



A timber-processing entity from Udmurt Republic

FACT BOX

**FULL NAME:**

Uvadrev Holding

GENERAL DIRECTOR:

Serov Viacheslav

OPERATIONS:

Timber Industry

ESTABLISHED:

1935

EMPLOYEES:

about 1100 people

TURNOVER:

103 million €

www.uvadrev.ru

Uvadrev Holding, incorporated in 1935, currently consists of 4 companies involved in the full cycle of wood-processing: Uvadrev Holding Ltd, Uvadrevlesprom Ltd, Uvadrev Ltd and Funder Uva Ltd. The holding operates on the industrial area of 48 hectares and offers laminated and sanded chipboard as well as urea formaldehyde resins. The majority of production is sold in the domestic market, the major customers being large manufacturers of furniture. Currently, Uvadrev Holding employs 1100 people and the turnover of the group increased by 4 times between 2005 and 2013. The high quality of products, proven during numerous competitions, is a key factor of the holding's success.

The past and the present

Uvadrev Holding was established in 1935. Its history includes several important stages. In 2014, the holding celebrated the 30th anniversary of the first chipboard's release. In 1978-1984, a chipboard producing plant, equipped with Polish machines, with the design capacity of 60 thousand m3 per year was constructed and commissioned. In 1989-1994, the chipboard factory was reconstructed and in 1994, a Bison Werke automated line for the production of chipboard was launched. In 1995, the production of board veneering began and first 600 m3 were released. In 2000, V. N. Serov was appointed the Chairman of the Board of Directors of

Uvadrev Holding. He contributed to the modernization of the production technology and optimization of business processes. Also in 2000, a plant for the production of urea formaldehyde resins was built. In 2008, a Dieffenbacher automated lamination line was put into operation. In the same year, the company mastered the mechanized cut-to-length technology. In 2012, a decision to build on the territory of the existing plant a new production capacity of 300 thousand m3 per year was made.

Current structure

The company operates production facilities, a testing laboratory, its own fire and security guards, and a hotel com-





plex. The area is equipped with railway siding, and a terminal for loading/unloading of all types of the rolling stock. The presence of heavy equipment fleet assures timely delivery of products to customers. The holding consists of the following entities: Uvadrev Holding Ltd, Uvadrevlesprom Ltd, Uvadrev Ltd and Funder Uva Ltd. Uvadrev Holding has a finished goods warehouse in Izhevsk, Uva settlement, retail service centers for the sale of components for the furniture production are located in Izhevsk and Naberezhnye Chelny, whereas logistics center is based in Uva. Uvadrevlesprom Ltd is engaged in timber harvesting, Uvadrev Ltd manufactures chipboard and laminated chipboard as well as carbamide resins. It is the laureate of the State Award of the Republic of Udmurtia in the field of Science and Technology as well as the winner of the competi-

tion "100 best goods of Russia". Funder Uva Ltd is involved in the production of melamine film.

Main assets

Highly qualified workforce, forest resources owned by the company, as well as long-term partnerships based on trust and transparency are the key components of the holding's strategic potential. The company sticks to reliability and quality of released products. Customer satisfaction is achieved by the timely delivery of required products.

Production

The holding's main brand is laminated chipboard. The basis for lamination is three-layer board with fine-grained surface with normal or increased moisture resistance. The company uses for laminating films based on papers from

leading German and Russian manufacturers. The line of products consists of over 140 panels with various colors and textures. The company also offers sanded chipboard – a three-layer board with fine-grained surface, on the basis of urea formaldehyde resins. Urea formaldehyde resins are the product of polycondensation of urea and formaldehyde in variable acidity conditions and in the presence of modifiers. The industrial complex area of the holding comprises of 48 hectares. Production structure of the enterprise allows it to perform the full range of activities – from logging and forest restoration to the production of chipboard and carbamide resins. New items are introduced every year in order to meet the needs of the changing market. The company focuses mainly on major manufacturers of furniture, but, according to the demands of the modern market, it also needs to develop a dealership network for retail sale of products. As for now, it operates six dealership points. The company pays special attention to innovations, one of the most recent of which was the launch in September 2012 of an automated timber sorting line of Austrian manufacture. In early 2012, Uvadrev Holding introduced the 4th paper impregnation line. The total production capacity has reached 140 million m² of melamine film per year. Currently, the export share of Uvadrev Holding, mainly focused on the domestic market, amounts to 5 percent – the products are exported to Kazakhstan. In the nearest future, instead of entering new markets, Uvadrev Holding plans to increase the share of sales in Russia. Currently, Uvadrev Holding employs 1100 people engaged in the whole production process: from logging to the release of finished products.

Mission, values

The company's mission is "reliability and quality proven throughout the years." The company follows this principle by releasing production with high customer properties, allowing it to maintain the status of a prestigious, competitive enterprise, a reliable supplier and partner, as well as to expand its presence in the domestic and international markets. The company's key values include professionalism (competence), responsibility and experience – the basis of Uvadrev Holding's operations. The company does not divide customers on those who are more and less important. It also



believes in stability - it is not focused on short-term goals and maximum profit. It prefers establishing long-term, mutually beneficial relationships with reliable partners, as it plans to operate steadily on the market for a long period of time. Another value followed by the company is quality - Uvadrev Holding strives to build sustainable confidence in the company among customers, presenting itself as a supplier with stable, high quality of goods and services, aiming to anticipate the consumers' expectations. Uvadrev Holding's success is also built on the basis of reliability - the company highly values business reputation and as such it has always complied and will comply in the future with all its obligations towards customers and partners. Moreover, the company believes in openness – it strives to achieve the highest possible transparency and predictability

of actions in relations with customers. Another value followed by the company is social orientation. People are the core value and key resource of the entity. The basis of the company's policy towards the employees is to provide them with proper conditions, which in turn allows to fully use their skills and abilities, as well as to provide a worthy reward for their work. Another value associated with the latter is protection of lives and health of the employees through maintaining adequate working conditions. Uvadrev Holding also pays special attention to environmental safety which is one of the main requirements of the modern production. Responsibility for the nature preservation is the responsibility for the fate of future generations, for the whole world. Therefore, the company aims to make strategic decisions exclusively on the basis of the assess-



ment of the company's planned activities' impact on the environment. This attitude towards environmental security policy defines the company's cooperation with clients and partners.

Plans

Uvadrev Holding plans to build a new production facility in the future. It would also like to develop new markets in Russia, and increase the share of sales on the laminated chipboard market. Currently, the company works on a large investment project assuming the increase of the production capacity to 500 thousand m³. Uvadrev Holding will also focus on the development of its current brand – Uvadrev Holding.

Awards and certificates

Among the awards received by the company throughout the years of its operation, there are: quality management system certification for the compliance with ISO 9001:2000 system for the design, manufacture, and supply of products (chipboard, laminated chipboard, resins) awarded in 2003, diploma of the competition "100 best goods of Russia" (laminated chipboard) in 2004, grandprix of the VI All-Russian Competition "Russian Organization of High Social Efficiency", diploma of the competition "100 best goods of Russia" (laminated chipboard) and recertification of the quality management system ISO 9001:2000 – all awards / certificates received in 2006, diploma during the quality competition organized by the Government of the Russian Federation, diploma of the VII All-Russian Competition "Russian Organization of High Social Efficiency", quality management system certification for the compliance with ISO 9001:2001 for the manufacture of decorative films for the production of laminated chipboard – all received in 2007, the winner of the competitions "100 best goods of Russia" (decorative boards) and "Innovation of the year" (decorative films) – awarded in 2008, and recertification of ISO 9001:2008 in 2009. Last but not least, in 2013 the company was nominated to the all-Russian award "National Quality Mark" within the framework of the V ceremony of handing in the titles "Economic Mainstay of Russia" and received the honorary title of "Assurer of Quality and Reliability". ■

Written by Magdalena Kucypera

