

Creating forest sector solutions



**One vision  
Global competitiveness**

**FPIInnovations works towards optimizing the forest sector value chain. It capitalizes on Canada's fibre attributes and it develops new products and market opportunities within a framework of environmental sustainability.**

# New value for a changing marketplace

## STRENGTH IN UNITY

FPIInnovations brings together FERIC, Forintek, Paprican, and the Canadian Wood Fibre Centre of Natural Resources Canada, to create the world's largest private, not-for-profit forest research institute. With over 600 employees located throughout Canada, FPIInnovations unites the individual strengths of each of these internationally recognized forest research and development institutes into a single, greater force.

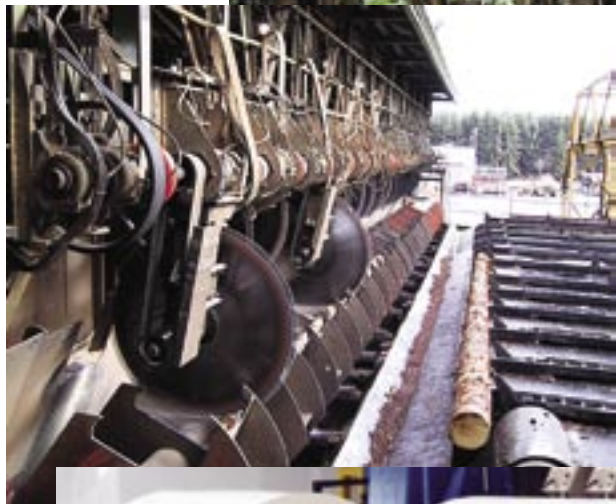
**The goal?** Leadership Through Innovation.

A strengthening of the Canadian forest sector's global competitiveness through research, knowledge transfer and implementation.

**We are boldly rethinking our way in a changing marketplace.**

## SPEAKING WITH ONE VOICE

As a powerful, united voice for forest sector research in Canada, FPIInnovations is quickly establishing itself as the key element in the sector's transition to a stronger, more sustainable future. From genetics and harvesting operations to wood and paper products and beyond, FPIInnovations is positioned to provide a sector-wide voice on issues of global importance to the Canadian forest industry and its customers.



## GREATER VALUE, BENEFITS, RESULTS

FPIInnovations forges a united organization that leverages increased operational efficiencies into greater value for its members. Tackling issues and opportunities along the full length of the forest sector value chain is its hallmark.

**The benefits?** Institute-wide integration of technical competencies and best practices, value-chain research solutions, optimized knowledge transfer and implementation, strengthened engagement with universities and other R&D providers, a stronger basis for industry and government partnerships, and a cohesive strategic and policy approach.

**The results?** Flexible and competitive forestry and transportation processes, advanced wood products and living-with-wood solutions, next generation pulps and papers, new nano products and applications, and new energy and chemical products derived from forest biomass. In short, a global vision of product development for the Canadian forest industry.

## THE CHALLENGE OF CHANGE

**One vision. Global competitiveness** demands bold transformation grounded in realism and backed by wise planning based on marketplace realities.

FPIInnovations embraces the challenge of change. We will define the future by the decisive actions we take today. We're all about new thinking for a rapidly changing world, and translating action into global leadership and global success for our members.

## DEFINING THE FUTURE

### 1 Leadership in Forestry

- We provide leadership and guidance by developing solutions for a bioeconomy
- We improve forest productivity and maximize fibre delivery and value
- We apply precision forestry techniques to optimize operation and management processes
- We deliver solutions to suppress and manage wildland fires
- We promote environmental sustainability

### 2 Innovation in Wood Products

- We create innovative solutions to increase the quality and variety of specialty, wood-based products
- We apply advanced technology to reduce production costs and improve manufacturing processes
- We provide solutions to optimize fibre usage
- We collaborate internationally to strengthen building codes and standards

### 3 Creativity in Pulp, Paper and Beyond

- We optimize pulp and paper processes and enhance traditional paper products
- We conceive revolutionary paper products
- We identify new product streams by extracting chemicals and energy from forest biomass
- We build cellulose-based nanomaterials to produce high-performance paper and packaging
- We promote environmentally sustainable mill practices

**ONE VISION FOR WORLD  
LEADERSHIP IN FOREST  
SECTOR SOLUTIONS.  
GLOBAL COMPETITIVENESS  
FOR A VIBRANT SECTOR  
ECONOMY.**



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