



Even with the very best of products deep consumer insights lead to better solutions for customers

Novonesis is a Danish biosolutions company that partners with manufacturers as a technology provider of enzymes, microbes and specialty ingredients. Building on deep biotechnology expertise, it helps OEMs and industrial customers in industries such as food, agriculture, industrial processing and health. Its work focuses on applying biotechnology to improve product quality, process performance and resource efficiency.

Business-to-business companies also need to understand the consumers

According to Finn Wulff, Head of Consumer Insight, Novonesis set out to achieve several things: To explore new innovation opportunities, to change the way they talk with customers by understanding their markets and perspectives better and to reposition their strategic foothold through a broader, more holistic view of the commercial value chain.

“It is a relatively new discipline for us to rely so much on market research, but it is strategically important. We wanted to be much more customer focused and needed a better understanding of the market, our customers and how our own products fit in. Through this research we definitely gained a stronger commercial understanding than ever before.”

Lindberg International understood the needs and offered a flexible solution



Lindberg International was chosen by Finn based on several key factors

I had a colleague who had used Lindberg in another company and he recommended that I take a look. What I saw was a strong statistical foundation and an exceptional focus on data quality. My colleague told me they work very well with customers and he was right. Their pricing was also attractive, which of course also had an impact.



Finn appreciates the tailored approach as opposed to one-size-fits-all research

We also occasionally work with a much larger research agency, but we rarely fit into ready-made research solutions. We need a partner that is flexible and willing to adapt to our needs and wishes, and with Lindberg we have found exactly that.



The process and the outcome of the research didn't disappoint Finn

I think the work process has been very efficient. Lindberg quickly understood our needs, got started right away and delivered results fast. I would also like to highlight how valuable it has been to receive the report in Power BI with the option to filter on multiple criteria. This is so much better than a traditional PowerPoint that's outdated the moment it's shared.

Novonesis was very satisfied with the new consumer insights

Finn Wulff is happy:




“Lindberg's work has without a doubt contributed positively to increase our engagement in the market, improved our customer dialogue and led to concrete sales. There is more direction and stability in the work we do now based on the results from Lindberg.”

Recommending Lindberg to other companies with a similar need?

Novonesis is not in doubt: 10 out of 10

“Definitely. Lindberg International hit the spot, had strong enthusiasm, flexibility and professionalism, and also a good price. All agreements were met, and the product was delivered on time.”

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

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2000+

Client projects



60+

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97%

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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:

