



E53 - “Quality control for wood and wood products”

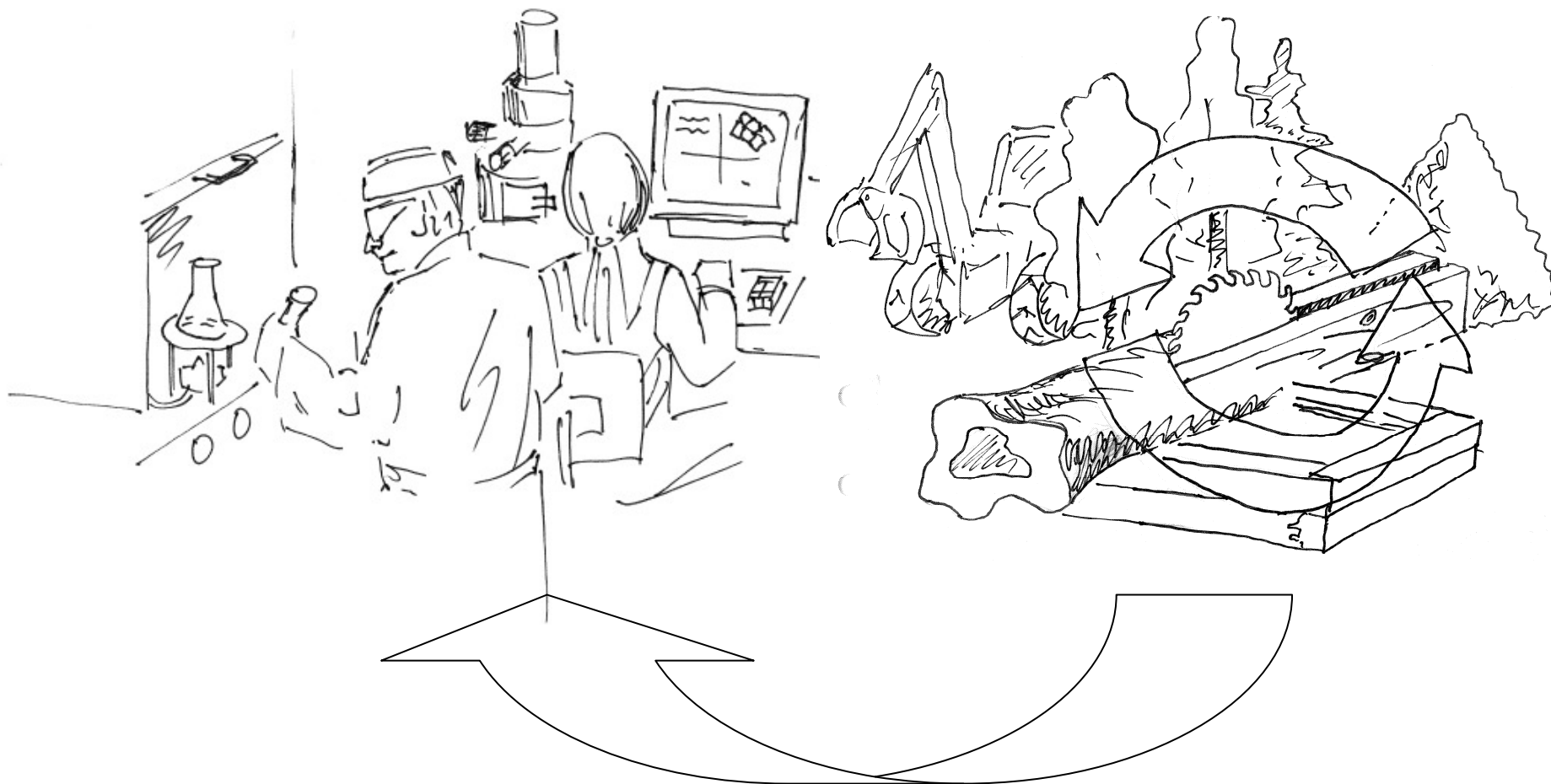
Selling standards

Mattias Brännström

Stora Enso Timber

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My mission...



Selling Standards

European standards are based on

- Best practise
- Solid knowledge

But they lack

- Availability
- Background references

Selling Standards

- The main target is to improve the image of timber as an engineering material, by
- giving an understanding for the standards, through
 - Common language (availability)
 - Short format (availability)
 - Free access (availability)
 - Motivate methods and requirements (knowledge or best practise)
 - Refer to research used to shape them (motivation and further understanding)

Selling Standards

COST E53 has got the

- Needed knowledge (network)
- Access to background material and history.
- Resources for information distribution (web)

Example

- Target audience, primary:
 - Wood users
 - Wood sales personnel
 - Wood production personnel
 - Wood company managementsSecondary:
 - Researchers
- One paper = Two sides
 - [General example](#)
 - [Applied example](#)

Positive side effects

- Education in standards will give
 - Increased interest in the products
 - Increased interest in the use of standards
 - Increased interest in background research to improve standards
 - Increased interest in standardization
 - Finally...

Selling standards

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Selling Timber