UPM Raflatac has seen quality and efficiency improvements with the help of Quva

Finnish forest industry company UPM has a distinct goal to be the global market leader in bio-based forest material industry. They have wanted to ensure the product quality of their labeling solutions by utilizing data analysis. Quva provided the tool that made it possible.

The cooperation between the businesses started in 2015. UPM Raflatac, which is a subsidiary company of UPM, provides its clients with pressure sensitive labeling solutions. It was UPM Raflatac that was looking for a way to improve their quality management.

– The initial idea with Quva was for them to develop a tool that would help our operators to maintain product quality. A testament to the success has been that the tool is now being rolled out to all Raflatac units globally, **Jyrki Ovaska**, Head of Technology at UPM, reveals.

It didn't end with quality management

Improvements in quality management weren't the only thing that happened. As an additional result, the waste that UPM Raflatac generates has decreased significantly.

– We have also seen benefits with our overall cost competitiveness and operational efficiency, not just with the quality, Ovaska says.

What differentiates Quva from their competitors is their ability to speak in a language that anyone can understand.

– Even though the topics are complicated, they talk in a way that even the shop floor can understand what they mean, Ovaska says.

Front-runner with data analytics

Because of the beneficial partnership, it's easy to recommend the services of Quva to other businesses.

– I think Quva has a deep knowledge of digitalization in terms of data analytics and machine learning. They also know how to utilize cloud-based SaaS services, Ovaska says.

– I would recommend Quva to any company that is interested in utilizing data in various forms to improve their business performance. They have the desire to bring added value to their customer. That's why we like them quite a lot, he concludes.

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