

Stalalube: Success based on ser

Stalalube has been busy implementing a new internal structure within its organization. "We now have three strategic business areas," says Mr. Sami Packalén, marketing director. The Finland-based company specializes in the production of hollow sections of stainless steel for various industries. In a recent interview with *Stainless Steel World News*, Mr. Packalén explains what these internal changes mean for Stalalube's clients.

By Frank Wöbbing

Stalalube is active in a wide range of industries. This somewhat protects the company should an economic crisis arise in any one of the industrial sectors in which they are involved. For example, when there are problems in the building & construction sector it is equally possible that business could be booming in the chemical or petrochemical industry – or indeed the other way round. So Stalalube cleverly spreads its risks. In addition, Stalalube's customers can benefit from the huge amount of knowledge and know-how that exists within the company in all the industries in which it is active.

In order to streamline its information flow the company has changed some internal processes. "We have divided up our activities into three strategical business areas. These are oil & gas, energy and transportation," explains Mr. Packalén. For each business unit, a manager is responsible for collecting and processing all relevant information. This enables,

for instance, the company to use the experience accumulated from, say, a project in the US for a similar project in Europe. Furthermore, the business area managers exchange information between each other so there is a continuous flow of data within the company about the vast variety of industries in which they work. "It is therefore not surprising to find that our customers benefit considerably from the new internal organization," adds Mr. Packalén.

One sector that Stalalube has particularly placed emphasis on is its focus on the oil & gas industry. "We have expanded our resources in order to develop new products for our clients in this sector," continues Mr. Packalén. This especially applies to duplex and lean duplex products for which there is a rising demand. It is also an area in which the company specializes. "Our products perfectly match the demands of the emerging trends in the marketplace. There is a huge potential, particularly for



Stalalube's headquarters in Lahti, Finland.

the substitution of coated black steel components by duplex or lean duplex, which are favored by engineers. These products need less maintenance and have a much longer life time. When we talk about new exploration activities, advanced techniques are used for operating these fields. This means that new oil fields are going to be in operation for anything up to 60 years. This creates the need for reliable duplex products."

New production facilities

In order to produce an ever broadening range of products, which can be supplied, Stalalube has expanded its production facilities. "In September 2013 we bought an appropriate hall and built another one next to it," Mr. Packalén says. Stalalube manufactures press brake hollow sections in this new production plant. He adds, "We are specializing in even bigger, thicker stainless hollow sections called Stalargo – press brake tubes – in the future. Stalargo's wall thickness can be manufactured up to 15 mm." In these new works – just a few miles away from company headquarters – Stalalube has materialized another company value: comprehensive customer service. It is at this location where the durable stainless steel square or rectangular tubes, which are made



Stalalube's headquarters in Lahti, Finland.

of two U or J-profiles, are pickled after manufacturing. Upon request, the tubes can also be cut by laser into appropriate lengths. This saves the customers costs and avoids unnecessary waste on site. "The products are then delivered by us with all due speed as time is naturally money for customers and this applies to all of them, no matter who they are. As a special service, when supplying orders, we do not require a minimum purchase amount," says Mr. Packalén. "This is Service à la Stalalube."



Mr. Sami Packalén, marketing director at Stalalube.

vice, experience and innovation



Consultancy

However, the service does not stop with mechanical processing. “We want to offer our customers a clear added value addition. Therefore, we support users in various industries together with our dealers and stockholders. With this combination we are able to offer more know-how and individual service to our everyday customers – right from the planning phase of a project through to its implementation,” Mr. Packalén explains. This is especially true for increasingly complex projects in the oil & gas industry, where the demands on materials are increasing and customized production is necessary. Here, Stalutube is more and more involved in the design phase.



Stalutube flat bars.

Another service Stalutube pays particular attention to is its comprehensive range of products offered from their continually expanding warehouse. This has contributed to the fact that delivery times have been permanently reduced in recent years to usually only a few days. Furthermore, the warehouse saves customers not only storage space but also costs, since Stalutube itself stores their customers' stocks.

Worldwide activities

“Stalutube’s knowledge is based on a long and successful history: the company has been in business for over forty years. During this time, employees have accumulated an enormous expertise in producing stainless hollow profiles, which is without comparison,” says Mr. Packalén. In parallel, the company has established an international sales network covering all continents and a total of 45 countries. Company headquarters and production facilities are located in Lahti, Finland, but Stalutube operates sales offices in the US, the Netherlands and India.

Certification

Customers count on and trust the high quality of Stalutube products all over the world. Since July 1, 2013, the company is

permitted to use CE markings for its flat bar profiles. Before this time, the Institute of Technology (KIT) in Karlsruhe permitted Stalutube to produce corrosion resistant flat steel according to EC Construction Products Directive 89/106/EEC. The EU declaration of conformity certifies that the construction characteristics of the product harmonize with European standards, and are manufactured according to European technical approvals and are approved for use in the construction or civil engineering industries. At the end

of last year Det Norske Veritas (DNV) renewed Stalutube’s ISO 9001:2008 quality management system and ISO 14001:2004 environmental management system certifications and approved OHSAS 18001:2007 occupational health and safety management system and the EN ISO 3834-2:2005 welding quality management system certifications. As such, it is obvious: For Stalutube, quality is more than just a word....

All photos: Stalutube

Facts and Figures

Company:	Stalutube Oy	STALA TUBE
Established:	1972	
Headquarters:	Lahti, Finland	
Production:	Lahti, Finland	
Director:	Jukka Nummi	
Employees:	130	
Products:	Stainless steel hollow products, stainless steel flat steel and profiles, flat bar profiles	
Sectors:	Construction, food and beverage, water and wastewater, offshore oil and gas, transport and automotive, mechanical engineering and nuclear	
Export:	Over 90 percent	
Turnover:	90 million Euro	
Website:	www.stalutube.com	