

## Upcoming timber events

If you would like to promote a forthcoming event, please email details (including contact numbers, email, etc) to: [editorial@forestsandtimber.com.au](mailto:editorial@forestsandtimber.com.au) or phone 08 8369 9555

### INTERNATIONAL 2010

#### January 19-22

International Builders' Show 2010 and NEXTBUILD. Las Vegas, Nevada, USA [www.buildersshow.com](http://www.buildersshow.com)

#### February 4-6

Panel and Engineered Lumber International Conference and Expo Atlanta, Georgia, USA. [www.pelice-expo.com/](http://www.pelice-expo.com/)

#### March 9-11

The 2010 Wood Technology Clinic and Show. Portland, Oregon, USA [www.woodtechexpo.com/woodtech/index.jsp](http://www.woodtechexpo.com/woodtech/index.jsp)

#### March 15

International Pulpwood Conference and a new Timberlands Investment Conference, Sao Paulo, Brazil. In addition, a major one day conference on forest and plantation investment will be held in conjunction to the 2-day "Global Wood Fibre Trade Conference". Delegates may attend the one day, the two day, or both conferences. The conference website [www.pulpwoodconference.com](http://www.pulpwoodconference.com)

#### March 24-26

International Wood Products Association (IWPA) Annual Convention. Miami Beach, Florida, USA. [www.ipawood.org](http://www.ipawood.org)

#### March 27

Expobois 2010 - The Wood Industry Exhibition. Paris, France [www.expobois.net/index.htm](http://www.expobois.net/index.htm)

#### March 31

International Wood Composites Symposium and Technical Workshop 2010. Seattle, Washington, USA [www.woodsymposium.wsu.edu](http://www.woodsymposium.wsu.edu)

#### April 12-14

International Conference on the Efforts in Response to Forest Related Natural Disasters. Beijing, China. [www.gfsf2010.org](http://www.gfsf2010.org)

#### April 15

Dubai International Wood and Wood Machinery Show. Dubai, United Arab [www.dubaiwoodshow.com](http://www.dubaiwoodshow.com)

#### April 21-23

Asian Paper 2010. Bangkok, Thailand <http://www.asianpapershow.com/>

#### May 4-8

Xylexpo Biennial World Exhibition for Woodworking Technologies. Rho, Milan, Italy. [www.xylexpo.com](http://www.xylexpo.com)

#### May 9

Wood 2010, Sweden. Exhibition on climate change, sustainable cities and wood architecture.

#### May 25-27

World Bioenergy 2010, Jönköping, Sweden. <http://www.worldbioenergy.com>

#### June 20-24

2010, Riva del Garda, Italy

#### July 14-18

INTERFORST 2010 Trade Fair for Forestry Technology. Munich, Germany [www.interfrost.de](http://www.interfrost.de)

#### August 25-28

International Woodworking Machinery and Furniture Supply Fair (IWF) 2010 Atlanta, Georgia, USA [www.iwfatlanta.com](http://www.iwfatlanta.com)

## Ponsse celebrates a major milestone

# Four decades later and the vision and values remain the same

**P**ONSSE, WHICH has grown from a machine entrepreneur's dream to become one of the world's largest manufacturers of rubber wheel cut-to-length forest machines, this year celebrates its 40th birthday.

Ownership of this Finnish listed company is still in the same hands and its operations are guided by the same family company values as when it was founded. The company's production, R&D and administration are located in Vieremä, Finland – in the same place as 40 years earlier.

Einari Vidgrén, the founder and chairman of the board of directors of the company, was born to a small farmer's family in North Savo and began working at a logging site at the age of 14 in 1957. Einari started forest work equipped with only a frame saw, but eventually became one of the most successful machine entrepreneurs in Finland at the age of 27 and employed 25 loggers.

However, the machines used suffered from durability problems and in 1969 Einari, toiling in a local village workshop, developed a load-carrying forest tractor for his own use.

He named the forwarder Ponsse after a crossbreed courser dog that roamed the village. Ponsse was first used at the logging site of forest company Tehdaspuu, and after a year of use Tehdaspuu asked for more of the same kind of forwarders. This feedback encouraged forest machine contractor Vidgrén to establish a forest machine plant in Vieremä. With a one-vote majority, the municipal council decided to build an industrial plant to be leased to the machine entrepreneur Einari Vidgrén. The plant was completed at the end of 1970 and Ponsse Oy was established.

The first forest machine intended for serial production

was a PAZ forwarder. Difficulties and setbacks characterised the early years of the plant. Despite tight money and the difficulty of obtaining a loan, the plant developed and there was enough work for the machines as well as the staff.

A breakthrough in the evolution of forest machines took place in the 1980s. Ponsse became renowned to competitors and customers alike in a single dramatic step in 1983 when it introduced the legendary Ponsse S15 forwarder. Built partly from aluminium, the machine's chassis made it significantly lighter than its competitors' chassis, putting it in a class of its own for cross-terrain performance. Another significant milestone in Ponsse's history was reached in 1986 when the first harvester head H520 was introduced. It marked an important step in the expansion of the product family from forwarders to harvesting machines as well.

The Finnish quality was rewarded in 1994 when Ponsse became the first ISO 9001-certified forest machine manufacturer in the world. This led to intensified machine development and an expansion of the plant.

In the 1990s the product range expanded and Ponsse Opti, an advanced measurement and information system for forest machines, was launched on the market. Ponsse was listed on the Helsinki Stock Exchange, and founded subsidiaries in Sweden, the United States, France and the United Kingdom.

Ponsse has continued its journey successfully from decade to decade and continent to continent. By 2010, Ponsse has manufactured close to 7,000 environmentally friendly cut-to-length forest machines and is one of the developers and manufacturers of the most advanced forest machine technology solutions in the world.

Its up-to-date production facilities of close to 3 hectares accommodate an efficient production process. The Ponsse Group includes the parent company Ponsse Oyj and subsidiaries in Sweden, Norway, France, the United Kingdom, the United States, Brazil, Russia, Hong Kong, China and Uruguay, plus Epec Oy in Seinäjoki, Finland, manufacturing embedded machine control systems.

Ponsse manufactures cut-to-length forest machines and associated information systems. The product range includes five harvester and eight forwarder models, a Dual combination machine, 10 harvester head models, information system products and various cranes. All of the forest machines and harvester heads are manufactured in Vieremä.

The company's values and operating methods are based on the original principles of its founder Einari Vidgrén. The customer has always been the starting point for Ponsse's operations: all innovations are associated with how customers value them and how they can benefit from them in their own operations. Ponsse offers



■ Einari Vidgrén ... the man behind Ponsse.

its customers comprehensive harvesting solutions so that the harvesting entrepreneur's operations can be productive

In addition to the anniversary celebration in August, Ponsse is celebrating its 40th anniversary with many local events and product demonstrations. This year is also a year of the FinnMETKO trade fair, and approximately 30,000 people interested in machines will visit Jämsänkoski, Finland on 2-4 September.



■ 1970 and the Ponsse Dino goes through its paces.



■ The manufacturing line in the impressive factory.



■ The Ponsse H6.