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Supplementary file S1

Interview Guide with Customer Director at the Harvester Manufacturer

Company name:

Turnover:

Number of employees:

Number of harvesters produced in 2018:

1. Which markets do you have?
2. Which distribution channels do you use?
3. What types of customers do you have?
4. What contact do you have with logging contractors?
5. Who do you consider to be your true customers?
6. What changes do you see in your customer base?

Case study protocol theme: Previous developments and identification of their drivers

Please describe the development of harvesters in the past 10 years, including developments that you have prioritized in that time. Who or what drove those developments?

Case study protocol theme: Predicted future developments and identification of their drivers

What do you think the development of harvesters will focus on in the next 10 years? Who or what will drive those developments?

Which manufacturers of harvesters would you consider to be at the forefront of development and ought to be included in our study?

Interview Guide for the Development Director at the Harvester Manufacturer

Company name:

Turnover:

Number of employees:

Number of harvesters produced in 2018:

Case study protocol theme: Previous developments and identification of their drivers

Please describe the development of harvesters in the past 10 years, including developments that you have prioritized in that time.

Who or what drove those developments?

Case study protocol theme: Predicted future developments and identification of their drivers

What do you think the development of harvesters will focus on in the next 10 years?

Who or what will drive those developments?

Which manufacturers of harvesters would you consider to be at the forefront of development and ought to be included in our study?

Interview Guide for Dealers

Company name:

Turnover:

Number of employees:

Number of harvesters sold in 2018:

Do you notice any significant variation among manufacturers of harvesters and, if so, then in what way(s)?

Case study protocol theme: Previous developments and identification of their drivers

Please describe the development of harvesters in the past 10 years, including developments that you have prioritized in that time.

Who or what drove those developments?

Case study protocol theme: Predicted future developments and identification of their drivers

What do you think the development of harvesters will focus on in the next 10 years?

Who or what will drive those developments?

Which manufacturers of harvesters would you consider to be at the forefront of development and ought to be included in our study?

Interview Guide for Logging Contractors

Company name:

Turnover:

Number of employees:

Total m³ fub 2019:

Harvester:

Why did you choose a harvester from that manufacturer?

Case study protocol theme: Previous developments and identification of their drivers

Please describe the development of harvesters in the past 10 years, including developments that you have prioritized in that time. Who or what drove those developments?

Case study protocol theme: Predicted future developments and identification of their drivers

What do you think the development of harvesters will focus on in the next 10 years? Who or what will drive those developments?

Which manufacturers of harvesters would you consider to be at the forefront of development and ought to be included in our study?