

## Biolin Linseed Products

**Categories:** *Product development, marketing and branding*



### **Description:**

Linseed grown in Finland or other Nordic Countries has beneficial qualities. Clean soil and a summer of long daylight hours grow a harvest with a rich content of valuable fatty acids.

Flax has a long growing period. Cool climate during the time of ripening of the seeds, raises the alpha-Linolenic acid content. Therefore linseeds grown in northern countries have a higher alpha-Linolenic acid content. Alpha-Linolenic acid is an essential omega-3 fatty acid.

Linseed has been renowned for ages for its positive effects on blood cholesterol levels, digestion and skin health.



Biolin started 15 years ago to manufacture linseed products first for horses. Now their product range extends from milled meals and linseed oils for horses, dogs and laying hens and to linseed oil based paints and oils for treatment of wooden surfaces; house renovation, boats etc.

The company masters the whole production chain; from seed to house wall in their case! Starting from the field; the raw material is produced locally - Biolin Oy has contracts with local farmers for growing linseed. The harvested linseed is pressed to oil and the dry matter milled to meal-products. The cold-pressed oil is used as a base for many products in the company's product range.

Biolin relies on research in product development. Traceability is also an important factor to the company. All the products can be traced back to the field. Traceability and research are building stones of a reliable product that is easy to promote and sell.

The linseed meal products and linseed-camelina oils for dogs were developed together with Satafood Development Association. Biolin has also been involved in a fibre-project by Satafood.

The company enjoys experimenting and showing people how this versatile plant can be utilized in many ways. Traditions were cherished in a spinning wheel event, where linen yarn was spun with old spinning wheels.

Biolin likes to work and to co-operate on local level and create local products. The company also carries the label "Avainlipputunnus" for Finnish Work.

The production, product development and marketing are all handled by the same company. This means a lot of work, but the overall control ensures the product quality and growth of the company has a solid base.



### Results:

Pressed linseed meal was first marketed for horses. After getting so much good feedback from horse owners, Biolin had an idea “why not try these products for dogs as well?” And they worked wonders! Linseed products have been useful for allergic dogs, helpful for rashes and skin problems, a good aid for digestion and weight control, adding shine to coat and helping joint problems with senior dogs. Locally produced, gluten-free Biolin-products for dogs are now marketed through a large pet shop-market chain called Faunatar and one of the recognized warehouse brands called Stockmann. Customers range from pets to working dogs (for example husky sled dogs in Lapland).

After taking care of the welfare of horses and dogs, the Biolin products were introduced to local hens. The company is supplying camelina seed oil for the producers of the local egg-company Satamuna. Free hens are fed Camelina oil as a part of their feed diet, resulting in eggs containing more Omega-3 fatty acids and A-, D-, E- and B-vitamins.



As mentioned in the beginning, Biolin products start from the seed and at the moment they end on the wall: one of the latest ventures is the collaboration together with a recognized brand company Uula that manufactures traditional and environmentally friendly paints both for renovation and new buildings. Biolin produced 25 000 liters of high quality varnish that is marketed together with Uula. After cold pressing the oil from linseeds grown in Satakunta area, the oil was processed in Netherlands into varnish (double boiled linseed oil). This high quality product contains a lot of natural pigments; 9 liters can weigh 16 kg. Cold pressed linseed oil is also marketed for treating wooden surfaces, wooden boats etc. Biolin is also manufacturing their own paint-series.

The next step was to acquire a traditional Finnish wooden house, where they can show case and exhibit the paints for the customers in attractive and natural surroundings. Villa Pellava (Villa Flax) provides knowledge and advice with skilled sales personnel who know what they are talking about.

With this enterprise, everything will continue to start from the seed, but there's no telling where it ends with their innovative minds - beyond the walls probably!



### Lessons learnt:

- Choose your partners wisely! Especially when you are a small enterprise you need to be able to trust in your co-operation partners.
- Think smart! You need to have common sense in your business thinking. Keep track of costs and pricing of your products. Concentrate on having the right number of products, so you are able to market them efficiently. After developing a new product, you should have swift access to markets to gain your position there.
- Be proud and value your work! When you can trust your own products it's also easy to sell them with confidence. Remember to set a justified price for your own work.
- Be creative! Keep your eyes open for new ideas and business development.
- Make a good impression! Remember to brush your teeth, smile, look people gently into eyes and hug if necessary.
- Have the right attitude! Never look back. Avoid panic. Spread good things and happiness around you - they will return back to you. Don't keep your hands in your pockets and enjoy business with an open mind. Always keep your promises and never give up!

To find out more, visit:

<http://www.biolinpellava.fi/yritys.html>

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