

PUU

Renewing wood product value chains and timber procurement solutions 2009–2013

Research Programme, Metla

Metla/Henrik Herajärvi

METLA forest · knowledge · know-how · well-being

PUU aims to meet and beat challenges put to wood product industries and to timber procurement

Changes in the climate, as well as in the make-up of commercial forest resources, pose challenges to present timber harvesting methods, transportation logistics, and information systems. These challenges have altered the working environment in ways that have emphasised the need for skills in economic management within harvesting companies. Also, in today's environmentally-conscious business environment, the sustainability and renewability of wood as a raw material, its capability to store carbon, and its other positive environmental performance elements combine to give a strong competitive advantage to the wood products sector. New wood products and customer solutions based on integrated product systems diversify the uses of wood and increase its competitiveness as a construction and furnishing material.

The PUU programme is serving timber producers, procurement organisations, and wood product industries by improving their strategic development and operative planning. It also supports national and regional forest policy programmes by promoting and providing information on the uses of wood.

Objective: Better understanding of wood product value chains

The PUU programme is viewing and analysing timber flows from raw material to end use, and vice versa. The programme consists of three different themes: 1) Wood's raw material potentials and timber trade functions, 2) Timber procurement, and 3) Wood products. These themes are further divided into research topics and detailed research projects. The versatile concept of value chain analyses can cross from one theme to another to provide an advantage to the individual research projects.

PUU is improving the strategic positioning and operational preconditions of timber producers, procurement organisations, and wood product industries by generating new knowledge of:

- the quality potentials of wood as a raw material for the present and the medium term (up to 20 years);
- the competitiveness and performance of various wood-based materials and new products from wood;
- the technological, service, and business solutions that increase value to customers and the cost efficiency of timber procurement and trade;
- customer service and product solutions in the wood product sector that are based on added value; and
- the networking of companies, which are part of the value chains.

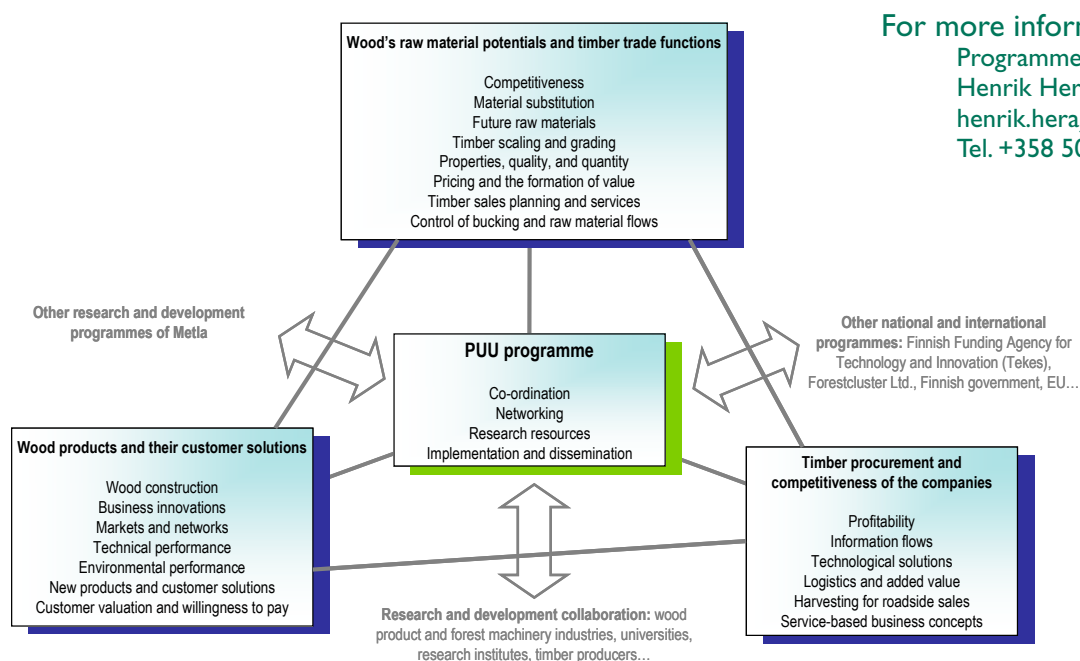
Active participation from interested parties, is sought, to further develop products, services, processes, and business concepts, as well as their practical implementation for various applications.

Resources

The key resource of PUU programme is the multi-disciplinary research talent available at Metla. Annually, approximately 30–50 researchers will work in PUU's projects; they will come from Metla and its partner organisations. In addition to the funding and other inputs from Metla, a considerable proportion of the research is funded externally.

Vision

As a result of the PUU programme, Metla is becoming the leading national organisation, as well as an internationally acknowledged source of expertise within the three programme themes.



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Through intensive dissemination activities the PUU programme (2009–2013) provides information on timber procurement; wood's qualities and uses; and supports the development of new wood product services, processes, business concepts, and information systems.