



When private label suppliers lack direct consumer contact, innovation needs a scalable insight engine

When it comes to sustainable laundry detergents, personal care, and cleaning private label products, Nopa Nordic is an ideal partner being the first company in its category to be certified in the UN's 17 Sustainable Development Goals. Truly a front-runner with more than 50 years of experience, Nopa Nordic provides high-quality products for a long list of international retailers.

Innovation requires precise customer insights to develop value adding products

To keep and further expand the company's leading position within green private label products, Nopa Nordic needs to constantly be at the forefront of innovation. This requires in-depth knowledge about the consumers. Henrik Karup Jørgensen, CEO of Nopa Nordic, explains;

“One of the major challenges as a supplier of private label or private brand products is that we don't have direct consumer contact. So, there was a desire to obtain more precise consumer insights on various aspects to provide us with a tool to help develop future products to further strengthen our position.

Lindberg International provided insight on all Nordic countries and an excellent tool



Being able to cover all relevant countries was decisive for Henrik while the tool itself exceeded his expectations

That Lindberg International was able to cover all relevant countries was crucial for us, with 75% of our revenue coming from abroad. About the tool, I knew in advance that the Opportunity-Detector would provide us with useful insights, but I was still positively surprised by how we could do very comprehensive analyses and get deep insights simply by adjusting filters.



Henrik experienced that the cooperation was both effective and efficient

I am very satisfied with the entire process because it was as efficient as it was. There was really good back-and-forth regarding the questions and what we were interested in knowing, etc. The execution went brilliantly, which was also the reason we placed a new order almost immediately after completing the first research.



You would expect to get a standard report, but according to Henrik that was definitely not the case

We didn't just get a standard report, even though that's what you always expect. Instead, we were presented with a tool that could be customized to fit each of our customers as well as each of our markets. That is really amazing and to be honest, there are so many possibilities for deep dives that you need to learn how to limit yourself.

Nopa Nordic maintains an edge over competitors and gets many new leads

Henrik sees the project has paid off:




“After receiving the OpportunityDetector, we attended a trade fair and brought back more leads than ever. It's clear our sales reps are better equipped: with OpportunityDetector, they are more knowledgeable and better prepared than their counterparts.”

Recommending Lindberg to other companies with a similar need?

There is no doubt from Henrik: 10 out of 10

“The OpportunityDetector is a really great tool. I think it's excellent work and we are a very satisfied customer.”

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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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:

