

ABOUT ME



Christoffer Westin
Sales Representative
christofferw@chromascape.com

Christoffer Westin is one of ChromaScape's EMEA sales representatives, responsible for marketing and selling dyes and pigments in Northern Europe with a focus on Nordic countries. He manages budgeting and forecasting, while also seeking innovative and cost-effective product solutions for his customers. He presents ChromaScape's products to potential customers, helping to understand and fulfill their needs. In the Nordics, he maintains and grows relationships with existing customers, communicating in Swedish, Finnish, English or German as needed.

Christoffer has over 30 years of experience in sales, marketing and business development within the pulp and paper industry. He has solid expertise in paper and fiber coloration, dyes, pigments and other chemicals like crosslinkers, thickeners, barriers and optical brightening agents (OBAs). His work encompasses application sales and business development in various areas from dyes, fiber, pulp and paper to water applications, impregnation, sulphate cooking and more. Throughout his career, Christoffer has handled contracts and negotiations with both direct customers and distributors.

Christoffer graduated from Åbo Akademi University, Faculty of Chemical Engineering in Finland with a Master of Science degree in Chemical Engineering.

Christoffer is happily married to his beautiful wife Sabine and has two wonderful children, Agathon and Celia. His hobbies include various outdoor activities with family and friends, football, parlor games like Bismark and Pidro, and philately (the collection and study of postage stamps). During the summertime and holidays, his family enjoys spending time at their summer cottage in the Finnish archipelago on a small island.

Top Skills:

Sales • Marketing • Business Development • Chemical Engineering

Specialties:

Paper & Fiber Coloration • Dyes & Pigments • Functional Chemicals • Extensive CMC Supermill Plus Horizontal Media Mill Knowledge

Experience:

Custom Milling and Consulting LLC: **Equipment Sales Manager**

Archroma: **Sales Manager / Legal Branch Representative**

Vapo Fibers: **Sales & Product Manager**

Air Liquide Finland Oy: **Bulk & On-Site Sales Manager & Market Manager, Pulp & Paper Nordic**

KCL Science and Consulting: **Senior Consultant, Pulping Technology**

Andritz Oy: **Sales Engineer, Cooking**

