



Wavin sought to understand customer preferences for a new product to ensure innovation meet real-world needs

Wavin is recognized for its diverse and innovative offerings in water and drainage systems. These products find extensive applications in sectors such as building construction, urban development, agriculture and infrastructure projects. With a substantial global footprint, Wavin provides its solutions to both the private and public sectors.

To innovate in unfamiliar markets, understanding consumer pain points is essential

As a global enterprise with more than 65 years of experience, Wavin possesses a deep reservoir of knowledge and internal inspiration. This wealth of expertise enables the generation of many innovative product ideas. However, the existence of these ideas does not automatically imply a market demand for them. Project Manager Indoor Climate Solutions, Jarno Beekman understand the importance of knowing the market;

“We wanted to determine the feasibility of a new product in an unfamiliar market. For this we needed to connect with our end customers to discover if we solved unmet needs. By understanding their pain points and the impact of these, we aimed to decide which product concept would not only interest them but also answer their most pressing issues. This exploration was vital to ensure that our innovation would successfully meet the real-world needs of the market.”

Lindberg International delivered clear insights and an excellent Power BI tool



The research tapped into an extensive network of sources and Jarno Beekman commends

I appreciated Lindberg International's effort in identifying a wide and diverse range of industry contacts, which was crucial for us. Their ability to connect with the right stakeholders from various professional backgrounds, despite the challenges in finding them, was particularly valuable.



Effective collaboration is one of the keys to success in a research project and Jarno Beekman knows

The OpportunityDetector research process was really good, with a notably open collaboration. I appreciated how Lindberg International were receptive to incorporating our initial work and feedback. It fostered an open atmosphere where we could effectively exchange ideas and build on each other's insights.



A clear and precise report together with an in-depth presentation provided Jarno Beekman with the insights needed

The report and its presentation were exceptionally clear and well-structured. I was impressed with the report's layout, which was detailed step-by-step. Lindberg International did an excellent job guiding us through it, allowing time for in-depth questions. This really worked well with the additional Power BI analysis in the background which we keep using.

Wavin is now prepared for developing winning products

Jarno sees the value of the research:




“Lindberg International's research on a meaningful representation of our target customer group has helped us be more specific on which products we think will be successful on the market.”

Recommending Lindberg to other companies with a similar need?

Jarno is very impressed: 9 out of 10

“It was absolutely great working with Lindberg International and their OpportunityDetector tool is very good.”

Get in touch if you want to hear more about how we at Lindberg International blend market research with commercial consulting so you can **“Act with confidence”**.

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LINDBERG INTERNATIONAL IN A NUTSHELL



2000+

Client projects



60+

Active clients



97%

Work abroad



30+

Years of experience

About us:

For more than 30 years, Lindberg International has helped companies make commercial decisions with confidence by blending cross-border market research with pragmatic commercial consulting. We work to ensure our clients truly understand their markets, customers and competitors so they can decide where to focus and which initiatives to prioritise, turning insight into profitable growth.

At Lindberg International, experienced consultants and skilled researchers work side by side in every project. We combine market insight and commercial consulting as a tailored mix shaped by your needs. Built on this strong foundation, we offer three core services:

- High-impact cross-border research that powers your next move
- Commercial strategy for focused action and profitable growth
- Innovation that takes you from insight and ideas to market impact

All with one purpose in mind: making our customers able to **act with confidence**.

Some of our active clients:

