

# Four large projects ongoing today

*Carlos Muriel, Sales & Marketing Director, PASABAN*

## INTRODUCTION:

PASABAN is carrying out the installation of several premium virgin fiber cardboard cutters in 2 large projects in Finland in groups of great international prestige. Likewise, it is also working on the installation of 2 Winders, one being installed in Finland and the other in Turkey.

We are proud that groups with great international reputation choose PASABAN as the preferred supplier in these high-demand production projects in sheets or coils with the most avant-garde technologies on the market and all this under an absolute automation and integration environment.

"It is these projects that, while taking us to a maximum level of demand, help us improve in every way; in internal planning, in design & engineering, in project planning at destination, in manufacturing, in assembly, in safety, in training, in operation, in commissioning to reach the exact date in production with the agreed technical guarantees" highlights Carlos Muriel, Sales & Marketing Director.

That is why our respect and commitment to our clients is maximum and they are always at the center of our business without forgetting that they are the ones who have allowed us to get to where we are today, just four years away from celebrating 100 years in the market and with an outstanding prestige and reputation at an international level endorsed by the great leaders of the sector.

## Who is PASABAN

PASABAN's story is a story of self-improvement, of perseverance, of learning to listen to its clients carefully and of being able to create specific solutions aligned with their needs. PASABAN is a Customer-centric company, highly committed to our Customers and to our Industry, with character, disciplined, solid, agile, with great technical capabilities, and with great know-how accumulated over decades, aligned to broadly meet the expectations of our clients and promote long-term professional and personal relationships with them.

## Precision & Innovation

Pasaban stands out for its commitment to precision, a fundamental value based on different key aspects. Our company has developed innovative processes that guarantee maximum precision in the manufacturing of our machines. As world leaders in a highly technological product, our technical knowledge places us as leaders in the sector. The constant search for innovation is evident in our preference for cutting-edge technologies, which allows us to develop high-precision machines.

Innovation is ingrained in our DNA and is reflected in all aspects of the company. Innovative concepts are frequently brought to our machines as this helps us differentiate ourselves from our competitors. A good example of this is the development of equipment for Banknote and Security paper in both reel-to-reel and reel-to-sheet processes driven by the introduction of differentiating technologies, positioning us at the forefront of the industry in this niche.



**Figure 1: PASABAN Headquarters.**

## Products

PASABAN has experienced growing demand for its products and services in recent years, reflecting the market preference for our range of paper and cardboard handling equipment, which includes, among others, Sheeters/Cutters, Winders, Ream wrappers, Foil stamping lines and application of Security elements in Security papers (Banknote), Paper/Board Reels transport lines, Reams Transport lines, Stacks transport lines and other auxiliary equipment.

In addition to offering industry-leading products, our proactive response to customer needs is reflected in the growing

**Figure 2: PASABAN paper sheeter.**





**Figure 3: PASABAN technicians fine-tuning the machine.**

In the accounting balance, the results for Pasaban are very positive and this has contributed to establishing a company of character, tremendously solid and with great agility and technical potential.

**Growth, economic figures**

Pasaban has established itself as a relevant international company in the paper and cardboard sector. With precision as a motto; has experienced growing demand for its products and services in recent years; has strengthened its customer service area, doubling its capacity to meet emerging needs; and in the absence of final closing figures for 2023, it plans to exceed the expectations established in the management plan for this year, “pointing towards results that align with our best historical records of the last decade,” highlights Dani García, CEO of Pasaban.

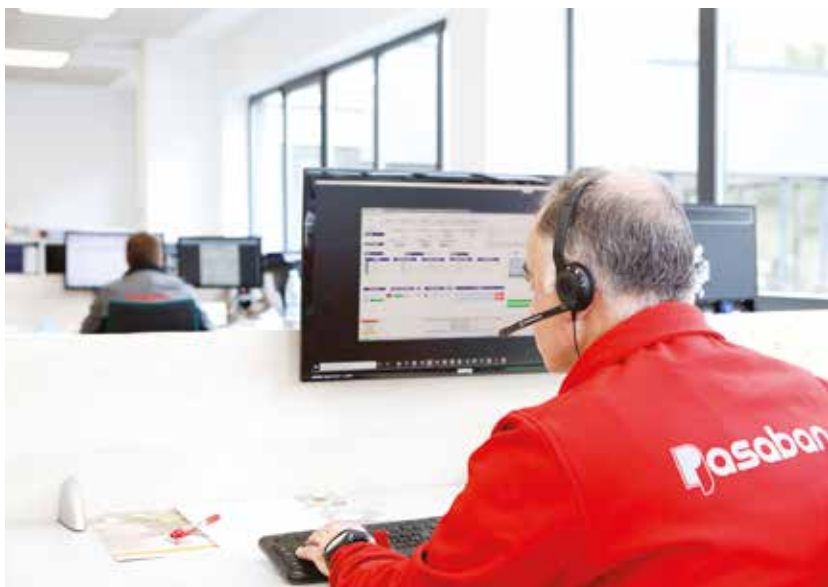
“However, we recognize the complexity of a constantly changing world, full of uncertainties. In this scenario, prudence is key when making medium and long-term forecasts. We strive to maintain strategic agility, being able to quickly adapt to current events, such as war situations and fluctuations in component prices, which significantly impact the current business environment. Our perspective remains constantly evolving to ensure efficient and proactive management in the face of challenges that may arise in the near future.”

**Leadership & international markets:**

Pasaban, about to celebrate its centenary since its founding in 1928, has established itself as a highly relevant international company. With an export history that covers more than 95% of what we produce, our reach extends to all industrialized international markets dedicated to the manufacture of Paper, Cardboard or Pulp. This comprehensive export strategy, according to Carlos Muriel Sales & Marketing Director, “reflects our commitment to global expansion and meeting the demands of the paper industry in various regions of the world”.

Likewise, operating at a global level gives us a much more expert vision of the needs of clients in different territories while boosting our knowledge in the application of appropriate technologies to satisfy any demand.

**Figure 4: PASABAN Customer Service.**



demand for services. In recent years, we have observed a significant increase in requests for repairs, renovations/retrofits and improvements, evidencing customer confidence in our ability to extend the useful life of machines.

This increase in demand has led Pasaban to expand and strengthen its customer service area, doubling its capacity to meet emerging needs as well as billing.

And wanting to go one step further, it has been able to offer these reforms and services not only to our equipment but to other equivalent equipment from other premium manufacturers, some of which no longer exist, but whose equipment is still part of the machinery park in our Industry.

Our portfolio of products and services is made up of highly flexible and versatile equipment. Equipment with attributes from the most basic to the most sophisticated, but always with a high degree of machine quality and precision. Precision is part of our motto and is always in our daily vocabulary.

**Featured activities**

The activities that stand out in Pasaban are fundamentally three. Firstly, the interrelation with our clients through the sales and Service departments. Deep understanding of their needs allows us to offer tailored solutions and strengthens our connection with them.

Secondly, we would find the design of our machines, a meticulous work that demonstrates our innovative capacity and commitment to technical excellence through a cycle of continuous improvement in our designs.

Finally, commissioning at destination constitutes the third key activity, ensuring that our equipment operates in an optimal way for our clients.

**Differentiation from our competitors**

The Pulp & Paper industry has encouraged many changes in past years and unfortunately with the passage of time we have left some of our direct competitors because their business model was no longer sustainable, Pasaban has taken over being now the main technological reference. It has also had to fight to face these changes and market trends but perhaps our size as an organization, agility in decisions and personality have helped us position ourselves and be a leader thanks to the reputation accumulated over years.

Other competitors remain and compete with greater or lesser intensity and success in some markets and the result, depends on the intrinsic keys of the markets (sensitivity to price, high orientation to quality and technical guarantees of the product, worldwide & local references,...).



Figure 5: A PASABAN technician testing the machine.

The key to establishing and growing in the global market, says Muriel, lies in the prestige that we have accumulated over decades, standing out for high-quality designs and a service response adapted to the needs of various markets and clients. "Our strength is demonstrated through a consistent track record of offering highly specialized, customized Products and Services".

An essential element is to ensure that customers not only recognize, but also perceive that Pasaban brings something different to the market. This differential goes beyond technical excellence, reaching the solidity demonstrated throughout the decades of our existence.

**Technology**

PASABAN combines completely open software and hardware in its wide range of machinery. "We understand the design of our machines as a meticulous task committed to technical excellence, in which this combined approach gives us the ability to adapt to highly specific applications that require a high level of innovation and technological demand, exceeding conventional standards. The customer must be sure with proven facts that the proposed solution is open, scalable in the future and in no case captive to the supplier itself," says Carlos Muriel.

PASABAN's philosophy has currently been oriented towards end-user-friendly solutions so that from the most basic to the most complex equipment, the end user has the capacity to freely carry out maintenance tasks or monitor problems by entering to the programs without any restrictions. Likewise, all our equipment is equipped with hardware through which remote access to assistance can be carried out in real time from anywhere in the world.

**Evolution of the machines and their efficiency over the years**

Perhaps the first evolution has been to move from the analog to the digital era, but it is in the transition where great differences are revealed between some organizations or others, and Pasaban, together with its Automation and Control division, have faced this leap, in an intelligent way both from the perspective of the manufacturer and the end user of our machines, bringing with it completely open and scalable configurations and control architectures with a high predominance of commercial components since the relevant role played by manufacturers such as SIEMENS, ALLEN BRADLEY, ABB,... It is much more accentuated and important than it was in past decades. One of the successes is to show flexibility not only in the physical mechanical configuration, but also in design and dimensional adaptation to limiting spaces in some cases and, of course, equally flexibility in other control aspects to shape an appropriate environment for the end user.

In terms of efficiency increase, we must say that it has been achieved with a high leap in the level of automation of the machines, which drastically minimizes in time the tasks linked purely to the operator and has a direct impact on the productive capacity of the machine.

Three (3) decades ago it was very common to talk about 20-minute machine format changes, that is, preparing the machine to cut the next format. Nowadays, in the most advanced cases we talk about times of 3 minutes on highly sophisticated machines and where each and every one of the subprocesses is studied so carefully that actions can be anticipated that ultimately result in greater operational efficiency and therefore in a greater productive capacity.

The use of more intuitive and friendly diagnostic systems for users (operators) and technicians means that downtimes are very low in the event of anomalies since they allow us to identify almost in real time through dynamic display screens with great clarity not only what is happening but how to solve it through interactive troubleshooting indications.

Opening a communications stage facilitates the transfer of new orders to our machines. Simultaneously, it enables the extraction of statistical data, promoting analytics and integration into global factory management systems. Additionally, the creation of historical reports for alarms significantly aids technical departments. This proactive approach allows them to anticipate potential issues, ultimately leading to a reduction in operating times that directly impact production capacities.

**Banknote & security paper**

The constant search for innovation and new developments is reflected in all aspects of Pasaban, and in particular, Muriel emphasizes, "in the development of Banknote & Security Paper products, where we have become promoters of differentiating technologies, positioning ourselves at the forefront of the industry". The company has been a prominent agent in this "highly demanding" niche since 1983. Currently, says Carlos Muriel, "Only two companies in the world have the technological level to satisfy their requirements and we distinguish ourselves as the only one that is capable of offering a broader product portfolio, including winders, slitters, ream packaging, palletizers, and finished pallet wrappers, which positions us as preferred reference suppliers".



Figure 6: Automatic Edge guiding system.

**Persons**

Our technical knowledge, the ability to adapt our configurations and a team of people who face challenges and contribute initiatives that improve our processes are key factors. Beyond technical excellence, Pasaban's success lies in the unwavering commitment of people throughout the organization throughout its history, a commitment that has not only gotten us to where we are today, but has also contributed to strengthen our position in the global market.

We foster a work environment that stimulates personal and professional growth, where our team faces challenges, constantly seeks to learn and contributes initiatives that improve our processes.

Ancillary processes, addressing aspects such as management, training and talent attraction among others, are essential and complex, supporting the structure that allows all other activities to be carried out successfully. For this reason, at Pasaban we recognize the importance of taking care of our team, creating an environment conducive to development and collective success.

**Digital transformation**

Another aspect on which the company has focused in recent years has been the digital transition from a sustainable vision, as García explains: "We are immersed in various digitalization processes, among which the modernization of the management systems and orientation towards a complete digital transformation. However, we are aware that what we have been historically cannot be maintained if we do not improve competitiveness and efficiency. Thus, Pasaban takes a proactive stance in addressing the transformation towards a sustainable and decarbonized world and, in this context, we feel comfortable contributing significantly to these objectives."

**Sustainability**

Talking about the Pulp & Paper industry without showing certain sensitivities regarding the environment would be incoherent and not aligned with our way of thinking and feeling and far from our values as an organization.

We participate in an industry and live in an environment that is very sensitive to the environment. At Pasaban, in addition to meeting very high standards regarding environmental aspects, in recent years we have developed different actions, both in infrastructure and social in nature, with the aim of contributing

even more to creating a more sustainable world. There is a specific committee in charge of all these matters, studying, carry on actions and reviewing the results of these actions.

One of the established practices is that our suppliers are located a few kilometers from our main location in order to have a better response to our demands and guarantee quality, established deadlines and at the same time promote a reduced carbon footprint where distances to deliver parts of the equipment or components are limited. It is always difficult to obtain a perfect combination, but paying attention not only to technical parameters but also to environmental parameters and trying to achieve a certain balance is something we do naturally because we understand that it will bring positive results in many aspects.

Respect for our clients, our partners, our suppliers, our environment and finally towards our Pulp and Paper Industry is always absolute and has always formed our character as an organization. Being respectful and promoting appropriate practices towards all of the above has led us to where we are today as a reference manufacturer in the sector.

Of course, our partners and suppliers are highly important in our business model, and the reason is as simple as recognizing that without them we might not be where we are today. Our keys to our suppliers are to promote long-term agreements with them and work together with them to improve processes and quality, which has a direct impact on our own business model and our very high-quality demands and always observing that the chosen group also has a real commitment to the environment.

**Future objectives**

Our future objectives in a broad way, so is indicated by Muriel, would be to provide a greater number of solutions to our clients, reach other segments with greater penetration, learn with intensity/devotion from our clients and their concerns and demands, take advantage of new trends (e.g. substitution of plastic in some of the handling processes) reacting in a fast and flexible way with solutions that add value to our clients and that our footprint as an organization continues to be as firm and as reputable as until today (just 4 years away to reach one century of history in the Pulp & Paper industry).



**Figure 7: Slitting section on the sheeter.**