

ad

case study

forteq

forteq⁺
swiss precision
global dedication

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case study: forteq (1/2)

turnaround to build successful and globally operating industrial firm

context

- **plastics division** of Mikron missing synergies with other divisions (machinery business) and **loss-making**
 - global presence, but no focused industrial strategy
- **spin-off** into independent company with entrepreneurial set-up, including
 - culture change process
 - new management team
 - strategy redefinition
 - product portfolio clean-up
 - process improvements across organization



company background

- high precision plastics company headquartered in Nidau, Switzerland with global production presence
 - delivering integrated services across value chain and own tooling expertise
- **automotive**: focus on highly engineered (engine-related) plastic parts for tier 1 and OEM clients
- **medtech**: focus on inhalation and injection devices for large and medium-sized pharma and medtech firms



case study: forteq (2/2)

continuous improvement after spin-off with aasa as lead investor

aasa value creation	<p style="text-align: center;">product repositioning</p>	<p style="text-align: center;">value added services</p> <table border="1" style="width: 100%; text-align: center;"> <tr> <th colspan="3">engineering</th> <th colspan="3">manufacturing</th> </tr> <tr> <td>consulting</td> <td>proto-type</td> <td>mold making</td> <td>valida-tion</td> <td>produc-tion</td> <td>assem-bly</td> </tr> </table> <p style="text-align: center;">← integrated services across value chain →</p>	engineering			manufacturing			consulting	proto-type	mold making	valida-tion	produc-tion	assem-bly
	engineering			manufacturing										
consulting	proto-type	mold making	valida-tion	produc-tion	assem-bly									
impact	<p>key focus areas for transition into successful firm:</p> <ul style="list-style-type: none"> • strengthened commercial awareness and entrepreneurial mindset • redefined product positioning; focus on high growth/high margin applications • optimized production processes and capacity utilization along value chain • increased technology competence across global organization 													
	<ul style="list-style-type: none"> • successful turn-around of forteq, incl. ad interim CEO role/hiring new CEO and definition of industrial strategy • profit restoration and value enhancement in subsequent stages of forteq's development • won strategic projects with large customers both on automotive and healthcare side • today strongly positioned to capitalize on global growth and consolidation in automotive and medtech industry 													

partnership dream value corporate leadership
creation hands-on management sustainable
strategy ethical standards passion labor capital
reputation talent attraction rational deal making
global performance implementation creativity
coaching art substance learning organization
sharing team markets governance company
capabilities real assets innovation dynamism
fundamental approach professional attention
motivation finance ambition initiative impact
attention expansion cooperation personality