
Go East – Introduction and Experiences of Felix Schoeller Group in China

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The 50/50 joint venture between the German specialty paper manufacturer Felix Schoeller and the Chinese pulp and paper trading company Welbon was founded in January 2017. Since May 2017 the joint venture is operating under the name Winbon Schoeller New Materials (WSNM) with its headquarter in Longyou (China). In its 4 mills, of which three are located in Longyou (Zhejiang province) and one in Shexian (Anhui province), WSNM is producing approx. 170.000t of specialty papers per year. In the upcoming years the goal is to increase the annual sales volume to 250.000t per year. This is going to be accomplished by an extensive investment program which has been part of the joint venture agreements as well.

WSNM is producing different specialty papers on 12 paper machines in total (2 with inclined wire) and 21 coating machines (10 cast coaters). Due to the joint competencies of both shareholders in R&D, production, product and market knowledge, the joint venture is producing and selling different specialty papers such as décor papers, sublimation papers, dialyzing papers, matte and glossy photo papers, wallpapers, release liners, food and packaging papers as well as many other technical specialty papers. Furthermore, the company considers itself an important innovation leader in the Chinese market with an excellent equipped R&D department and different pilot paper and coating machines.

The goal is to develop WSNM into one of the leading specialty paper manufacturers in China and the whole Asia-Pacific region. Additionally to the Asian market also other markets such as South America or Africa shall be supplied by WSNM. This supports the internationalization strategy of the Felix Schoeller Group.

This report is going to focus on the introduction, achievements and experiences of the joint venture and its development but also on the challenges that are still existing.
