Lorentzen & Wettre: Advanced and Reliable Quality Control Equipment with a Complete Service Concept Worldwide

Founded in 1895 with experts represented in over 50 countries worldwide, Lorentzen & Wettre is one of the leading manufacturers of equipment for quality control and process optimisation for pulp and paper industry. ABB’s acquisition of Lorentzen & Wettre recently opens up for collaborations to generate more complete solutions for the industry. paperASIA’s journalist talked to Klara Mårtens Ekblad, President of Lorentzen & Wettre International and Lars Kånge, Product Manager at Lorentzen & Wettre about the company, the recent acquisition and its latest product, L&W FSD Sensor, a forming section drainage sensor for paper and board machines.

**paperASIA**: Having had 117 years of history under Lorentzen & Wettre’s belt, how has the company progressed?

**L&W**: From the beginning being a Norwegian trading company it has over the years developed to become a Swedish industry company focusing on producing products for the pulp and paper industry worldwide. The main focus is quality testing with stand-alone instruments and completely automatic solutions for both pulp and paper testing but we also produce instruments for paper machine process optimisation. Financially the development has also been good which has made it possible to continuously develop new products.

**paperASIA**: As one of the leading manufacturers of equipment for quality control and process optimisation in the pulp and paper industry, what is Lorentzen & Wettre's business concept?

**L&W**: Lorentzen & Wettre is to provide the world’s paper industry with advanced equipment for quality control and process optimisation from a position as the market and quality leader.

**paperASIA**: Customer satisfaction and continual after-sale service commitment are very important. How do you ensure that Lorentzen & Wettre deliver these? Who are your customers?

**L&W**: Our customer base is the pulp and papermaking industry all over the world. To ensure customer satisfaction, we have built up an organisation with our own subsidiaries and other representatives in all major papermaking countries. These local companies have both sales and service capabilities. Local representation with both after-sales service and maintenance is the key to continued success and customer satisfaction. The paper industry produces 24/7 all year round, and so does Lorentzen & Wettre.

**paperASIA**: Being in the industry where development and advancement in technology and innovations are constantly evolving, the need for extensive research and development investment is essential. What is Lorentzen & Wettre’s view on this and how do you approach it?

**L&W**: Lorentzen & Wettre’s head office is located in Stockholm, Sweden with about 100 employees. About one fifth of them work in the R&D department developing new products and systems in close cooperation with other experts and consultants. We are also working together with leading research centres worldwide to develop ideas for new testing methods and products.

**paperASIA**: One of the aggressively discussed topics in the industry is environmental protection. As one of the key players in the industry, what is Lorentzen & Wettre’s opinion on this issue and what is your policy on environmental protection?

**L&W**: Sustainability is important in all aspects of our business. Our products are produced to meet today’s expectations to protect the environment. These products increase the quality of paper products, by minimising the variability in the paper products. This leads to substantial reduction in raw material use, as well as reduction in energy consumption, which we are very proud of.
paperASIA: In September 2011, Lorentzen & Wettre officially became a part of ABB Process Automation division. How will this acquisition affect Lorentzen & Wettre’s future as manufacturer of equipment for quality control and process optimisation?

L&W: As Lorentzen & Wettre’s products is a complement to what ABB already produces it will be a very good fit for both parts. The financial strength and expertise within ABB will hopefully give us even greater possibilities for future development to strengthen our position even more, we can help them with an even stronger contact network in the paper industry. We will keep on doing what we do best, providing the paper industry with advanced and reliable quality control equipment and a complete service concept worldwide.

paperASIA: What are Lorentzen & Wettre’s future plans in ensuring its continuous presence in the pulp and paper industry?

L&W: We will keep on doing what we have always done, namely serving our customers with our products, services and knowledge and now in an even stronger organisation together with ABB.

paperASIA: The latest product manufactured by Lorentzen & Wettre is L&W FSD Sensor. How does this product function and what are its advantages?

L&W: L&W FSD Sensor is a sensor that measures the amount of water in desired positions in a paper machines forming section. It will be a very important measurement to fulfill and continue the work to minimise production variations, optimise paper quality and to last but not the least, minimise the energy consumption. L&W FSD Sensor is based on high frequency technique and need no permits to be used as compared to older methods that used nuclear source for this kind of measurement.