



**Robit**<sup>®</sup>

# Bulletin

Robit Plc Customer Magazine

2 | 2015



Right now!

Public listing  
boosts Robit's  
growth potential

Robit celebrates  
30 years!

**Pargas thrives  
next to quarry**





***“We must fight harder for every deal”***

## ***Dear reader,***

Robit's 30th anniversary year is coming to a close. We can already say that 2015 has been a successful year for us. In May, we held quite big and impressive 30-year celebrations in the vibrant company of our entire personnel and our partners who joined us from all continents. You can read more about the festivities further on in this magazine.

We also made an important announcement in May. Earlier in the spring we applied for admission to the Nasdaq OMX Helsinki Ltd's First North Finland marketplace in order to expand our financial base, and we were finally able to announce at the 30th anniversary celebrations that public trading with Robit shares had begun.

The listing proved to be a success, and investors clearly have faith in Robit. That tells us that our strategy is successful and that the work we do is valued. Our story is credible and interesting – not just to us, but also to our investors, which is very encouraging.

The bottom-line figures are also encouraging: our net sales in the first half of this year were up 20 per cent from the previous year. As a growth company, that is a result we can be pleased with.

Despite all the good news, we must keep in mind that competition in the industry is very tough. We must fight harder for every deal, and that goes for all of our market areas. Of course, we have no reason to fear competition. Our products are world-class, and that is an excellent starting point. In addition to world-class products, three other important elements are needed: hard work, hard work and hard work.

Hard work has been admirably performed at Robit, and big thanks for that go out to our personnel and directors. I would also like to express special thanks to our loyal partners. We have 160 distributors around the world, and their active efforts on behalf of Robit are and will continue to be irreplaceable.

Here's to an inspirational rest of the year!

Jussi Rautiainen, CEO

**Robit®**



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*Public listing boosts Robit's growth*





# *Pargas thrives next to quarry*

“Take your average breakfast. One third of the glass you drink your juice from is made from it. You stir your coffee with a stainless steel spoon that could not be made without it. The water you use to make your coffee was purified with it. You crack an egg open; the entire shell would not exist without it. It helped the grain your bun was made from to grow on the field.”

Listening to **Robert Mannström** speak, it's easy to believe that lime – which is what he is referring to – is an indistinguishable part of our everyday lives. You sit in a house built of concrete, which is made with limestone. You are holding paper, which is whitened and coated partly with lime. The list could easily go on.

Mannström is Mine Manager at Nordkalk Corporation's limestone quarry in Pargas, western Finland. The 150-metre-deep open-pit mine is an impressive sight. The quarry didn't exactly appear overnight: it was founded back in 1898 when Finland was under Russian rule. When considering the actual deposits, the time spans are even more mind-boggling: the marble-like calcite mined in Finland is two billion years old. The limestone deposits in the Swedish seabed are 430 million years old, and in Poland they are only 180 million years young. There are different types of limestone, and each has its own uses. Most of the limestone from Pargas is used in the cement industry.

The 150-metre-deep open-pit mine is an impressive sight.





Robert Mannström (left) and Mika Mankinen, 130 metres below sea level.



## Testing produces the right drilling equipment

The open-pit mine in Pargas consists of 15-metre-high benches. Every day, a strip of rock material is blasted from the edge of a bench. A varying amount of waste rock is also produced along with the limestone. The material is sorted on the spot and transported for processing.

Blastholes must be drilled into the rock – this is where Robit comes in. Throughout the 2000s, the Pargas quarry has used Robit's drill bits to drill through the bedrock.

– We have engaged in long-term collaboration with Robit in testing the right bit size and the right carbide button. The challenge for us is in heterogeneous deposits. Limestone is soft, but tough, while the silicone-containing waste rock is much harder. The properties of the drill bit must be a good compromise between these two. And with Robit, we have found it, says Mannström.

## New technology in field tests

The new Robit Sense Systems measuring technology has now also been tested in Pargas for well over a year. The technology measures the straightness of a drill hole instantly in connection with drilling.

– With a proper retrac bit, the right button and guide sleeve, the drill hole stays straight even for 15 metres. But if drilling must reach through two benches, the hole will begin to deviate after about twenty metres, Mannström explains.

– Until now, the curvature of drilled holes has been measured manually. It's slow and bears its own safety risks. The measuring is done using a cable that dangles in the way at the edge of the rock, or using a wobbly stick. It's quite a hazardous undertaking, especially in winter, on icy conditions.

– With the Sense system, the drill operator can see right away in the cabin whether the hole is straight. The information is directly entered in the shot-firer's report so that he or she knows how much explosive material to put into which hole. We are working near the city centre, and the blasting takes place almost every weekday. When the button is pressed, we must be able to trust that the blast will be controlled and there won't be loose rocks flying around. It appears that the new technology will help considerably in that respect, says Mannström.

## A contract for the long term

In late summer 2015, Robit and Nordkalk signed a co-operation agreement according to which Robit will deliver not just drill bits, but also shank adapters, rods and guide sleeves to all of Nordkalk's Finnish quarries. Robit's sales manager in charge of the Nordkalk account is **Mika Mankinen**.

– Our advantage is flexibility. We can develop equipment that is optimised even for a specific quarry based on the feedback we receive, as we have done with Nordkalk. That is something other operators are not easily able to do, Mankinen points out.

In Pargas, an average of 14 holes a day are drilled using Robit tools. If the site is a pure limestone field, the work is quicker. The mining is always selective: the location of the right stone grade for the right purpose is determined already in the planning stage. That also defines the size of the blasting area. Sometimes ten holes is enough; in a field of hard, homogeneous waste rock, as many as 40 holes may be required.

**“There will be demand as long as houses and roads are built in the world”**

## Stable future prospects

The current sluggish economic situation can also be felt in Nordkalk's sales, but in Pargas they are quarrying with confidence. The diversity of limestone's uses offsets the impacts of economic cycles. “There will be demand as long as houses and roads are built in the world”, Mannström reckons. But still, resting on laurels is not an option. New uses and applications for limestone are being continuously developed.

One day, decades from now, the Pargas deposits will be all used up. What will happen to the quarry then?

– One likely option is that it will be filled with water. The Baltic Sea is currently around 70 metres from the nearest wall, so it would be easy to break through to it. Luxury villas with jetties could be built on the benches. The boats would have to have really long anchor ropes, though, says Mannström with a wry smile.





# *Public listing boosts Robit's growth potential*

At the start of 2015, the fast-growing and globalising Robit began preparing for its listing on the public market. On 21 May at the Helsinki Stock Exchange, CEO Jussi Rautiainen rang the bell to celebrate the listing and to open the First North OMX Helsinki market. The Chairman of Robit's Board of Directors, **Harri Sjöholm**, sheds some light on the background of the company's listing.



## What motivated the company to go public?

– Robit had grown to such an extent that the company's organic and structural growth called for a clearly stronger financial base and solid balance sheet. Becoming listed was seen as the best way to realise the company's growth strategy.

## Was there a special reason behind applying for listing particularly in the spring of 2015?

– It was our intuition that the winter/spring period of 2015 would be the ideal window for a successful public listing. We anticipated that the situation in Greece and the global economy in general might worsen in summer 2015 and thereafter, so we aimed to go public on a brisk schedule before the summer.

## Was applying for admission directly to the main market a consideration?

– Together with our approved advisor, SEB, we analysed our listing options – First North or the main market. Although by its size and growth prospects, Robit was ready for the main market, the final decision was to seek admission to the First North marketplace. We thought it would be wise to take it one step at a time; if, after a few years, all of our business targets are realised, we could switch to the main market.

## How did the listing preparations proceed?

– We embarked on our listing plan together with SEB and other partners on a very brisk schedule. Robit's 30-year anniversary celebration was set for the end of May. Our goal was for the listing to coincide with the celebration, which was expected to draw in some 60 invited representatives from around the world. And that's exactly what happened. So we can objectively say that the project was a true success.

## What is Robit's current ownership base?

– At the time of listing, the company had 634 shareholders. Of the shares issued in the institutional offering, approximately 30 per cent was allocated to international investors. It is also worth noting that 25% of personnel and all the Board members became shareholders. Through his holding company, the Chairman of the Board still owns more than 40% of the company, which means Robit continues to have a human face, in terms of both ownership and personnel.

## How has the share price been developing so far?

– The subscription price was EUR 5.70. The share price has since developed favourably, stabilising at around EUR 5.90–6.00. The initial listing price was based on the target of the share price rising immediately following the public listing, despite the general economic outlook. And we achieved that, too.

## Can you already see Robit's next steps with this new capital?

– The public listing will enable Robit to grow and evolve flexibly. The objective is to grow mainly organically, but also structurally through acquisitions, if attractive opportunities arise.

## Has being listed affected Robit's corporate image among the public or stakeholders?

– Naturally we received a lot of visibility in Finland as a result of the listing. At least as important, however, is that Robit can highlight the company's listing in the First North marketplace in its own brand marketing. First North is a globally recognised brand, which enhances Robit's credibility and trust among international customers, dealers and partners. We believe this will further promote Robit's globalisation.

## What are the company's future prospects now, six months on from the listing?

– First let's take a look back: over the past 20 years, Robit has grown an average of 20% each year. With the capital gained through the listing, we now have concrete opportunities to continue along our path of strong growth and globalisation. After we have succeeded in that objective, switching over to the main market on the stock exchange will be timely at some point. This has also been declared a strategic goal of the company. Hopefully our listing will also serve as an example, encouraging other growth companies of the same size.



President of the Helsinki Stock Exchange Lauri Rosendahl (left) welcomes Robit to First North. Shaking hands with the Chairman of Robit's Board of Directors, Harri Sjöholm.



# In The Murky Waters Of Port Newark

Port of New York and New Jersey stretches along the Newark Bay, west of Jersey City. One of its container ports, Port Newark, is the most important cargo terminal serving New York and the entire Northeast. In the course of time, Berth 14 had run down so badly that the silos standing nearby were at risk of crumbling into the sea. It was time to start constructing a new berth.

The contractor, EIC Associates, has a special focus on public sector projects in the New York City Metropolitan Area.

– We got into contact with EIC through our agent. This was their first drilling project, and we advised them on what tools to use at different project stages, says **David Delorme**, General Manager of Robit Inc.

– This is a significant project for Robit as well: it's our biggest piling project in the USA so far, and our first combi-wall project in North America.

The old berth needed to be torn down first so the piling for the new one could begin.

– The learning curve for the crew was interesting. As they were proceeding, they were improving their efficiency and speed all the time, says David.

The piling process did face some challenges. Drilling through wood and clay was time-consuming: it took two days to drill down one 30 m long casing. The need for more powerful equipment and more compressors became evident.

Summer 2015 saw the start of the second stage of the project, where a combi-wall structure was being constructed to support the outer edge of the berth. The work was supervised by Robit's Senior Specialist **Kari Juntunen**.

The piling proceeded on a combi-wall frame which was resting on a drilling platform. Six piles were mounted onto



The old berth has been torn down. The combi-wall is being built on the right. The silos on the left were at risk of crumbling into the sea.



the combi-wall frame; each pile was drilled one meter into the bedrock. Once the six piles were drilled down, the frame was moved on the platform, and the process was repeated for the next six piles. Once the entire platform length had been piled, the platform would be moved to the next position.

This time drilling time was much swifter than on stage one.

– We reached 12 m depth in only 30 minutes. We set our daily target to 2-3 piles. Efficiency was further boosted by a special method created by Robit: the drill tubes and tools are welded together, which allows anti-clockwise drilling. This is particularly useful in difficult drilling conditions where you can't be sure what the bit will hit next, Kari explains.

Ports are a typical example of these unpredictable environments. Divers were used to inspect risks during drilling, but visibility in the murky waters was very limited. One of the risks realized: steel was encountered during drilling, and it tore the pile from the combi-wall frame.

The drilling in these demanding conditions is expected to continue until late 2015.

– The unpredictable soil is not the only factor influencing the progress. We need to take a number of things into account, from weather conditions to complex trade union policies.

On the opposite pier there is another berth, beaten to near collapse by ships thrown about in storms. There is plenty more work to be done.

## **STAGE I** (2014–2015)

- **ROBIT DTH ROX+ 457 BIT**
- **HAMMER: QL 120**
- **CRANE: 250 T BIRMINGHAMMER**
- **COMPRESSOR: 2 X SULLAIR 30 BAR**
- **30 M CASINGS**
- **139 PILES AND BATTERS**

## **STAGE II** (2015)

- **ROBIT DTH SF 914 BIT**
- **HAMMER: STONE KRUSHER 24"**
- **BULROC SHOCK ABSORBER**
- **BIRMINGHAMMER CROSSOVER**
- **BIRMINGHAMMER RC DRILL TUBE**
- **CRANE: MANITOWOC, 250 T**
- **MAST: BIRMINGHAMMER, 50 M**
- **COMPRESSOR: 4 X SULLAIR 30 BAR**
- **76 PILES**

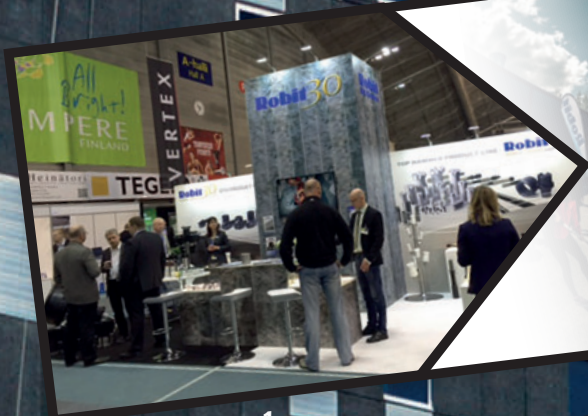
Drilling platform. Manhattan's new One World Trade Center can be seen in the background on the left.

Robit's DTH SF 914 bit ready for action.



TAMPERE  
**TORNI**  
SOLO BY SOKOS HOTELS

# Robit throws massive thirty-year bash



1.



2.



4.



5.



6.



8.



9.



10.



The world has changed quite a bit since the 1980s when the Järvelä brothers Jorma and Vesa left Tamrock and set up their company, in the beginning heating drill bits in their kitchen oven to prepare them for forging. In May 2015, Robit turned 30 and the now-global company invited customers and dealers from all four corners of the world to help it celebrate.



3.



7.



### Wednesday, 20 May:

**Guests arriving at the Torni hotel in Tampere. In the evening, everyone gathered over some bubbly and finger food to meet their colleagues who had arrived from 22 countries.**

### Thursday, 21 May:

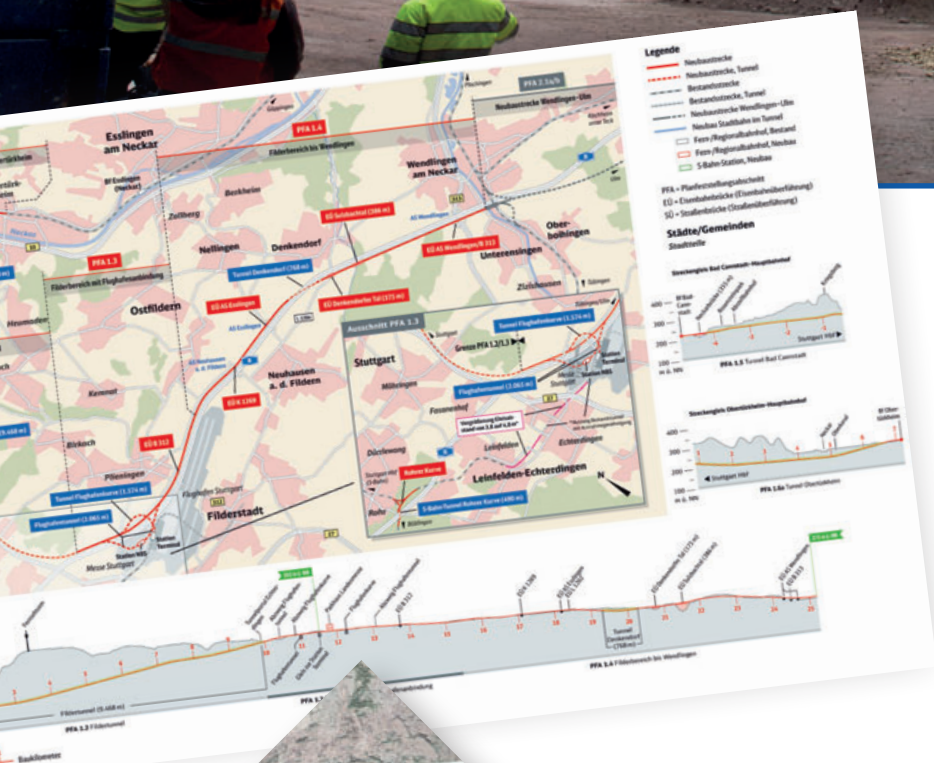
1. The morning was spent at the Tampere Exhibition and Sports Centre's Euromining trade fair. In the afternoon, everyone headed to Robit's headquarters in Lempäälä where more guests arrived for an Open Doors event. The weather was favourable and the varied programme included a drilling demonstration.
2. Visitors tried their skills at boot throwing and tandem skiing, and showed off their goal-scoring skills in street hockey.
3. The Scandinavian Babes' riotous dance show turned up the heat in the cooling evening.
4. A new drilling cell was inaugurated in an indoor ceremony – a million-euro investment that will help meet increasing demand. At the same time, an announcement was made of Robit's listing on the First North stock exchange.

### Friday, 22 May:

5. The day was spent at the idyllic Villa Näsinrinne where guests could take a closer look at Robit's new products and soak up the spring sunshine in the natural surroundings of Lake Näsiäjärvi.
6. Following the organised programme, guests took a breather at the hotel. They were picked up for the evening's events by a somewhat unusual vehicle!
7. Following a tour of the town the "train" took the guests to Vapriikki for dinner and entertainment.
8. Robit rewarded its best dealers. The sports-themed awards were given to, for example, "Most Valuable Player 2014" and "Rookie of the Year 2014".
9. After the official portion of the programme, guests enjoyed refreshments, listened to live music and were dazzled by the incredible mentalist Pete Poskiparta.
10. All-in-all, both organisers and guests declared the 30th anniversary celebrations a success. "The best party I've ever been to!" said one guest as they prepared to leave on Saturday. Not hard to believe!



# Trains dive underground in Stuttgart



The European Union was created as a result of the Maastricht Treaty of 1992. It sparked many changes that have transformed the entire continent – including one in Stuttgart, Germany, where a tunnel is being drilled under the city using Robit's tools.

**SIMONE-TUNNEL**  
Glück  Auf!  
Tunneltaufe 21.03.2014

In Catholic southern Germany, Patron Saint Simone also guards over the construction site.



Free movement is one of the central visions of the EU. To promote that vision, the Magistrale for Europe project was launched in the 1990s: a high-speed railway line from Paris to Bratislava, Slovakia. Upon completion in the 2020s, the line will link 35 million people across five countries. In Germany, the railway line will pass through Stuttgart. That's the reason for the digging taking place under the city right now.

In order for the high-speed train to zip through southern Germany at a speed of 250 km/h, major upgrades were needed on the railway network. The biggest undertaking is in the Stuttgart region. The city's old main railway station has been the terminal until now; Deutsche Bahn felt the best way to turn it into a transit station was to rebuild it entirely underground.

## A decades-long project

After 15 years of planning, construction work began in 2010. The estimated value of the project, called Stuttgart 21, is currently almost seven billion euros. More than 30 kilometres of tunnels are being excavated.

One of the connecting tunnels on the main railway line is called the ARGE Tunnel Cannstatt S21. Following a close competitive tender, the equipment suppliers chosen for the project's forepoling contract were Minroc Bohrausrüstungen and Robit.

– Robit and our company offered the best combination of technical expertise and service for the price. We won the tender thanks to that and our excellent contacts, says Minroc's Managing Director, **Alexandra Stelke**.

## First reinforce, then excavate

The ground under Stuttgart is quite soft, and the ceiling of the tunnel must be thoroughly supported before any actual excavation work begins. In forepoling, pipes are installed in holes that are drilled horizontally into the ceiling of the tunnel and then injected with plaster or cement. This eliminates the risk of the ceiling caving in during excavation.

Minroc is supplying tube umbrellas, spiles, rebar and self-drilling anchors, among other things. The first thing to be drilled into the soil are Robit's pilots.

– We began delivering equipment to the Cannstatt S21 construction site in 2014. The forepoling is expected to be completed in spring of next year, and the tunnel excavation will continue for roughly three and a half years, explains Stelke.

– The drilling and excavation work so far have been excellent. The soil has not presented any problems for Robit's equipment. We have received nothing but praise from our customer, Deutsche Bahn, for our work so far, says a pleased Stelke.

## What's next?

– According to the current schedule, the entire Stuttgart 21 project will be completed in 2025. Time will tell.

## FOREPOLING ON THE ARGE TUNNEL CANNSTATT S21

- APPROX. 70,000 METRES TO DRILL
- 139 MM TUBE UMBRELLA, PIPE LENGTH 15 M
- SANDVIK 2-BOOM JUMBO (HYDRAULIC HAMMER HLX5)
- ROBIT TOP HAMMER ROX  
+ 139.7/10 RING BITS AND PILOTS







Jukka Luoma hosted guests in Donghae.

## Spring day brings dealers together at Donghae plant

The lush Taebaek mountain range runs down the eastern edge of the Korean peninsula. A narrow strip of coastline and a host of seaside towns lays between it and the Sea of Japan, known locally as the East Sea. One of these towns is Donghae, Robit's home in South Korea. In April 2015, Robit invited its Korean dealers to visit its Donghae plant.

– We have been doing business in South Korea for several years now and have gained a strong foothold there. It is essentially our second domestic market in addition to Finland, explains CFO Jukka Luoma, who returned to Finland from South Korea in late summer.

Korea is also a good strategic base from which to manage the entire Asian markets. The purpose of the event was to develop the dealer network and competence by showcasing Robit's products and ways of working, and by listening to any concerns the dealers might have.

### How has Robit's operating model meshed with the Korean sales culture?

– There are, of course, differences. We have a dozen dealers in Korea, only one of which sells Robit's products exclusively. The others also represent competitors. In that sense we presented a slightly more European operating model: not everyone would dare bring competitors' representatives to the same table. We saw it as an opportunity, not a threat, says Luoma.

The day included product training and a closer look at production. The salespersons were given the chance to see how the products are manufactured and how quality assurance takes place. Additionally, they received concrete information about what the products' most essential characteristics are, also in terms of sales.

– We demonstrated why Robit is the best choice from among two or three other competitors. It is long-term work and fairly challenging because many of our dealers have strong ties with their old partners, says Luoma.

The flow of information at the dealer event was, by no means, one-way. It was equally important to listen to the dealers' experiences, feedback and any sales obstacles they may have met. These were reviewed throughout the day in workshops and working groups.

– The participants found it refreshing to be genuinely heard and we received very grateful feedback concerning this, says Luoma with a smile, and recalls one of the guests saying "We've never been asked to think before!"

– The point of the whole day was to see how we could achieve higher sales together. Now we also know what we can do better, what kind of marketing material we need and other things like that. There is one thing that Robit's team and the dealers all agree on: the market is going downwards in the short term, but Robit's share is going upwards, Luoma concludes.

The numbers prove this: sales for this year are ahead of sales for 2014, which was also a year of strong growth. The legwork needed to conquer the Asian markets will continue.





Joggu, a combination of football and volleyball, is a spring day tradition.

## Fun and games at Donghae

For Robit, the mental and physical health of its employees is a matter of heart. Here are some images from the company sports day held in Donghae, Korea.



Robit Korea's Representative Director Jukka Luoma demonstrates his skills.



Employees watching a thrilling match.



Robit Korea's sporty team.

Spectators gathered on the sidelines.







# Robit's employees around the world

Robit's products are sold on all continents. In a global company, many are happy to apply for temporary assignments abroad in order to learn new things and expand their horizons. We asked a few employees what it's like to go out in the world and how it feels returning home.

## Heading out in the world

1. Where did you go and what are you doing there?
2. Was the decision to leave an easy one?
3. How did you prepare for your new culture?
4. What do you expect to gain the most from your new environment?

### Mikko Tapaninaho



1. I came to Korea to replace Mikko as production director at the Donghae plant.

2. It wasn't as hard as I thought it would be. I thought about it for a bit, but everything fell into place so nicely that I couldn't come up with a good reason not to go. Now, seven months down the road, I haven't regretted my decision.

3. I tried to learn about Korean culture somewhat, but a lot of things were over my head. But if you ask, your questions are answered, and I try not to repeat the same mistakes. The best thing you can take with you on any trip is patience and an open mind. It all takes time, and there are still

many things I don't get or understand. But I've overcome problems with patience and by asking questions and, without a doubt, the rest will come too.

4. That's hard to say... perhaps a nice work environment and fulfilling work. So far, both of those things have been right on track. It has been nice working with the local people, and the work has been very fulfilling. I also really looked forward to enjoying a warm summer that lasts longer than just a few weeks. As I write this at the end of September, it's a very agreeable 25 degrees Celsius!

### Jorge Leal



1. In early September I went to Lima, Peru, where I am sales director for the Peruvian subsidiary, Robit SAC.

2. It wasn't an easy decision, but everything fell into place where we thought this was a great opportunity for the whole family.

3. I have been to Lima many times, so the culture is familiar to me. The situation is different now,

however, as I will be living here for two years. Fortunately, the language will not be a problem for me or my family, as we all speak Spanish.

4. I am looking forward to getting everything running smoothly, getting sales and developing and growing in the Peruvian and neighbouring markets.



## Returning home

1. Where did you go, what was your role there and how long were you gone for?
2. How would you describe your assignment abroad in general?
3. What took the most getting used to in the new culture?
4. What did you like most about being abroad?
5. How did working life there differ from what you are used to?
6. Do you think your time abroad changed you as a person?

Jukka Luoma

**1.** I was in Seoul, Korea, serving as the director of Robit's Korean business unit. I was in charge of Asian operations and sales. I was there for over two years.

**2.** It was a great experience. I took on entirely new tasks and was also given sales responsibility. I learned so many new things – not just about working in Korea, but also about myself, our company, our products and working on the customer interface.

**3.** The lack of a common language. Not many people speak English in Korea, and that posed quite a challenge. Koreans are very friendly and eager to help, even if they don't really understand what you're talking about. I would often get a big smile and a "Yes, yes!"

**4.** The best part was maybe the constant hustle and bustle – I rarely encountered a situation where there was no traffic, the stores were closed or, for example, I could stop in the park to enjoy the silence – there are always people around. Korean food is definitely my favourite – it's exotic, spicy and often the name of the dish gave me no indication of what the food was.

**5.** Life is very tied to work. People spend a lot of time with their work community and doing things together. I have worked long days in Finland, too, but when you work late in Korea you're never alone.

**6.** I gained a lot of new experiences. I made new friendships and perhaps even gained new insight into my self-image. I have a lot of memories that I will look back on later in life while sitting in a rocking chair.



Mikko Heinonen

**1.** I was in South Korea, working as production director at the Donghae plant for nearly three years.

**2.** It was a learning experience that I will surely remember for the rest of my life.

**3.** At first the new corporate culture and language barrier were challenging. Fortunately, my colleagues were patient, welcoming and always ready to interpret when needed.

**4.** The best part was definitely my colleagues and other friends. It was nice to see that people basically have the same sense of humour, even if

we live 8,000 km apart. In Korean culture, people also spend time with their colleagues outside of work. That suits me well, because it's a great way to get to know new colleagues.

**5.** The basic nature of the work was the same as it is in Finland. The biggest difference was really the language barrier between Korean and Finnish. The work day is also longer in Korea than in Finland.

**6.** I believe I have learned to view matters from different perspectives better.



Jorma Pyykkö

**1.** I was project manager in Shanghai, China, for about a year, working on projects related to China.

**2.** The year went by quickly. My work tasks included analysing the cost structure of local manufacturers, which meant learning about materials and labour costs, etc. I visited quite many Chinese metalworking shops.

**3.** Shanghai is a megalopolis. There are people everywhere. People don't wait in line nicely like in Finland, they push their way forward. Pollution and poor air quality are a nuisance at times. Many things that are not a big deal in Finland are a major undertaking in China. For example, going to the store or getting a phone connection. You

can't have a 15-minute shopping session in China like you can at the S-Market in Orivesi.

**4.** The change was refreshing. Both my work and environment changed quite radically. I got to know a lot of new people.

**5.** I worked from home and travelled within China somewhat. I did not have the same social work atmosphere in China as I do here in Lempäälä.

**6.** I gained a lot from my time abroad: I gained professional experience and I also learned how they handle (or don't handle) matters over there. I now have a better understanding of how the Chinese think and work. And I have gained a deeper appreciation for Finland's clean water, air and land.





Behind Robit's success are cast-iron professionals in both production and office work. Robit has an annual tradition of recognising deserving employees, and now it's time to present the office employees of the year for 2015!



**Joonas Sokka**  
is developing a  
new technology.

**Joonas Sokka**, who holds an MSc in mechanical engineering, is a quality & development engineer at the head office in Lempäälä. He joined Robit in 2011 in connection with his Master's thesis. He spent half a year at Robit Korea, from where he transferred to Finland in autumn 2012.

– I mostly work with Sense, our unique invention whereby sensors on the drill bit measure the straightness of a hole and other qualities immediately during drilling, explains Joonas.

– The daily work in the office mainly consists of project management. We have several partners working on the same product, and that co-operation must be coordinated. I also handle claims and am in charge of Lempäälä's quality management system.

– I travel around once a week. Sense has been developed for years, but there is still a lot of testing to be done. We have good partners with whom we can test the product in a real operating environment. At the same time, we train drill operators in the new technology, says Joonas.

### What is it like working for Robit?

– It's fun! The people are nice and talkative. The atmosphere here is relaxed, but very focused. I have been given a free hand in the development work. Sometimes I get off track, but then I just get my bearings and head in a new direction.

Joonas has no trouble finding things to do in his spare time: he has a small child and recently purchased a house. And next summer, new challenges just might be in the cards for him.

– We moved next to a sailing club – and we are the only ones in the area who don't have a boat! You can imagine the pressure that brings, Joonas says with a laugh.



**Sun Mi Kim**  
keeps the wheels  
turning in the  
Donghae office.

**Sun Mi Kim** is customer service assistant manager and accounting assistant at the Donghae office in Korea. Sun Mi has been with Robit since 2010.

– I studied Information and Communication at Kangwon University. Five years ago, I was working in Donghae and heard that Robit was establishing an office there. I decided to apply for a job – and was hired, Sun Mi recounts.

– My workday basically follows the same monthly routine. Every day I enter the daily deliveries, and I prepare a weekly sales report. On the first day of every month, I determine the monthly deadlines relating to accounting, invoicing, sales, payroll, etc.

– The first week of the month is always the busiest time for me. These days we are being trained in our new ERP system, NetSuite. It is very complicated, but I believe we will get there by learning together, says Sun Mi.

– The nice part about my work is the variety: I get to participate in sales, accounting and inventory, to name a few. I always do my best, no matter how small the task.

– I hope I can work at Robit for a long time to come. I hope the company grows and develops further, so that I can develop within the company and have the opportunity to work with more colleagues.

### And how does Sun Mi spend time outside of work?

– Donghae is a small city, so there are not a lot of opportunities to do things. I usually stay home in my free time and recharge. Sometimes I go to the theatre or cinema.



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