



## Jan Kuoppa/Toleap Consulting AB is senior adviser for SSAB Swedish Steel Prize

The fifteenth of December 2016 Jan Kuoppa, Toleap Consulting, had the privilege to meet Ph.D. Eva Petursson, Head of R&D of SSAB, at our office in Sör Amsberg, Borlänge. Eva Petursson and Jan Kuoppa discussed the planning of Swedish Steel Prize, an international award founded by SSAB 1999. When Jan Kuoppa worked for SSAB he managed the applications, the nomination and Jury work (1999-2015). He is also one of the three inventors of the prize in late 1990's and was a member of the Jury 1999-2007. Now Jan and Toleap Consulting AB serves as a senior adviser to Eva Petursson, who is the chairman of the Swedish Steel Prize Jury.

Jan-Olof Sperle is also originally one of the inventors of the Swedish Steel Prize and still is a member of the jury as he has been since the start in 1999.

### Rewarding innovative strength



Picture: Swedish Steel Prize, founded by SSAB 1999, is the world's most prestigious steel award (picture from [steelprize.com](http://steelprize.com) with allowance from SSAB).

SSAB founded the Swedish Steel Prize to inspire innovations in steel, by showing the potential of steel in all kinds of

applications made by creative engineers. Anyone who has developed a product, method or process can win.

*-The Swedish Steel Prize is a great prize and the seminars and the prize ceremony are very impressive, says Jan Kuoppa. It was an honour to be within the project for the first 17 years and to follow the technical development of the industry who made all the fantastic product and process innovations in the applications.*

*- I'd recommend anyone who has made intelligent use of steel or adapting production methods to apply. The competition is hard, but it is worthwhile just to visit the seminars and meet all the world leading skilled professionals who are coming to the event in Stockholm, Jan continues. The seminars are very inspiring.*

*- The use of more and more advanced material, the development of production methods, the simulations and testing methods is fascinating. There are examples where a modern product with the same or improved performance as it had a decade or two ago is weighing only 1/10 of the original weight. The competition is increasing, it is no longer an issue only e.g. about high strength material and reduced weight. Today it is a lot more, it is about offering the greatest benefits to the end-user. The most competitive will win. Innovations will never end, they have just started, says Jan and wishes SSAB and Eva Petursson good luck with the Swedish Steel Prize also in the future.*

**Read more at:**

<http://www.steelprize.com>

**Apply at:**

<http://www.steelprize.com/apply>

## Contact information

Toleap Consulting AB  
- Technical and Commercial Know-how

### Address

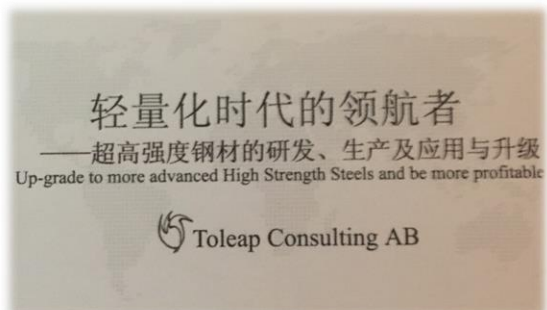
Toleap Consulting AB  
Amsbergsvägen 41  
784 68 Borlänge  
Sweden

E-mail: [toleap.consulting@toleap.se](mailto:toleap.consulting@toleap.se)

### Phones

Andreas Kuoppa: [+46 \(0\)70 395 56 79](tel:+46(0)703955679)  
Jan Kuoppa: [+46 \(0\)70 395 56 77](tel:+46(0)703955677)  
Jan-Olof Sperle: [+46 \(0\)70 577 31 47](tel:+46(0)705773147)  
Karl-Erik Olsson: [+46\(0\) 72 246 08 88](tel:+46(0)722460888)  
Per Tägtström: [+46 \(0\)70 395 56 85](tel:+46(0)703955685)  
Roger Lidgren: [+1 5869257240](tel:+15869257240)

Contact in China:



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