

# TRANSFER

**MADE IN NOTE  
BY ONE OF SWEDEN'S LEADING BUSINESS  
PARTNERS WITHIN ELECTRONICS**

An aerial photograph of a historic city, likely Tallinn, Estonia. The image shows several stone towers with conical red-tiled roofs, surrounded by lush green trees. In the background, a tall, dark church spire rises against a blue sky with scattered clouds. The city is built on a hillside, and a body of water is visible in the distance.

no 2

Come along!

Learn about NOTE's world - the places, surroundings, customers, methods

Quality found

Crem international is a coffee specialist that found NOTE

Think green

Read about the most environmental options for travel



# Let NOTE be your travel companion

Welcome to the latest issue of Transfer, NOTE's magazine for customers and business partners looking for development. In these pages you will find recent developments within the NOTE group as well as tips and inspiration for your travel to locations where NOTE is active. You will also have the chance to read about some of our customers and their operations. How they develop their products for different markets with the help of NOTE.

We have to admit that even we have had a hard time keeping up with all of the changes that have taken place within NOTE over the past few years. These changes have also led to several new faces in management positions. My role as acting CEO is to now focus on the following areas:

—We shall increase our volumes with the segment 'high mix, low volumes' where we can offer customer unique advantages. NOTE will be the obvious choice for small to medium size companies while we shall simultaneously grow with the customers who have global sales. And we will offer services with the same high level of quality in Asia as we offer in Europe.

—We will improve our capacity utilisation and focus our volume production in our factories with Pärnu, Estonia and Tangxia, China.

—In terms of quality, we are aiming to be the best within our market segment.

—Finally, by strengthening our capital base we are creating the possibility for future growth. Flexibility and quality are the key goals for our voyage into the future. Welcome aboard!

Göran Jansson  
Acting CEO

## Table of Contents

### p.4 ENGLAND IN A NUTSHELL

The next time you visit NOTE UK, why not take the time to visit some of the many local sites.



### p.5 PÄRNU - THE RIVIERA OF THE NORTH

Experience the beauty and charm of an old town that offers visitors everything from relaxation to wild parties.



### p.9 VÄRMLAND - NOT JUST ELECTRONICS

Swedish Värmland boasts many charms, including a world class spa and the magnificent home Selma Lagerlöf.



### p.11 THE FINNS WIN IT HANDS DOWN

Finnish people drink the most coffee in the world. Read about Finland's coffee culture and exciting facts about coffee and health.



### p.12 HOW TO TRAVEL - ECO FRIENDLY

There are several means of compensating the environment for your travel. Read many tips, facts and ideas here.



### p.14 SHENZHEN IS THE CAPITAL OF THEME PARKS

In and around Shenzhen in China you will find so much to experience, including the world's fastest growing manufacturing region.



### AROUND THE WORLD WITH NOTE

- |  |  |
|--|--|
| p.5 UK and the Baltics makes a win/win for Baldor              | p.10 Crem International sought quality     |
| p.7 HERNIS outsources  | p.10 NOTEfied + Cadence + Mentor = True    |
| p.8 Wireless instrument measures pressure in coronary arteries | p.13 Smart indoor climate in Torsby        |
| p.8 Silicon extends NOTE's offer                               | p.15 Trimble transfers production to China |



# Spring is sprung. Time to dust off the skis.

Would you like to feel what it's like to stand on the roof of Norway? If so, go to Stryn, the legendary ski resort opens in May and stays open as long as there is some snow, often even into early August. Put on your ski boots and experience high mountains, deep fjords and dramatic waterfalls.

Do you love skiing? Do you like discovering new dimensions? If so, summer skiing could be just the thing for you.

Strynfjellet, close to the famous Jostedalsglacier in Nordfjord in west Norway, is Norway's largest summer skiing centre. People have been coming to Stryn for summer skiing since the 1930s. Following modernisation work in the 1980s and 90s the facilities are in top class order today.

It is a magnificent experience. You ski down from the top of the Tystig glacier about 1,600 metres above sea level. The surrounding scenery is just as dramatic. Strynfjellet is ringed by peaks that are around 2,000 metres high. Many people say summer skiing here beats the Alps. Better slopes, better snow and more beautiful surroundings.

**Outdoor activities to suit most tastes**  
Stryn is by no means a large ski resort. Everything revolves around outdoor activities here. In summer there are also plenty of things for non skiers to do. Such as hiking

in the mountains, fishing, rock climbing or strapping on a pair of snowshoes and walking along the glacier. You can also go cross country skiing from the top.

There are a couple of national parks well worth visiting close by: Jostedalsglacier National Park and Geiranger, a magnificent fjord surrounded by wild waterfalls and snow clad peaks.

In and around Stryn itself you are spoiled for choice. Whitewater canoeing, sea fishing trips, diving in the fjord or mountain biking along valley trails. And if you fancy a round of golf surrounded by babbling brooks and towering mountains there are four local courses to choose from. Everything you need for these activities is available to hire on site.

Or maybe go pony trekking on a genuine Norwegian Fjording? The Norwegian Fjording is a local breed of horse from Nordfjord and there are several stables around Stryn that offer both beginners and experienced riders the opportunity to experience the breathtaking landscape on horseback. You can book private lessons or day treks.

And if you have not yet had your fill of excitement, why not try bouldering, climbing large boulders, in Oldedalen for instance.

**Gamle Strynefjellsvegen**  
If you come by car to Stryn and Nordfjord you should take a trip along Gamle Strynefjellsvegen.

The road is a piece of Norwegian natural history as it used to be the only route between Skjåk and Stryn for most of the previous century. There is an all year round road today, but the old road has an amazing atmosphere and fantastic views. It is only populated by birds and animals that have adapted to the Arctic climate.

This narrow mountain road that blends in with the Strynefjell scenery has been a source of inspiration and place to get away from it all for numerous poets and artists.

Experiences is the best word to summarise Stryn and Nordfjord.

You will not regret coming here.



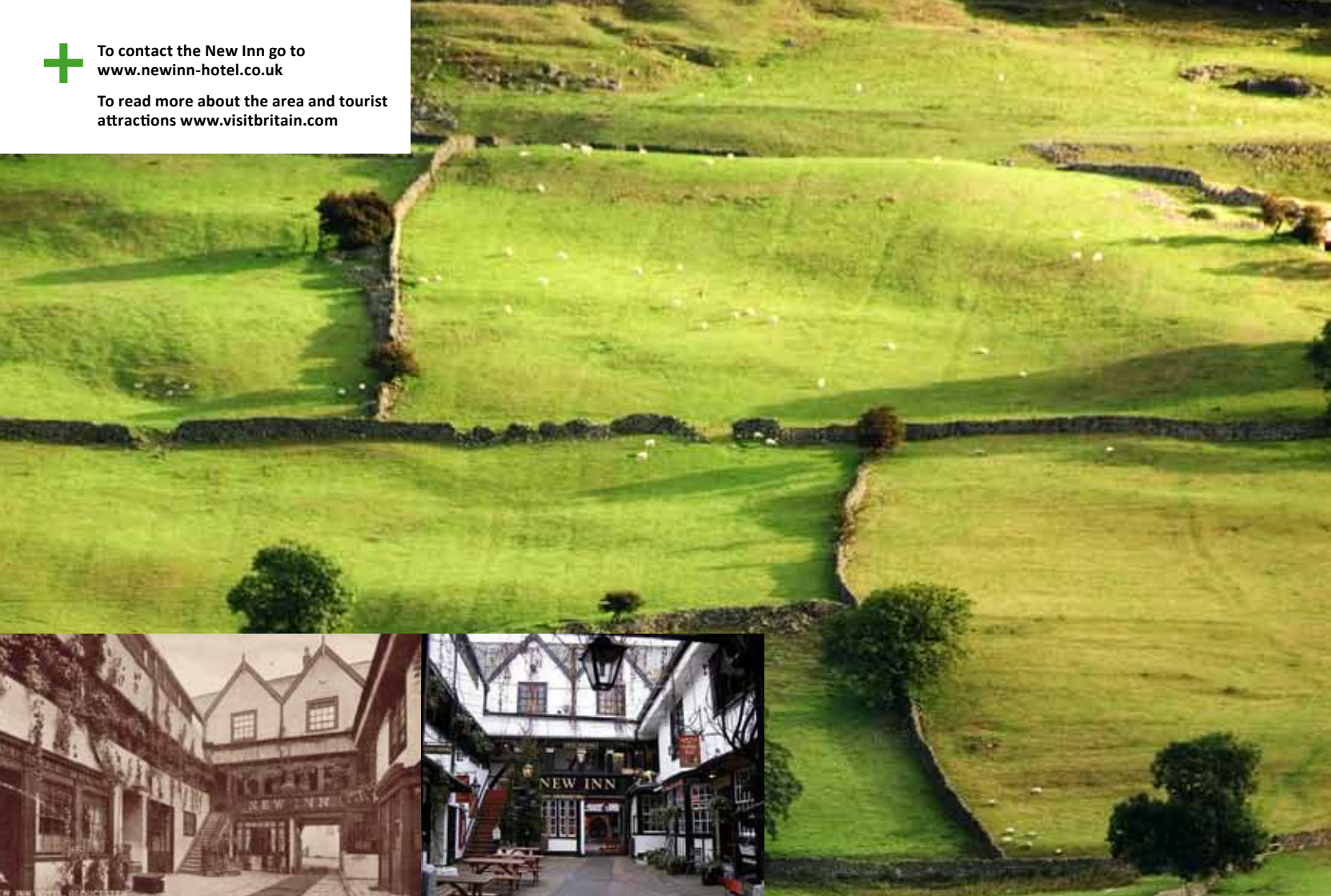
Stryn has a large park for snowboarding and jibbing. There are three lifts and 8 pistes, including one blue, one black and six red runs. There is a special nursery slope area at the foot of the mountain for children and beginners.

If you wish to stay in a hotel, we can recommend Videseter Hotel Stryn. It has an incredibly beautiful setting and is well worth a visit. But if you are a real ski bum, we suggest you stay at one of the camp sites in Stryn. It has a great atmosphere and you will meet like minded souls from all around the world. E.g. Strynvatns Camping and Folven Camping.

Tips for summer skiers. The snow can be heavy with a high moisture content so make sure your skiwear is water-proof and breathable. Don't forget your sunglasses and sunscreen – the sun is incredibly strong and you can burn in a matter of minutes.

Read more at: [www.visitnorway.com](http://www.visitnorway.com)

+ To contact the New Inn go to [www.newinn-hotel.co.uk](http://www.newinn-hotel.co.uk)  
To read more about the area and tourist attractions [www.visitbritain.com](http://www.visitbritain.com)



# The New Inn that is anything but

What kind of accommodation do you prefer when travelling? If your ideal hotel is all tubular steel furniture and modern architecture, you might as well stop reading now. But if you are looking for a genuine old English inn rich in romantic charm and original features, please read on. This article is about the New Inn in Gloucester that dates from the 15th Century.

The New Inn was built around 1430 to cater to the needs of travellers making the pilgrimage to Gloucester Cathedral in southwest England. The city of Gloucester itself was originally a Roman settlement. The New Inn was built on the site of a previous inn, hence the name that sounds charmingly ironic to our ears six centuries later.

Following the Dissolution of the Monasteries in the 16th Century, the Inn fell into private ownership and as time past, the Inn came to become a classic British hotel. The New Inn is now one of the best-preserved medieval buildings in England. A popular venue for wedding receptions, modern day pilgrims come to experience the genuine old world atmosphere rather than spiritual enlightenment.

If you like old timber beams, panelled walls, ivy, stone courtyards and leaded windows, the New Inn will feel like paradise on earth.

And if we also tell you that Gloucester lies on the edge of the Cotswolds you can possibly picture the winding roads, green hills and picturesque villages with names like Stow-on-the-Wold and Bourton-on-the-Water. It is like travelling through a picture postcard.

## England in a nutshell

The New Inn is of typical English standard, which pretty much translates as having tea-making facilities in every room and draughty windows. But the beds certainly do not date from the 15th Century and the atmosphere is charming. There are actually plenty of very good reasons to spend one or two nights at this classic Inn.

Naturally, the food is totally English. The New Inn restaurant serves traditional English food with a modern twist and has become famed far beyond the Gloucestershire county boundary. The Inn also has four bars that serve around ten draught beers, English real ale that many beer lovers consider to be the king of beers.

Stepping inside the New Inn gives you a taste of England in a nutshell spanning the 15th to the 21st Century.

## UK Development and Baltic production a win/win for Baldor



The Baldor Electric Company's British subsidiary Baldor UK specialises in advanced products within motion control. Partnering with NOTE enabled them to link their development needs with cost effective offshore production in a very smart way.

Baldor UK's new MotiFlex e 100, is a highly advanced product that enables real time monitoring of several machines via the internet.

When they decided to introduce the product on the market, they needed a supplier that could guide them through the introduction phase and also offer volume production at competitive prices.

NOTE fit the bill. They were able to reduce costs by 15-20 percent compared with rival suppliers in Britain.

—The Nearsourcing concept for development combined with a range of possibilities when it came to choice of series production was a powerful competitive advantage for NOTE, says Dave Westley, Operations Manager of NOTE UK. We can develop, test and industrialise close to the customer and then steer production in the most cost effective direction.

## Baltic production and central sourcing cut costs

In this instance, it was the NOTE factory in the Baltic that was the best fit. Manufacturing there reduced both the costs and the risks for Baldor UK. And compared with transferring production to Asia, the decision making process was simpler.

As NOTE has a central sourcing unit that covers the entire world when it comes to components purchasing, the cost picture became extremely attractive.

Tony Fuge, Operations Manager at Baldor UK, talks about his experience of NOTE sourcing:

—The most important thing for us when we developed this new product range was to press prices. And we found that NOTE was able to offer components that were up to a third cheaper than its competitors.

## Guide to British beers



### Lager

Beer, ordinary beer. We do not need to say much about this pale continental style beer. Lager is available everywhere and produced everywhere. Lager is fermented at a lower temperature and keeps well. Lager originally came from Germany.

### Ale

Ale is fermented at a higher temperature than lager and can be brewed in several different ways that give the end product its taste, colour and strength. The following are a few common varieties:

**Bitter.** England's national drink after tea, with a slightly bitter taste. Copper coloured, low carbon dioxide content with an alcohol content of about 4 percent.

**Pale ale.** This was originally the same as bitter but bottled rather than served as draught. Today both bitter and pale ale are available in bottles, cans and as draught beer. However pale ale tends to have a slightly higher alcohol content.

**Brown ale.** As the name implies, brown ale is dark brown in colour with a sweetish taste, at least in the south of England. Often

has a pretty low alcohol contents – between 3 and 3.5 % ABV. In the north of England brown ale is somewhat drier and more reddish brown in colour. And stronger – between 4.5 – 5 % ABV.

**Mild.** As the name suggests, this beer is milder than bitter with a lower ABV. Tends to be sweeter and dark brown in colour.

### Stout

Stout is a very dark, almost black, full-bodied beer with a bitter finish with very little sweetness. Guinness from Ireland is perhaps the most famous stout. The malt used to brew stout is dark roasted, which gives the stout. ABV can vary from 4 to 10 %.

### Porter

Porter is the little brother of stout. It too is a dark and full-bodied beer, but with a certain sweetness. Porter originated in London, created in certain pubs by mixing cheaper beers with more mature and full-bodied beers. Some porters even have a hint of chocolate or coffee in the finish.



Pärnu has a population of 45,000 (in winter) and is about 2 hours by car from Tallinn.

Worth seeing: The Tallinn Gate, the moat, St Katherine's Church and Elizabeth Church, the Lydia Koidula museum, old spas, houses dating from the 17th and 18th Centuries on Kuniga and Pühavaimu Streets.

If you prefer to stay near the beach we recommend the Rannahotell that looks like a stranded ocean steamship with railings and portholes.

If you prefer more luxurious accommodation and fine dining, the Ammende Villa could be the place for you. Built as a private villa in 1904-05 in the classic art deco style. The stuffed animals on the walls add an extra romantic touch.

Read more about Pärnu at [www.visitparnu.com](http://www.visitparnu.com) or [www.parnu.ee](http://www.parnu.ee)



# The Baltic Riviera

The old Hanseatic League city of Pärnu is the summer capital of Estonia. The city was also a famous and fashionable spa resort in the 19th Century. Today this beautiful port with its white sandy beaches boasts the warmest waters in the Baltic Sea and offers numerous opportunities for rest and relaxation, cultural experiences and great outdoor activities.

In the 19th Century, mud baths and invigorating walks were the order of the day in Pärnu. At the start of the 20th Century the city gained a growing reputation as a spa resort with a touch of glamour and ostentation. People flocked here from the whole of Europe. In the 1930s Pärnu became the first foreign holiday destination for many Swedes. During the Soviet era the town went into hibernation but blossomed once more as a magnet for international tourism

when Estonia gained its independence in 1991.

## Charm everywhere you look

Pärnu is situated on a peninsula that is barely a kilometre wide. Which means the old town is naturally framed by a huge park, port, beautiful art deco villas, functionalism architecture and timber houses along broad tree lined boulevards that run down to the broad white sandy beach. As promenading was Pärnu's main attraction in the 19th Century, the town has a number of magnificent parks that lend themselves to jogging trails and Sunday strolls.

Its compactness means you can walk everywhere. The idyllic town centre is a mix of low 18th Century buildings and more modern developments. The main street is called Rüütli, or Knights' Street, and is now pedestrianised and lined with numerous pretty shops and

restaurants. As the name of the main street suggests, Pärnu has medieval chivalrous connections. On one of the cross streets you will find one of the oldest buildings from that time, Punane Tower, which is now an art gallery.

## Estonia's summer capital

A flag is raised at the summer solstice signalling that Pärnu has taken over as the capital city of Estonia. This is the start of the festival season, with a water festival, music festivals and theatre festivals.

The beach is the place to be during the day. The beautiful sandy beach is just a 10-15 minute walk from the centre of Pärnu. As the beach is in a shallow bay, the water is quite warm. A newly built walkway that runs the length of the beach is a mecca for ice cream eating kids and romantic couples. There is also an aqua park called Tervise Paradis.

Once the sun goes down there are plenty of "after beach" bars, restaurants, pubs and nightclubs to choose from. Such as the cultural heritage listed beach café and the legendary spa rooms where Estonia's finest dance orchestras play. An evening with some of the locals looking for a fun time will be a memorable experience.

## Spa resort

Pärnu is far and away the largest spa tourist destination in Estonia. There are around 2,000 beds available while spa treatments on offer range from medical rehabilitation to sheer pampering.

You really should book a spa treatment when you are in Pärnu. It never goes amiss to give yourself a treat when there is so much choice available.

# HERNIS outsources complete camera product

HERNIS CCTV cameras are used in the oil and gas industry worldwide. Both offshore on drilling platforms and on land to monitor pipelines. In the hunt for good quality and lower costs, HERNIS constantly reviews both manufacturing costs and components.

HERNIS is a Norwegian company that develops and markets a large range of camera stations and monitors that can withstand tough environments, from extreme heat and high humidity in the Middle East to permafrost in Arctic tundra.

HERNIS normally manufactures its own equipment to maintain total control over quality assurance. However, the company decided to seek an external manufacturer ahead of the launch of a new camera for explosion risk free environments. The casing for the new station was to be made of the thermoplastic PEEK rather than the acid resistant stainless steel they normally use.

Following a careful selection process, they chose NOTE as partner. Initially, production will be done in Torsby in line with the NOTE Near-sourcing model. Once the product is mature and production volume grows, HERNIS expects to transfer production to NOTE's factory in Tangxia, China.

## A complete product

NOTE's combined expertise in electronics, mechanics and industrialisation proved invaluable for the project start. With the help of NOTE and its specialist partners HERNIS was able to outsource the new product and so enable the company to focus its own production capacity on other products.

We worked together very closely and intensively at the development stage with regard to choice of supplier for tools for the housing and injection moulding and also on the test development of circuitboards, prototype production, pre-series production and production optimisation.

## Two questions for Ole Iver Rusten, head of purchasing at HERNIS:

*Why did you choose NOTE?*

—NOTE possesses know how in many different areas and could offer a competitive price picture. The fact that they also have additional capacity in China was another important factor in our decision as we expect sales numbers for this product to increase and we will then be able to reduce our costs for both production and components. Plus they provided invaluable support during the negotiations process when we needed to understand more about PEEK, a new plastic that we did not have any prior experience of. They provided excellent support in general when it came to finding good sub contractors for all our different special needs.

*How do you see the future?*

—Once we have a secure and stable production process, we expect to transfer production to China. We can see that NOTE has the necessary experience and they have been successful in transferring production for other customers. Our partnership with NOTE has been a very positive experience as they have always been keen to advance the processes. We are looking forward to a long and fruitful partnership where we can develop together as customer and supplier.



# Wireless instrument measures pressure in coronary arteries

Medical technology company Radi chose NOTE as supplier based on a good combined quality assessment and the future potential to direct production to the most cost effective alternative.

Radi Medical Systems is a member of the St. Jude Medical Group. The company pursues applied research and the development, manufacture, sales and marketing of its own innovative medical technology products within interventional cardiology. Development is done in close consultation with doctors and other clinically active personnel dedicated to improving patient care.

The Radi product group is a good fit with NOTE's prioritised offers where exacting demands are made on quality assurance, traceability and the potential to modify a product during its life time.

## Development in Sweden

Radi has extremely high quality demands and following a comprehensive evaluation, NOTE was invited to supply medical technology products in autumn 2009. The first joint project is to develop and manufacture an advanced wireless instrument that measures blood pressure in coronary arteries.

—This is the first wireless instrument of its kind and will be manufactured at the NOTE factory in Torsby. A special internet based test database has been developed at NOTE's Norrtälje factory that means Radi personnel will be able to look at the quality assurance results straight from the production line themselves.



## A choice with an eye on the future

Jonny Munther is head of technology purchasing at Radi. He explains how the supplier selection process worked:

—We put the greatest emphasis on finding a supplier that meets all our quality requirements. NOTE has the technology to be able to handle our products and also has a good way of working that genuinely gives us the attention required to maintain high quality. The potential for volume production in China was also an advantage.

# Silicon extends NOTE's market offer



To meet the needs of customers with products that are exposed to big variations in climate, NOTE has invested in a new robot for silicon based spray coating. Although the new robot is installed at NOTE Torsby it is naturally available for all NOTE customers who need it.

This new spray coating robot means that in principle, NOTE can provide a complete programme of different lacquering systems such as acrylic, polyurethane, silicon and hybrids or modifications of these.

## About NOTE silicon based coating

Extraordinary environmental protection demands.

Delivers a complete protective coating.

Withstands condensation that arises on temperature differences.

The coating contains a fluorescent agent, which means that all circuitboards that are coated are quality assured under UV light.

# Beautiful, beautiful Värmland

If you fancy spending time at a gorgeous and exclusive spa the Selma Lagerlöf Spa in Sunne could be the place for you. Travelling there through the beautiful countryside around Torsby and Sunne is the perfect prelude. Rolling hills, magical woods and glittering lakes – you are in Värmland.

All the rooms at the spa are bright and spacious with magnificent views over Lake Fryken. The handsomely designed rooms are of top class standard. A bouquet of flowers, bottle of champagne and a cheese platter can be provided on request on your arrival.

SelmaSpa offers one of the biggest ranges of spa treatments in the Nordic countries with around thirty different choices of treatment. All therapists are specially trained in their respective areas to ensure guests have the most enjoyable and effective treatment as possible.

You can wander round in a bathrobe or other casualwear and try one wonderful treatment after another. In addition to the

numerous face, hand and foot treatments on offer there are plenty of other fun and delightful treatments available. Such as:

**Hot oil massage.** A relaxing massage with hot oil for the whole body.

**Hot stone massage.** Massage with hot volcanic stones that really relax you. Good for tense and aching muscles.

**Shiatsu massage.** Massage with fingers, hands and elbows that pressures and stretches the body in order to harmonise and balance the body's energy flows.

**Detox.** A treatment that cleanses the body of waste products and surplus fluid.

**Thalasso Algae bath.** A bath with a seaweed algae concentrate that is rich in mineral salts and trace minerals that boost the skin while giving you a sense of well-being and a cleansing effect.

**Relaxing Pod.** A relaxing pod that helps reenergise and relax you through a combination of light, colour, scent, massage and purified air in a soothing environment.

## Mårbacka, a slice of Sweden's cultural heritage

While you are in the area, why not visit Mårbacka, the beautiful home of Selma Lagerlöf, the first woman to be awarded the Nobel Prize for literature. The year was 1909.

Selma Lagerlöf was a runaway commercial success even before she won the Nobel Prize. She used the prize money to buy back her childhood home that

had passed from her family. In a letter to her close companion Sophie Elkan in July 1907, she described it thus: "I have acquired an old house, an old garden, a small park, an avenue, a few acres of farmland, a couple of cellars, an outside toilet, a dam, loads of beautiful trees for 13,500 kronor".

In her will Selma Lagerlöf requested that Mårbacka be preserved as it was in her lifetime and open to the public. Which it has been. You can find out more out this fascinating woman, enjoy a coffee under the beautiful lime trees or simply stroll round the large garden that was once the leading garden centre in the district.



Selma Lagerlöf's life is honored at Mårbacka, her childhood home which she reacquired in 1907.



For more information on Selma Lagerlöf spa go to: [www.selmaspa.se](http://www.selmaspa.se)

For more information on Mårbacka and its opening times: [www.marbacka.com](http://www.marbacka.com)

Rottneros Park is also worth a visit. It has many large Nordic sculptures set in beautiful surroundings filled with flowers and plants. It is also home to the Nils Holgersson adventure park where children can play at pirates, fly over the lake on the back of Akka the goose, or drive round the car circuit.

Read more at: [www.sunne.se](http://www.sunne.se)





# Crem International sought quality - found NOTE

Crem International is a coffee specialist that markets modern coffee solutions in over 80 countries. The group has manufacturing facilities in Sweden, Spain and China. Crem International has chosen NOTE to supply the brain for their machines. Production is done at NOTE's factory in China in close consultation with the team in Torsby.

realised that there was a growing market for our products in Asia and Oceania. A base in China would put us in a strong position for further growth.

### Quality the key

Crem International took its time looking for a suitable electronics partner. For instance, they trialled several suppliers in China with varying degrees of success. When they met NOTE and the factory in Tangxia they knew they had found the right partner.

—One important factor for us was to find a supplier who could handle our volumes and treat us as a prioritised customer, says By. But the most important factor of all was naturally that the products were of consistent high quality. The electronics are a key component in our equipment. A fault here can be very expensive when you have to send out a service engineer. NOTE has proved the perfect match for us in that we have excellent contacts

with the factory in Tangxia and at the same time always get the support we need from NOTE here in Sweden. Which means we can communicate with each other on both a global and local scale. As such, we view NOTE as a long-term partner in electronics and hardware for our equipment.

### Development and logistics

The first electronics platforms are already in production and the development process for additional products is in progress. The electronics that NOTE manufactures for Crem International are the actual brains of the machines that control water temperatures, coffee blends and times.

Mikael By anticipates strong growth in technology development in the future, in areas such as touchscreens and other sophisticated advances. He also views NOTE as a strategic partner for logistics in organising shipments to the assembly works in Shanghai and Europe.

Crem International markets its products under two brands. Equipment for fresh brewed coffee, instant coffee, water and juice fall under its Coffee Queen brand. The second group's renowned and high quality espresso machines are marketed under its other brand, Expobar.

Crem International has its head office in Arvika and sales companies in Norway, Germany and England. The group also has assembly factories and associated sales companies in Spain, Sweden and Shanghai in China. Just like NOTE, the Crem has positioned itself on global lines with production in both Europe and Asia.

Mikael By is responsible for the group's production, sourcing and development. He explains what they were looking for when they established a base in Shanghai in 2006:

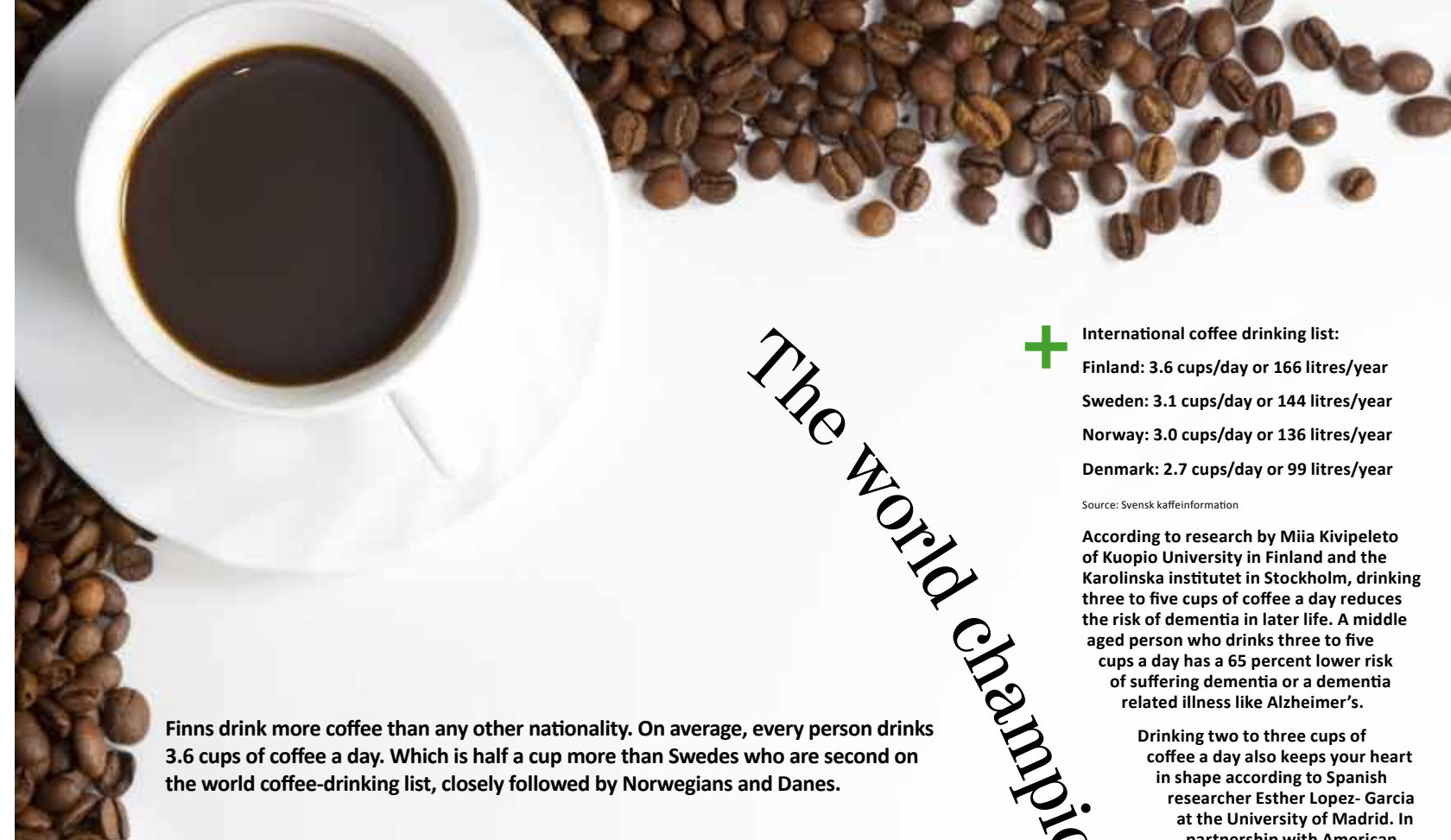
—We wanted to secure a good sourcing process and also start assembly work in China, obviously very much on account of the attractive pricing picture there. But we also

**NOTEfied + Cadence + Mentor = True**

NOTE's NOTEfied components database can now be connected to the Mentor Graphics design applications DxDesigner and Expedition.

It has been possible to connect the NOTEfied components database to the Cadence platform for some time. Now, the same is true for the Mentor system.

The database is divided into commercial components data and technical production related data that are used by customer designers. The system has full 3D integration with mechanics and includes around 65,000 components with product numbers that are available as real time data.



The world championships Finland always wins

**Finns drink more coffee than any other nationality. On average, every person drinks 3.6 cups of coffee a day. Which is half a cup more than Swedes who are second on the world coffee-drinking list, closely followed by Norwegians and Danes.**

- +** International coffee drinking list:
- Finland:** 3.6 cups/day or 166 litres/year
- Sweden:** 3.1 cups/day or 144 litres/year
- Norway:** 3.0 cups/day or 136 litres/year
- Denmark:** 2.7 cups/day or 99 litres/year

Source: Svensk kaffeinformation

According to research by Miia Kivipeleto of Kuopio University in Finland and the Karolinska institutet in Stockholm, drinking three to five cups of coffee a day reduces the risk of dementia in later life. A middle aged person who drinks three to five cups a day has a 65 percent lower risk of suffering dementia or a dementia related illness like Alzheimer's.

Drinking two to three cups of coffee a day also keeps your heart in shape according to Spanish researcher Esther Lopez- Garcia at the University of Madrid. In partnership with American researchers she looked for a possible connection between coffee drinking and premature death. They found the opposite was the case. If you drink two to three cups of coffee a day, you lower the risk of suffering heart disease.



Each Finn drinks on average 3,6 cups of coffee per day

Coffee reached Finland in the 18th Century. Initially only the upper class drank it, in modest proportions and tea was far more popular. The authorities believed the drink was unhealthy and banned coffee drinking several times in the 18th Century.

Prohibition is usually a sure way of boosting demand. Which also proved the case for coffee consumption in Finland. Coffee started to be smuggled in in large quantities via Viborg on the Russian border. Finally the Swedish king Gustav IV Adolf gave up his attempts to save the unruly wretches in the east from poisoning themselves with coffee. The coffee ban was lifted.

### Coffee, part of Finland's social history

Coffee drinking spread to all social classes in the 19th Century. This coffee culture really took root when it became the done thing to invite your neighbours to a coffee party. The hostess would serve coffee with a variety of biscuits. The guests sat around the table, talking and gossiping. Coffee became the cement that held society together.

As people moved into the growing towns from the countryside they brought this coffee culture with them. Cafes started opening here and there. Debating, gossiping and social intercourse flourished.

The fact that coffee was expensive by no means discouraged the coffee loving Finns. In the early 19th Century a kilo of coffee cost the equivalent of a day's wages for an ordinary worker.

You will find coffee everywhere in Finland today. And if you cannot see a café close by, you will never be far from a cup. Good coffee is served everywhere, from petrol stations to department stores.

You cannot afford to slacken if you want to remain top of the list.



# How to travel climate neutral

Many of us like to go travelling when we have time off. And many people have to travel as part of their job. Sometimes short journeys, sometimes long journeys. But do we have to be plagued by a bad conscience because we are polluting the environment with our emissions? Or is there a way to offset our behaviour? What alternatives are available?

The world is becoming increasingly climate aware. Old light bulbs are being replaced by new ones. Each new model of car uses less petrol. There are more and more fast train links that can seriously compete with airlines on certain routes.

Air travel is the least environment friendly way for people to travel, followed by cars and buses. Rail is best and beats its competitors by a great distance.

However it is not always possible to choose the most environment friendly option. In such cases, what is the best and most long-sighted approach?

## Emission rights...

One common and simple way to offset your travel is to buy emission rights. This solution remains disputed with uncertain pricing on a market that is at the development phase.

The basic idea is that every time you buy emission rights and not use them, you make it more difficult and more expensive for someone else who "needs" them. As it gets dearer to release emissions, behaviour patterns change and cleaner alternatives become more competitive.

There are a number of calculators available on the internet where you can calculate your own carbon footprint. Such as on the Swedish Society for Nature Conservation (SSNC) website (Svenska Naturskyddsforeningen). And you can calculate passenger and freight statistics on the SAS website.

## ... and other ways of "buying a better conscience"

There are other ways of paying for your emissions too. Via companies and organisations such as The Carbon Neutral Company or ClimateCare where you can invest in measures that reduce the greenhouse gas effect, by e.g. planting more trees that absorb carbon dioxide.

You can also offset your luggage. And make it traceable at the same time in the event it goes missing. You can do this via the luggage protection system Green Bag Tag.

If you would like to offset your car emissions with Statoil it costs about 500 kronor to offset 15,000 km for a normal petrol car. Not that expensive.

Which means there are plenty of ways of offsetting your carbon footprint. An even better way would be to reduce this. Which mostly consists of planning and careful consideration.



More and more companies are reducing their business travel by replacing physical meetings with virtual ones. One free option is Skype, [www.skype.com](http://www.skype.com).

Instead of driving through Europe on holiday, you can book your car onto motorail and take the same train to your final destination and enjoy an excellent meal or relaxing sleep.

## LINKS

- [www.naturskyddsforeningen.klimatkontot.se](http://www.naturskyddsforeningen.klimatkontot.se)
- [www.sas.se](http://www.sas.se)
- [www.carbonneutral.com](http://www.carbonneutral.com)
- [www.jpmorganclimatecare.com](http://www.jpmorganclimatecare.com)
- [www.greenbagtag.com](http://www.greenbagtag.com)
- [www.klimat.statoil.se](http://www.klimat.statoil.se)

## Smarter indoor climate in Torsby

Tour & Andersson is the world leader in hydronic balancing for waterborne heating and cooling systems. TA-SCOPE, the latest instrument from TA for hydronic balancing has been developed and industrialised at NOTE's factory in Torsby. The development work went according to plan and series production began in December 2009.



Tour & Andersson products are designed to balance flows in heating and cooling systems, in an accurate, fast and easy way. This ensures a comfortable indoor climate while at the same time minimising energy consumption.

NOTE worked closely with QRtech, a company that specialises in the product development and industrialisation of electronics and software, during development work on the electronic instrument that regulates the water flows. The NOTE components database NOTEfied played a part here. The database is continuously updated with both technical and commercial information on some 65,000 components to make it easier to choose the right components from the outset.

## Fruitful partnership between experts

NOTE possesses state of the art know how in development, industrialisation and volume production. The products it produces are often complex. Ronald Hedström, Head of Development at QRtech, talks about the relationship with NOTE:

—At the stage of the economic cycle we are at now it is incredibly important that customers get their products to market as quickly as possible. The partnership between NOTE and us along with their NOTEfied tool has been the key to being able to meet customer requirements. NOTEfied has helped give us proper control over which components we should choose with respect to factors such as lead times, availability and life cycle status.

## A partner for growth

Tour & Andersson is an international company whose main market is Europe. Assembly work is done at the company's manufacturing unit in Ljung. The company does, however, market its products in over one hundred countries around the world. And this business is continuing to grow. In NOTE Tour & Andersson acquired a partner that satisfied several important criteria.

—It was important for us to find a supplier that always delivers high quality, that controls and influences the supplier chain and with the production capacity to handle larger volumes in regions where the cost picture is in our favour. NOTE is a partner with world class production at both international and local level, that quite simply ticked every box, says Joakim Merstrand, strategic buyer at Tour & Andersson.

These products have now started reaching the markets where they have been greeted with tremendous enthusiasm from customers. Tour & Andersson expects to exceed its sales forecasts and increase its market shares.



## Emissions factsheet

- \* Each person in Sweden emits an average of 6 tons of carbon dioxide a year. One ton of carbon dioxide is the equivalent of a 5,000 km car journey.
- \* A flight to Thailand gives off about 3 tons of carbon dioxide. 300,000 Swedes fly to Thailand each year.
- \* A Stockholm-Göteborg X2000 train emits 4 hg of carbon dioxide per journey. A car emits 89 kilos of carbon dioxide. And a single aircraft emits 6 tons.

## How to become a more climate aware business traveller

- \* Choose a non-stop-flight where possible. Avoid multistop flights as it is take offs and landings that use the most fuel.
- \* Choose airlines with newer more fuel efficient aircraft.
- \* Choose fuller flights if possible. The higher the occupancy the lower the carbon dioxide emissions per passenger.
- \* Always ask for a clean car when hiring a car – even if you know these are not available. Eventually car hire companies will get the message.

# Shenzhen

## the theme park capital

Shenzhen's origins date from the 15th Century Ming dynasty. However the recent history of the city as a financial centre began in 1979 when Deng Xiaoping officially founded the city. Deng succeeded Mao as leader of the People's Republic and launched the open door policy, which liberalised China's economy. The idea behind Shenzhen was for it to be a Special Economic Zone and an alternative to Hong Kong. It enjoyed explosive growth and Shenzhen went from being a fishing village to a world leading industrial centre in the space of just 20 years.

### Soul and pulse of the city

The true heart of Shenzhen is found downtown, in Hubei Village in particular, just south of Dongmen. This is the best place to witness the story of Shenzhen and where you actually do get a feeling of being in a small village in the Chinese countryside.

It is a high pulse city. The population has mushroomed in the past few years. If you want a change of tempo, you can seek out the tranquillity of Wutongbergen and the Hongfa Temple. The beautiful coastline and the beaches at Dongchong and Xichong are also worth visiting. And if you want even more peace and quiet then the Buddhist temple of Hong Yuan Si is the place to go.

### The biggest tourist attractions

There are numerous theme parks that are fun places to visit. The most usual and popular are:

**Chinese Folk Culture Village.** Offering a taste of Chinese culture and architecture. The park is divided into various small villages that reflect different Chinese cultures.

**The city of Shenzhen lies in Guangdong province in southeast China about an hour by train from Hong Kong. There is a great deal to see and experience here, from historic sites to the world's fastest growing manufacturing area.**

**Splendid China.** A miniature park, where you can observe Chinese history, culture, art, customs and historic architecture. Splendid China in Shenzhen is the world's biggest theme park. A sight not to be missed when in Shenzhen.

**Window of the World.** 130 different reproductions of some of the most famous tourist attractions and must sees in the world, squeezed into 48 hectares, including the Eiffel Tower, the Pyramids and the Taj Mahal.

**Happy Valley.** Yet another theme park with areas such as Cartoon City, Gold Mine Town, Mount Advantage and Shangri-la Woods. There are also a large number of restaurants and rides here.

### Food from all of Asia

The food in Shenzhen has been influenced by various immigrant cultures. In addition to all the different regions in China, there are restaurants representing Thai, Vietnamese, Japanese and Indonesian cuisine. And naturally there are also Western fast food outlets here and there.

### A few recommended restaurants:

**Yinxing Porridge Shop.** The speciality is duck but they also serve delicious lobsters and eels. The restaurant is situated on Jianshe Road in Shenzhen, in the Bao'an district.

**Hakka City.** Uses only naturally grown raw produce, with no pesticides. All the chefs at

the restaurant come from the Hakka people and all food is served by traditional methods. Naturally you can also eat duck here, but chicken prepared in alcohol, creamed fish with Zijin sauce and pork chop soup are well worth ordering. The restaurant can be found on Baguayi Road in Shenzhen.

**Chaotai Beef Restaurant.** For beef lovers. The restaurant serves various beef dishes with fantastic vegetables, salads and beans. Chaotai is in a district with several famous restaurants such as the Binghe Restaurant, which we can also warmly recommend. It is on Binghe Avenue in Shenzhen.



## + Facts about NOTE's factory in Tangxia, China

**Location:** in the Guangdong province, near the cities of Shenzhen and Hong Kong.

**Wholly owned by NOTE since 2009.**

**Personnel capacity:** up to 600 employees.

**Manufacturing capacity:** four SMT lines with capacity for 200 000 components per hour plus three box build lines.

**Area:** 5 400 square meters factory, plus 1000 square meters offices, excluding housing area.

**Languages:** English, Cantonese and Mandarin.

**Permits:** approval from the Chinese tax authorities to handle business for both the domestic and export markets.

**Certified:** ISO 9001: 2008, ISO14001: 2004.

**Other:** factory offers housing, restaurant, full time nurse, curator and recreation room.

## Trimble moves PCBA to China

Trimble is a global company which manufactures, markets and sells positioning solutions. When the group as a whole and the Swedish subsidiary Trimble AB reviewed their costs and supplier arrangement they chose to deepen their relationship with NOTE.

Trimble AB offers advanced instruments within land surveying and construction and facilities sectors. The electronics in some of the company's products, so called total stations, have been manufactured for several years by NOTE Norrtälje. This has worked very well, not the least due to the close proximity between Norrtälje and Danderyd, where the Swedish company is headquartered and where the stations are assembled before they are shipped to the company's central warehouses in the Netherlands and the USA. Trimble AB even provides laser scanners that are also built in Sweden.

### Why Trimble chose NOTE

For Trimble AB there are three critical factors that determine which suppliers they work with. Partly the cost level must be right so the product maintains its price goals, partly the supplier's knowledge must be world class, and partly the risks must be spread out so potential production disturbances can be handled in a flexible manner.

In conjunction with their supplier review process, Trimble selected to expand their collaboration with NOTE while simultaneously ending their relationship with a large number of other suppliers throughout the group.

Initially, Trimble will have parallel production at NOTE Norrtälje and at NOTE's Chinese factory, IONOTE. Production of the 17 PCBs in the total stations will gradually be moved entirely over to China. Each PCBA consists of several components and are of equal complexity as compared to Trimble's global product range.

Anders Mattsson, Purchasing Manager for Trimble AB, explains the selection process and the collaboration with NOTE:



—Since we have had a good collaboration with NOTE for several years we wanted to include them in our supplier assessment. NOTE clearly demonstrated that their different sites around the world work together as a global unit and that they can meet our needs as a global organisation. They have the right price level and have a strong transfer process. We began to transfer production to China in February of this year and it is looking very good. Communication in this project has been a great success. NOTE has a quick and ambitious team in China. Culturally speaking they are very easy to work with and the critical people at that factory speak fluent English.



**Google Shenzhen Information Network**  
Center for up to date information on what is going on right now.

Link to a good travel guide

[www.travelchinaguide.com/cityguides/guangdong/shenzhen/](http://www.travelchinaguide.com/cityguides/guangdong/shenzhen/)



Home is wherever  
the business takes you



**NCTE**<sup>™</sup>  
YOUR BUSINESS PARTNER