



Viking was looking to check the climate of their market to ensure continued competitiveness

Viking Life-Saving Equipment, established in Denmark in 1960, is a globally recognized leader in maritime and offshore safety, providing essential safety equipment and services to protect lives. Viking's products range from lifeboats to firefighting gear and personal protective equipment. Viking is a trusted partner in enhancing safety equipment, making it a standout company in its field.

Being at the forefront requires extensive customer knowledge

Viking is renowned for its commitment to quality and innovation, ensuring that all safety solutions meet the highest standards of reliability and performance. In this field it is crucial knowing what the customers thinks about the corporation with Viking. Lars Kersting, Sr. Director, Global Fire Sales, explains;

It was a natural step to engage an unbiased party to assess our customers' views on our collaboration in Germany. We know our strengths and manage much on our own, but a fresh, external perspective was essential. We opted for interviews over surveys because people take a personal call more seriously. This wasn't about making drastic changes, just understanding where we stand - a fresh snapshot of our market situation.

Lindberg International had the correct approach and delivered actionable insights



Choosing Lindberg International was an easy choice for Lars

I chose Lindberg International primarily for the confidence I have in their capability to deliver. Lindberg could also provide the crucial service of having a German-speaking professional who could credibly communicate directly with our customers. The fair pricing was also a factor, but it was really my familiarity with their standards and my trust in their thoroughness that were decisive.



Lindberg International knows reality is the most important

Lindberg International deserves high praise for grounding their approach in theory while prioritizing reality and practice, which many, including myself, consider most crucial. The key is to take actions that make sense. This approach allowed us to adapt our scope during the project, adjusting as needed based on ongoing dialogue.



Lindberg International goes the extra mile

I've been most impressed with the hands-on approach and flexibility throughout the process. There's a commendable pace to Lindberg International's work. As for the report and presentation, it was executed very well. Lindberg International didn't just send it over; they came to Esbjerg and spent time discussing it with us in person.

Viking now has a fresh outlook on their market and their customers

Lars is looking ahead:

"There were some great ideas generated from the research. I am confident that we will see positive impacts in the future."

Recommending Lindberg to other companies with a similar need?

Lars has confidence in Lindberg: 10 out of 10

"We are at the highest recommendation, a solid 10. I can't point out anything that has been bad in this project."

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"**.

🌐 www.lindberg-international.com
📞 +45 70 20 00 85
✉️ info@lindberg-international.com



Lindberg
International

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:

