





NorGeoSpec seminar 2014

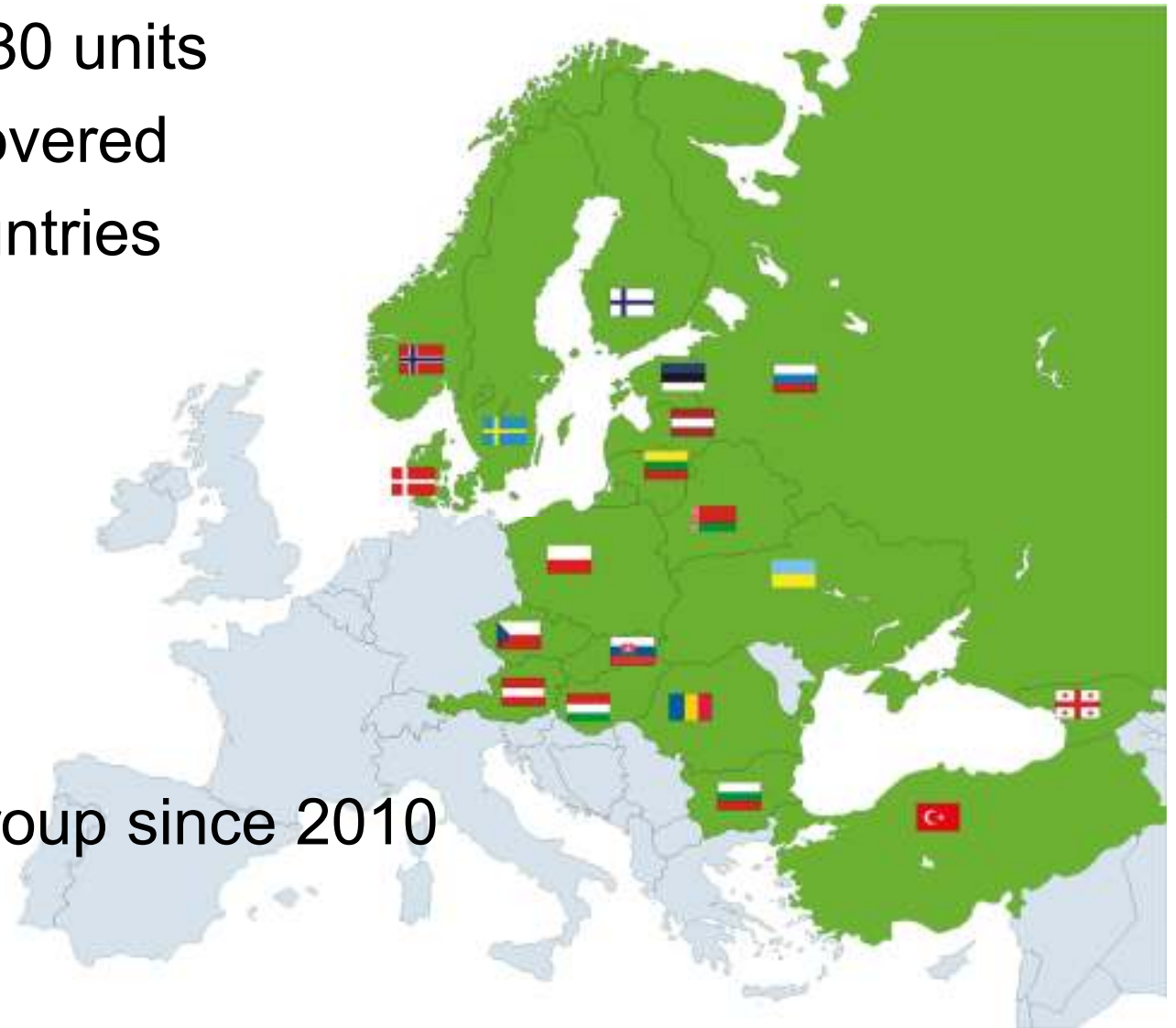
May 27th and 28th

Harri Sara, Oy ViaCon Ab



ViaCon Group

- ViaCon operates in 30 units
- Total 19 countries covered
- Production in 10 countries
- Turnover 180 M€
- New countries
 - Bulgaria
 - Turkey
 - Romania
 - Georgia
- Part of SafeRoad Group since 2010



NorGeoSpec and ViaCon

- NorGeoSpec products in the market since 2002
 - Norway
 - Sweden
 - Finland
 - Estonia 2014 →
- Tere tulemast Eesti!
- ViaCon is the leading supplier of NorGeoSpec geotextiles in the known universe



NorGeoSpec and ViaCon

- Experiences and observations after 12 years of NorGeoSpec



NorGeoSpec and ViaCon

- Experiences and observations after 12 years of NorGeoSpec
 - Initial launch took longer than expected
 - Classification existing since 2002
 - Road authorities required 100 % NorGeoSpec not since early 2005 in Sweden and Finland
 - Complete change took years from this
 - Communities and cities even slower in adaptation
 - Responsibility is on the owners and authorities
 - Seller has very limited chances to educate the buyer

NorGeoSpec and ViaCon

- As a Distributor of NorGeoSpec products:
 - + Easy to keep stock
 - + Easy to forecast
 - + Easy to sell
 - + Constant quality
 - + A “door opener” to infra projects
 - + / - Not about selling a product, but rather logistic services
 - Very hard to differentiate from competitors
 - High level of competition, low margin product
 - No possibility to influence project specification
 - Old national classifications still co-exist

NorGeoSpec and ViaCon

- As a Manufacturer of NorGeoSpec products:
 - + Constant, big volumes for production
 - + Easy to forecast
 - + Everyone plays with “the same rules”
 - Price differentiation practically impossible
 - No extra value for good technical support
 - Low margin product

NorGeoSpec and ViaCon

- As a Consultant for geosynthetic products:
 - + Easy to pick the right NorGeoSpec profile
 - + Less time spent on the design
 - + No more need to think about project specific requirements
 - No more need to think about project specific requirements
 - NorGeoSpec does not cover all application areas in civil engineering
 - Less information & knowledge about geotextiles available

NorGeoSpec in the future

- Possibilities
 - Other application areas?
 - More tools for design?
- Challenges
 - Currently the only QC on site is competitor control
 - If expanded to new areas, how do we prevent the commoditization of products?



Täna teid tähelepanu eest!

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May 27th and 28th
Tallinn, Estonia

