

a message from UPM NA's PRESIDENT

More than three-quarters of UPM North America (NA) employees work in our two production facilities. Most use massive, fast-moving equipment that can create dangerous work situations. This reality makes workplace safety especially critical within our Company.

Four accidents occur every day within UPM's operations globally. An average of 1,500 UPM employees are absent from work each day because of illness or injury. Among the Company's goals – to be achieved by 2008 – are no fatal accidents at any UPM facility, absenteeism of less than 4 percent and a 10 percent decrease in workplace accidents.

This issue of *U* focuses on safety within UPM North America and what we're doing to continue to improve it. We have included a story about **David Frandsen**, a former Senior Millwright at UPM Blandin Paper Mill, who was critically injured on the job in March 2001. David, his family and his doctor agreed to share their story with *U* in the hopes that it will remind each of us why working safely is so important. If one employee reads this article and works more safely the next day, it will be worth it.

UPM NA has much to be proud of in our steadily improving safety record. Our achievements range from individual milestones like UPM Miramichi employee **Kerin Doyle's** 40-year tenure without a single lost-time

injury to millwide accomplishments like the safety records Blandin set this year.

Safety makes good sense from a business perspective – our customers and shareholders expect UPM to operate safe and healthful workplaces. But more important, it makes sense from a “people” perspective: each of us wants to go home every night as healthy as we were when we arrived at work that morning.

Moving on ...

By now, you've probably heard that I will soon be the former president of UPM North America. I have accepted the post of Executive Vice President of Strategy for UPM Group. As a member of the Group's Executive Team, I will be able to share with the most senior executives within the corporation what I've learned about how business is done in North America – the world's largest media market and UPM's second-largest market. My successor is **Bernd Eikens**, who previously was managing director of UPM Nordland. Bernd has a very strong operations background. Under his leadership, Nordland became one of UPM's flagship production sites. I'm confident that our North American business will be even more successful with Bernd at the helm. □



Heikki Malinen
President, UPM North America



UPM NA'S NEW PRESIDENT

Although he's a native of Germany, UPM North America's new President **Bernd Eikens** is no stranger to North America.

Eikens comes to UPM NA from Nordland Papier in Dörpen, Germany. He earned a PhD in chemical engineering at Colorado State University in Fort Collins. He then spent three years working for International Paper in Jay, Maine, and Cincinnati, Ohio. He and his family returned to Nordland in 1998.

Eikens began his professional career at Nordland in 1984. While completing his undergraduate university degree in Germany, Eikens also worked as a Trainee at UPM Kaukas and the mill that later became UPM Schongau.

He was promoted to Managing Director of Nordland in 2002.

Eikens, 40, and his wife, Sabine, have two sons, Henning, 7, and Lennart, 5. Henning was born while the family lived in Maine and holds dual U.S.-Finnish citizenship.

Eikens visited UPM Miramichi in August and UPM Blandin Paper Mill in September with outgoing President **Heikki Malinen**. He is expected to begin working full-time in the North America Center in mid-September.

The December issue of *U* magazine will include a Q&A with Eikens.

