have been there on the front line implementing highly successful customer projects at home and abroad.

Mikko Lehtinen
Managing Director



ONE STEP AHEAD

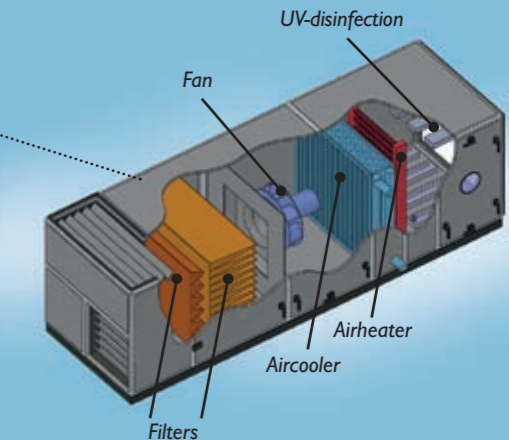
At Vulganus, we are strongly involved in the development of our customers' production processes and continuously introduce new innovations to the market. The role of the pioneer is not easy, and there are no shortcuts to success – this is what we have learned beyond doubt over the years. We believe only in hard work and thinking outside the box. This is why we have been able to bring new innovations to the market continuously.

As one of our flagship products we are proud to introduce the Cleanline clean air cooling system, where all elements of the cooling system can be fully controlled:

- Cleanliness • Temperature • Air humidity

Products cooled via filtered air are natural because they can be produced with a minimum of additives. With the Cleanline system, the natural products still have long shelf life.

CLEANLINE is the perfect solution for demanding filtered-air cooling applications.



GOOD PRODUCTS ARE LONG-LASTING – A CONTROLLED ENVIRONMENT GUARANTEES CLEAN, HIGH-QUALITY GOODS

Maalahden Limppu Oy is an entrepreneur-driven Finnish family business. The primary product of the company – the famous Malax Loaf – has a long tradition: it has been manufactured to the original recipe continuously since 1906 from whole-grain rye, with no preservatives or additives. The natural taste and excellent preservability of the Malax Loaf result from a combination of century-long tradition and cutting-edge production methods.



In 2009, Maalahden Limppu Oy obtained the Vulganus CLEANLINE clean air cooling solution. We now have an opportunity to interview the company's principal shareholder and managing director, Jarmo Latvasalo.

We ask what kinds of production challenges he was facing when he decided to obtain the Vulganus CLEANLINE system. 'Our company initiated a considerable product development and investment project in 2007. As a result of that project, we moved to new facilities in 2009. Side by side with building the new facilities, we automated our production and acquired the Vulganus CLEANLINE clean air cooling solution for use in our rather challenging manufacturing process,' he says.

We ask: 'Why did you select the Vulganus system?' 'We selected it because our production is highly automated and our hygiene requirements very strict. The Vulganus CLEANLINE system met our requirements concerning the automation system, ease of use, and the hygiene demands. After using the system for a few years, we can say it has been a great choice. We are very satisfied with our selection,' he replies.

How would he describe the collaboration with Vulganus? 'Working with the people from Vulganus has been easy and customer-oriented in all stages of the project,' he says.

We ask: 'You worked in another field of business before. How did you move into the bakery business, and how would you describe your experiences so far?' Latvasalo replies: 'I have enjoyed my time in the bakery business. The work has given me plenty of challenges. I used to work in the meat industry, where hygiene requirements are even higher than in bakery operations. Since buying the company in 2001, we have developed its operations in a more hygienic direction. Our objective has been to automate the production and reduce the amount of physical work required.'

What does the Finnish archipelago mean to Latvasalo and his company? He replies: 'It means very much to me. My family has a villa in a UNESCO World Heritage region on one of the islands. That is where I try to spend as much of my leisure time as possible. And our product is, after all, the traditional archipelago bread!'





ARCTICLINE
freezing and chilling system



TROPICLINE
proofing system



CLEANLINE
clean air cooling system



SOFTLINE
cooling system



STERILINE
washing system



LOGILINE
control system



ICELESS
ice prevention system



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News

NEW MANAGING DIRECTOR

Mikko Lehtinen was appointed as managing director of Vulganus Oy on 1 January 2011.

A NEW LOOK, TAKING VULGANUS INTO A NEW ERA

In 2009, new winds started blowing in Vulganus. At the start of the year, the company decided to overhaul its visual style and began working with determination toward this goal. This work was nearing completion in autumn 2009, with excellent results, when Vulganus was featured at the IBA World Market for Baking in Düsseldorf, Germany – for the first time using the new, crisp colour scheme. Bright green accentuated with black and white was received positively at the event. Vulganus once again proved its ability and desire to renew itself.

You can now see the new Vulganus look at our Web site, www.vulganus.fi, and in our product brochure.

Vulganus

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NEW EMPLOYEES

Tiina Hinnen began as the Vulganus back office manager in November 2010. She is part of the sales and marketing team and in charge of marketing communications and our sales team's support activities.



Heidi Schnorpfeil started work as Vulganus's office secretary in February 2011. She is part of the administration team and in charge of several financial and administration tasks.

