



SUCCESS STORY |

AMBERBIRCH FOUND THE PERFECT MATCH FOR THEIR PRODUCTION NEEDS

The story of AmberBirch began in an interesting way about ten years ago, when Raute's Sales Manager Antero Kunttonen proposed the business idea of a Mill to Raimonds Spuls-Vilcans, a member of the board of AmberBirch.

The idea of selling high quality veneer instead of round logs from Latvia became reality and, today, the AmberBirch Mill in Latvia has their first year of operation behind them, and employs 65 people.

AmberBirch is a greenfield mill that processes small diameter logs – mostly birch, as well as aspen and alder – into dry veneer. They mainly sell their veneer to Asian furniture manufacturers. They chose the Raute Veneer Peeling Line R3 as their main production line because its spindleless peeling technique perfectly fitted their main production needs and their use of small diameter logs.

Grow capacity, maintain the highest quality

After six months of operation, AmberBirch purchased a second spindleless peeling line from Raute to quickly increase their production capacity. By the end of 2021, their capacity is expected to grow to 55 000 m³ as a result of increased drying capacity, with additional peeling capacity still available. The veneer markets have been favourable as well, because raw material is easily available, and the general demand for veneer is growing constantly.



Peteris Upite, the technical manager of AmberBirch

Accurate thickness matters

The Raute Veneer Peeling Line R3 has fulfilled the needs of AmberBirch successfully. They especially appreciate the accuracy of veneer thickness in all the different veneer thicknesses they produce, from 1.40 mm to 2.20 mm.

“With Raute’s R3 spindleless peeling, the veneer quality is as good as face veneer for furniture plywood. The capacity is also always as promised”, comments Peteris Upite, the technical manager of AmberBirch.

“ We’ve been able to grow capacity quickly, while still maintaining veneer quality as good as face veneer for furniture plywood

Peteris Upite, the technical manager of AmberBirch

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Raimonds Spuls-Vilcans, member of the board of AmberBirch

Operation and maintenance made simple

In addition to producing high-quality veneer, Peteris Upite and Raimonds Spuls-Vilcans, are happy with the user friendly usage and maintenance of Raute's peeling lines.

"The lines are simple and safe to operate, adjust and maintain. Briefing new operators is very easy, which makes our lives easier."

Great minds think alike

In the case of AmberBirch, it becomes clear that Latvians and Finns most definitely think alike and value the same things. And that's only the beginning. Raimonds Spuls-Vilcans has cooperated with Raute for more than 25 years, with mutual trust and accountability as the cornerstones of their long-lasting, thriving partnership.