



## Stora Enso and TRÄ Group join forces to develop innovative digital services for wooden buildings

STORA ENSO OYJ PRESS RELEASE 24 September 2018 at 09.00 EEST

**Stora Enso and TRÄ Group have signed a joint development agreement. The aim is to improve the construction efficiency and increase the digitalisation in the industry value chain with services for healthy and affordable living. The target is to make the design and specification of wooden buildings easier, attaining smarter manufacturing and construction. In the future, designers, builders, owners and residents in wooden buildings will have better tools for lifecycle management, based on facts received through sensors and data analytics.**

Stora Enso and TRÄ Group have extensive experience of providing wood construction and promote its positive impact on the environment and on people's healthy living. Together they will establish a digital platform and toolbox that connects wood construction industry professionals throughout the value chain. The focus is on combining new digital technology innovations with Stora Enso's wooden building components and experience to create new services. First services are planned to be launched in 2019.

Stora Enso and TRÄ Group already have several different projects ongoing, starting from digital design tools, virtual reality and augmented reality visualisation of building data as well as different sensor data analytics applications to mention but a few.

"We see great potential in making the end-to-end process – from design, via production all the way to the facility management of a building – more transparent and visible. Together with TRÄ Group's experienced digitalisation professionals, we want to promote wood and its benefits as a renewable construction material," says **Jari Suominen**, Head of the Wood Products division at Stora Enso.

"We believe everyone has the right to live in a healthy and safe environment. We want to change the way people design, build, buy and maintain houses. Co-operation with Stora Enso combines the best of both worlds: the agile start-up mentality and the resources of a leading global provider of renewable solutions," comments **Micke Paqvalén**, Executive Chairman & Co-founder, TRÄ Group.

The co-operation between the companies began in 2017 in Stora Enso's Accelerator programme, which involved partnering with Aalto University and start-ups to ideate and innovate around renewable products and services.

### About TRÄ Group

TRÄ Group develops and creates the future of healthy living by bringing together specialists and professionals from both construction business, modern architecture and leading technologies. We are a high-growth and profitable company founded and headquartered in Helsinki, Finland with the aim to change the way people design, build, buy and maintain houses. [tragroup.fi](http://tragroup.fi)

### For further information, please contact:

Ulrika Lilja, EVP, Communications, tel. +46 72 221 9228

Part of the bioeconomy, Stora Enso is a leading provider of renewable solutions in packaging, biomaterials, wooden constructions and paper globally. We believe that everything that is made from fossil-based materials today can be made from a tree tomorrow. Stora Enso has some 26 000 employees in over 30 countries. Our sales in 2017 were EUR 10 billion. Stora Enso shares are listed on Nasdaq Helsinki (STEAV, STERV) and Nasdaq Stockholm (STE A, STE R). In addition, the shares are traded in the USA as ADRs (SEOAY). [storaenso.com](http://storaenso.com)

STORA ENSO OYJ