

COFFEE TALKS



GIVE YOUR ABRASIVES
ZIP AND ZING

WITH EXTRA CONTENT,
INTERACTION AND
BRIGHT IDEAS



WE KNOW YOU HAVE STACKS OF QUESTIONS BUZZING AROUND YOUR HEAD



About raw materials

- such as the properties linked to the paper backing



About market trends

- from developments on the end market to the future impacts of sustainable development



About coming technical and marketing innovations

- how other industries can be an inspiring model for the abrasives sector

It's not always easy to find the right expert.
Add to that:

- the difficulty finding time in your busy days to think out-of-the-box
- the lack of specialized professional events for the coated abrasives industry

Why don't we boost business together?

Encouraged by the success of its webinars organized over the last 2 years, but also its special event, DediCOATED, which provided a chance to get the different and complementary viewpoints of supply chain specialists in the abrasives industry, Ahlstrom-Munksjö is now offering

INTERACTIVE
EXPLORATION

A NEW
COLLECTIVE
EXPERIENCE

TECHNICAL
OUTREACH

GUEST
INTERVIEWS

ASK ME
ANYTHING
SESSIONS



THE PRINCIPLE



Get together to discuss subjects of interest and put your questions directly to specialists.



We'll be inviting along recognized experts in the paper and abrasives supply chain, but also other successful benchmarks that can provide us with inspiration.



The aim being to

1. Facilitate access to information
2. Get a better understanding of trends in our industry
3. Give food for thought and value creation by introducing out-of-the-box ideas.

IN OTHER WORDS,
YOU'LL GET ALL
THE INFO YOU NEED
TO UNDERSTAND,
INNOVATE AND
THRIVE!

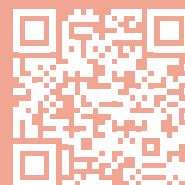


WHAT YOU'LL LIKE

A PROGRAM CUSTOM-BUILT FOR YOU

let me know what topics you're interested in and which experts you would like us to interview

Scan the QR code
to give us your input



30-MINUTE INTERVIEWS...

...available to play 2 weeks
before the Coffee Talk.

That gives the ideas time to filter
through - and you can watch the
content whenever it suits you!

AMA* format

30-MINUTE COFFEE TALKS

Get answers to all your questions
and chat directly with the expert

BEFORE: send us your questions by
email or record a message using the
links I'll be providing on the platform
where you can sign up and in the emails
I send out just before the Coffee Talks

LIVE: use the chat function -
anonymously if you want

Ask Me Anything*

THE LIVE BONUS



A papermaker's TIP
Get a good practice
connected to the
topic to take away
with you



WHAT DO YOU NEED TO DO? STEP BY STEP

GO TO THE COFFEE TALKS PAGE




-  Check out the programme
-  Sign up



THE MONTH BEFORE AN UPCOMING COFFEE TALK



you will receive an email introducing the topic and the guest(s)

-  Sign up for the session that suits you best (morning or afternoon)

2 WEEKS BEFORE THE COFFEE TALK

we'll send you the guest interview



- Listen to it whenever you have the time



GET YOUR QUESTIONS READY FOR THE AMA SESSION

You can ask them



- BEFOREHAND:** by recording an audio message or in writing on the platform



- LIVE:** using the chat function – anonymously if you want

AND THEN?

Wait for the next email announcing the next talk !

A TECHNICAL ISSUE? ➔ contact.abrasives@ahlstrom.com

THE COFFEE TALKS ARE YOUR EVENT!



● IS THERE A TOPIC THAT YOU'D LIKE US TO COVER?

● A SPECIFIC GUEST YOU'D LIKE US TO INVITE?

SHARE ANY TIME YOUR SUGGESTIONS HERE

