

Nordic Pellet Conference 2023

2 February 2023



About Pelletsförbundet

- Swedish Pellets Association
 - **60 members**
 - 26 Installers/resellers
 - 18 Pellet producers
 - 8 Equipment suppliers
 - 8 Consultants, service providers
 - **Vision:** Pellets should be an obvious alternative in any discussion about sustainable energy solutions!
 - **Mission:** To support, strengthen and stimulate the pellet industry!

The Swedish Pellets Association – what we do

- To be a member in the Swedish Pellets Association is a way for companies and people in the pellets business **to work together to reach our vision and mission**
- All members has the **possibility to influence the priorities** in our operations.
- The members can **contribute to activities** and after their own capacities.
- Economically the members contribute based on the **member fee differentiated after type of business and turnover**. The pellet producers are contributing to the larger share of the associations budget. However installers and suppliers are more in number.

The Swedish Pellets Association – what we do

- **Statistics and market information**

On Swedish Pellets Associations web site, pelletsforbundet.se, we are presenting statistics and information about the pellets business in Sweden. **The Pellets price index** is published per per month for three different assortment; Villa bag, Villa Bulk 3 ton and Bulk 15 ton. From 2023 the index is **published every month** instead of every quarter.

- Once a year a **statistical report** is published with detailed data about the development of pellets price index, the pellets price in SEK per ton, delivered volumes divided on different users. We also publish statistics about delivered pellet boilers and stoves.

- The **statistic report is available for members** as well as documentation from other activities as strategy days, installer meetings and more.

The Swedish Pellets Association – what we do

Contact with the government and government agencies

- The Swedish Pellets association is working together with Svebio when it comes to contact with the government and government agencies.
- During 2022 we have participated in meetings with **Swedish Work Authority Agency** with the aim to try to change the proposed unreasonable high demands on **boiler operators of small boilers**. Swedish Work Authority Agency have moved forward the implementation of the demands and also started a process to evaluate the **demands**.

The Swedish Pellets Association – what we do

Contact with the government and government agencies

- During the autumn 2022 we had a meeting with representatives for the **Swedish Energy Agency**. We **informed about factors behind the market situation** and had a discussion about legal aspects concerning responsibility to be prepared of constrains in supply of energy sources such as pellets. We also discussed the possible future needs of actions, e.g. mandatory **storage**, to prevent lack of pellets on the market.

The Swedish Pellets Association – what we do

Yearly strategy day

Every autumn we are arranging a **strategy day for members**. During one day we are discussion current matters and the future focus of the Pellets Association. During the meeting in autumn 2022 we invited three external speakers: Christian Rakos, talking about the situation in Austria. El-Björn was speaking about the booming need for green heating of building sites and the influence on pellets need. Adda procurement central was speaking about making procurements for municipalities and regions in Sweden.

The Swedish Pellets Association – what we do

- **Information about new investments and future need of pellets**
- As a result of the strategy meeting in autumn 2022 the Swedish Pellets Association decided to start a new task: to **collect information about planned investment** in energy plants, in industry and for heating, using pellets, and to make this information publicly available.
- The purpose is to make it easier for both producers of pellets and for future buyers of pellets to **plan for deliveries of pellets** and to minimize the risk of standing with a new plant but being unable to get pellets deliveries.
- Will start soon

The Swedish Pellets Association – what we do

- **Pelletsforbundet.se**
- On our web site we regularly **update information** about the **pellets price indexes**. We publish news, statistics and we have a **search function** to help people find suppliers of pellets, equipment as boilers and stoves as well as suppliers of service and maintenance. The search engine "**find suppliers**" is a way to get in contact with our members.
- Behind a log in members can find documentation from events, statistical reports and more useful information.

The Swedish Pellets Association –

Contacts with media, companies and consumers

After the summer of 2022 the **media interest increased immensely** primarily due to the situation for consumers. We published a document in the beginning of September explaining the factors behind the market situation in Sweden. Also actions among members was explained.

I did 15-20 interviews during September and October, most of them in September. Also consumers called and mailed often in a **upset and worried or even desperate** mode. Journalist and consumers were often somewhat **calmed and more understanding** but **not satisfied** with the situation and not satisfied with their supplier.

I invited all my previous media contacts to this event. Only one responded and no one has come here so far.



The Swedish Pellets Association – what we do

Pellet stove campaign

We are **preparing a campaign** to make the advantages with pellets stoves more known among consumers. Preparations has been done during 2022 and the start of 2023.

We are planning to **launch the campaign during march 2023**. The purpose is to make the concept of **pellets stove more** known among consumers and also **promote pellets as an energy source among consumers**.

The pellets stove campaign

- In Sweden we have 2 million single family houses.
- If 10 % will install a pellet stove we will reach 200 000 pellets stoves.

Kund /
Pelletsförbundet

Datum /
2023 - 01 - 24

Filming in Viksjö (SoMe-film)

Filming i Avesta SoMe-film with kids

Publishing of SoMe films

Information film for web

New landing page on: pelletsforbundet.se

Filming in Viksjö (Film on pellets stove for final frame SoMe-film)



Shooting list - Proposal of ideas

- Closeup when pellets is burning.
- Closeup on stove.
- Image on stove in environment with plants in foreground.
- Image of stove in environment with person sitting with feet in foreground
- Image on woman sitting in front of stove.
- Woman walking towards stove and setting up the stove.
- Woman sitting in front of stove with mobile starting up the stove.
- Woman standing outdoor picking up the mobile starting up the stove.
- Slow motion on fire
- Image on when she is filling up pellet sin the stove. (filming from the side/ and from above)
- Indoor image on ventilation pipe
- Outdoor image on ventilation opening.
- Close up on a hand full of pellets in front of burning flame.

Information film for webb



Information film 20 sec

- Film clips from combined with resellers stills
- Highlights in short sentences.
- For web and SoMe.

Suggestion of highlights

Reduce electricity consumption

Even heat 24/7

Refilled once per day or every second day

Managed via app


No chimney needed

Battery supply at power cuts.

Low CO₂-fotprint

New landing page on: pelletsforbundet.se

First page



Om oss Våra medlemmar Evenemang Kontakt För medlemmar

PelletsFörbundet

OM PELLETS PELLETS FÖR HUSHÅLL PELLETS I INDUSTRI AKTUELLT HITTA LEVERANTÖRER BLI MEDLEM

En pelletskamin är ekonomisk, enkel och ren

Ekonomisk

- Sänker elförbrukningen med 50-80%*.
- Högre verkningsgrad än vedkaminer.
- Lägre kWh-kostnad än en luftvärmepump.


Enkel

- Kan monteras utan skorsten.
- Termostatreglerad värme dygnet runt.
- Automatisk pelletsmatning.
- Kan startas och styras med mobilen.
- Batteristöd vid strömbrott.

Ren

- Pellets - förnybart biobränsle.
- Ren förbränning utan CO2-avtryck.
- Inget os och ingen rök.
- Svanenmärkta modeller.


*Jämfört med direktverkande el.



New landing page on: pelletsforbundet.se

Which kind of stove suits you?

[Om oss](#) [Våra medlemmar](#) [Evenemang](#) [Kontakt](#) [För medlemmar](#)



[OM PELLETS](#) [PELLETS FÖR HUSHÅLL](#) [PELLETS I INDUSTRI](#) [AKTUELLT](#) [HITTA LEVERANTÖRER](#) [BLI MEDLEM](#)

Vilken typ av kamin passar dig?

Det finns idag ett stort utbud av pelletskaminer och en rad olika typer anpassade för olika behov och önskemål. Designen passar alla smaker och alla hus, såväl traditionella som moderna. Många modeller har värmereglering via termostat och appstyrning vilket gör att du enkelt kan starta och reglera värmen via din mobil, mycket praktiskt, inte minst i fritidshuset. En del modeller kan också

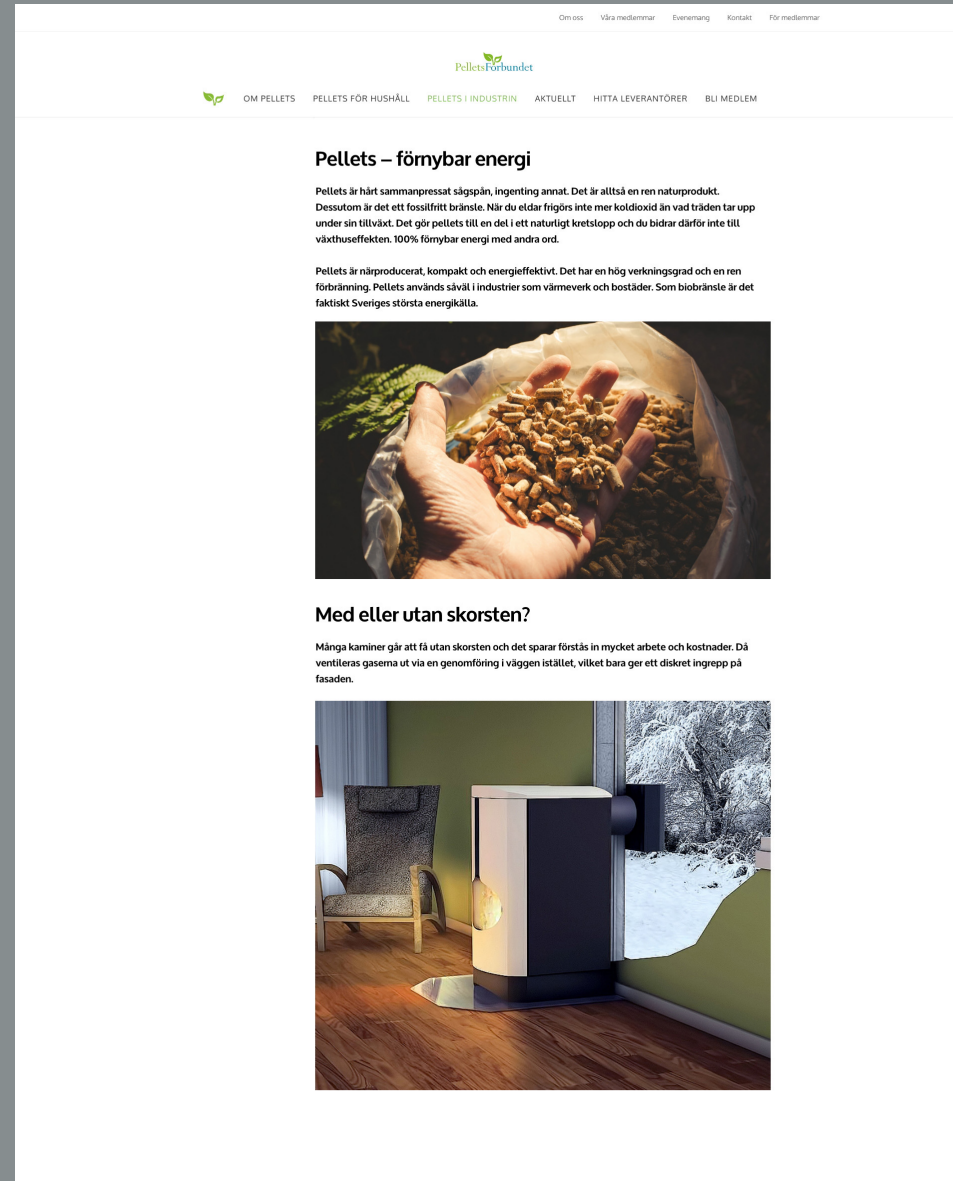


- 1. Kamin för direktvärme**
Den vanligaste modellen, som är enklast att installera. Sprider värmen direkt ut i luften via en inbyggd fläkt. Bra som komplement i ett större hus eller ensam i ett mindre fritidshus.
- 2. Kanalansluten kamin**
Den här kaminen värmer upp flera delar av huset via luftkanaler. Fungerar som husets huvudsakliga värmekälla, men kräver en större installation.
- 3. Vattenmantlad kamin**
Avsedd för hus med ett befintligt vattenburet värmesystem. Fungerar då som husets huvudsakliga värmekälla. Kräver en mer omfattande installation.
- 4. Inbyggnadskamin**
Gjord som en insats för befintlig öppen spis. Sprider värmen, antingen genom luften eller via ett vattenburet värmesystem. Effektiv, men kräver större installationsarbete.
- 5. Kombinerad ved-/pellets kamin**
Optimalt för dig som vill elda med både ved och pellets. Du får en jämn värme dygnet runt med pellets, och kan också skapa traditionella vedbrasor i samma kamin.

New landing page on: pelletsforbundet.se

Pellets – renewable energy.

No chimney needed.



The screenshot shows the website for Pelletsförbundet. At the top, there is a navigation menu with links: Om oss, Våra medlemmar, Evenemang, Kontakt, För medlemmar. Below this is a secondary menu with links: OM PELLETS, PELLETS FÖR HUSHÅLL, PELLETS I INDUSTRIEN, AKTUELLT, HITTA LEVERANTÖRER, BLI MEDLEM. The main content area features a title "Pellets – förnybar energi" followed by two paragraphs of text and two images. The first image shows a hand holding a large amount of wood pellets. The second image shows a modern wood-burning stove in a living room with a window looking out onto a snowy landscape.

Om oss Våra medlemmar Evenemang Kontakt För medlemmar


Pelletsförbundet

OM PELLETS PELLETS FÖR HUSHÅLL PELLETS I INDUSTRIEN AKTUELLT HITTA LEVERANTÖRER BLI MEDLEM

Pellets – förnybar energi


Pellets är hårt sammanpressat sågspån, ingenting annat. Det är alltså en ren naturprodukt. Dessutom är det ett fossilfritt bränsle. När du eldar frigörs inte mer koldioxid än vad träden tar upp under sin tillväxt. Det gör pellets till en del i ett naturligt kretslopp och du bidrar därför inte till växthuseffekten. 100% förnybar energi med andra ord.

Pellets är närproducerat, kompakt och energieffektivt. Det har en hög verkningsgrad och en ren förbränning. Pellets används såväl i industrier som värmeverk och bostäder. Som biobränsle är det faktiskt Sveriges största energikälla.



Med eller utan skorsten?

Många kaminer går att få utan skorsten och det sparar förstås in mycket arbete och kostnader. Då ventileras gaserna ut via en genomföring i väggen istället, vilket bara ger ett diskret ingrepp på fasaden.



New landing page on: pelletsforbundet.se

Find your reseller.

Om oss Våra medlemmar Evenemang Kontakt För medlemmar

PelletsFörbundet

OM PELLETS PELLETS FÖR HUSHÅLL PELLETS I INDUSTRI AKTUELLT **HITTA LEVERANTÖRER** BLI MEDLEM

Hitta leverantörer

Hitta återförsäljare

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Kategori	2008	2019	2020	2021	2021/2020
Vedkaminer (lok. eld.)	1 528 145	1 940 843	1 945 739	1 971 049	1,3%
Pelletskaminer	-	13 197	13 458	14 506	7,8%

Thank you

Anders Haaker

Pelletsförbundet

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Pelletsforbundet.se

enplus-pellets.eu