

Walden's CONVENTION DAILY



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Exhibit Booth 2779

SCA: A Decade of Serving Customers, Driving Innovation and Keeping Its Sights on a Better Business for All

Some refer to SCA as the biggest company you've never heard of, but to its competition SCA is a company to keep an eye on and to its customers, a company to be recognized with awards for superior service. This year, Philadelphia-based SCA is celebrating not only its 10th anniversary in North America this year, but its rapid market share growth over 10 years.

"We're in a tight race for the second largest producer of away-from-home tissue products in North America," said Don Lewis, president of SCA Tissue North America. "Ten years in and we've grown from \$50 million to more than \$1 billion in annual revenue."

Lewis credits SCA's unprecedented success to practicing what it preaches: getting closer to the customer. "We have a very simple formula - we listen to our customers and respond to their needs," said Lewis. "The most important part of our business remains our customer partnerships, and this is a philosophy shared across every part of SCA and in every function."

In 2001, SCA was a Swedish giant with a strong business in Europe and a very small presence in North America. The decision to tackle the North American away-from-home tissue market resulted in the company acquiring the assets of Georgia Pacific

Tissue, formerly Wisconsin Tissue, and Encore Paper, and merging these with the smaller existing SCA business in the United States. It was a move that further fortified SCA as a global leader in



Don Lewis

hygiene products and paper. Today, the 82-year-old global company, which develops, produces and markets personal care products, tissue, packaging, publication papers and solid-wood products, has sales in more than 100 countries, amounting to \$15 billion in 2010, and employs nearly 45,000 people around the world.

During those early days in

North America, SCA had a small market share and a big vision to become a market leader. "We knew we needed to compete with large and entrenched brands, and we knew that it would take a differentiating approach to be successful," said Lewis, head of sales and marketing for the company in those early days.

A strong customer focus coupled with a nimble and insightful innovation pipeline began to gain traction in the marketplace. "Because we were a smaller business operation here, we were able to elevate decision-making quickly and implement new programs and new products rapidly," Lewis notes.

Support from the global SCA operations was also essential. Just two years after acquiring the companies that became SCA's North American tissue business, the company broke ground on a more than \$240 million Greenfield project in Barton, Alabama, right in the heart of the growing Southeastern U.S. population center. "Through the acquisition the new company had manufacturing operations in Wisconsin, New York, Arizona and Illinois. We needed a presence in the Southeast to insure that we could supply

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Exhibit Floor Opens at 9:30

This year's ISSA/INTERCLEAN® North America 2011, show promises to gather the industry's top leaders in one location offering attendees the potential to find new influential contacts and ideas that can change the way they do business.

The top leadership and technical advisors from more than 650 exhibitors will be on-hand to help attendees find the solutions they seek. In addition, the ISSA Convention-held in tandem with the exhi-



bitation-offers more than 40 educational sessions and networking events to help attendees gather the new ideas and make that next big business connection necessary to grow business.

Educational Highlights

Seminar topics at this year's ISSA

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Tax Credits Set to Expire - View This ISSA Show as a Shopping Mall

Tucked away in the current tax code is a significant savings building service contractors and facility managers should know about and take advantage of, according to Michael Schaffer, a senior executive with Tacony's Commercial Floor Care division and president of Tornado Industries and CFR.

According to Schaffer, those considering investing in new cleaning equipment and machinery for their businesses or facilities may be able to take advantage of special tax savings targeted to expire or decline significantly in 2012.

The regulations stipulate that businesses that purchase qualifying products this year and place them into service no later than Dec. 31, 2011, are eligible to receive a bonus first-year deduction allowance of

100% of the asset cost.

"Waiting until 2012 to make these purchases may result in a significant loss in the write-off amount," says Schaffer. "View this as a 'gift' from the government and one almost any business can really benefit from."

Schaffer also believes that this "gift" is timely due to the ISSA/INTERCLEAN North America tradeshow, opening.

"If I were an end user, I'd view the [ISSA tradeshow floor] as a shopping mall," he says.

"Check out the equipment, see what's new, and what will work for you, keeping in mind that if you find a

machine you like, this generous but temporary tax break makes it the perfect time to maximize your buying power." ■



Spartan Celebrates 55th Anniversary

Spartan Chemical Company, Inc. celebrates its 55th anniversary in 2011. The vision of Spartan's entrepreneurial founder, E.T. Swigart, Jr., and Spartan's

to service customers' needs using industry recognized Regional Managers and by successful and enviable partnerships with over 550 selectively appointed distribu-



Stephen H. Swigart, President and Chairman of the Board and John Swigart, Executive Vice President seated in the center with Spartan Department Heads

pledge to high quality continue today through the hands-on leadership of Stephen H. Swigart, President and Chairman of the Board and John Swigart, Executive Vice President.

That vision is echoed by over 250 dedicated personnel who are empowered

tors located throughout the United States. The company has a brand line of chemical specialty maintenance products with more depth and breadth than any other single manufacturer; state-of-the-art laboratory facilities; interactive end-user training programs; and proven

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Trebor! Tissue! Booth #527