



## In order to develop cutting-edge products Wavin needed to understand what customers value most

Wavin is known for producing a wide range of innovative products within water and drainage systems. These products are primarily used in building construction, urban development, agriculture and infrastructure projects. Wavin has achieved a significant global presence and supplies its products to both private and public sectors.

### Being at the forefront of innovation is great – if it fulfills concrete customer needs

Being a global company with over 65 years of experience means that Wavin has a vast amount of knowledge and internal sources of inspiration. Obviously, this makes it possible to come up with numerous ideas for innovative products, but that does not necessarily mean that there is a market for these. Global Product Manager Paul Metcalfe is aware of that;

“We chose to engage in a pan-European focus group project because we wanted insight into how our competitors are perceived and what are the true pains of our users and those who specify our products for water-based floor heating. With that knowledge, we can develop products that are perfectly suited for the market.”

### Lindberg International provided comparable insights across countries



#### Paul really appreciated having one supplier covering several markets

*One of the major benefits from choosing Lindberg International was the fact that we could cover multiple countries with one company using the same methodology, format etc. In that way, we could also compare the results from the different countries because of how the research was done. Also, it made the project more economically sustainable.*



#### “One size fits all” doesn’t work in B-to-B and Paul found adaptability to be key to success

*I have been very impressed with the level of professionalism from the team at Lindberg International, the open and honest relationship, and their ability and willingness to adapt their approach to suit our needs. The collaboration was excellent and the same goes for the result of their work. This has led to us engage in multiple further projects together with Lindberg International.*



#### A clear and precise report without “research lingo” provided Paul with the insights needed

*The report and the presentation of the results were indeed very good, also compared to what I have seen from other research companies. Everything was clear and precise and easy to grasp and gave us the insights we needed.*

## Wavin is prepared for further growth and wants more insights

### Paul appreciates the continued relationship:




*“We have already engaged in multiple additional projects to work with Lindberg based on the outcome of the first one. I think that speaks for itself. We were so happy with the first project that we were of course going to keep working with the Lindberg team.”*

## Recommending Lindberg to other companies with a similar need?

### Paul has no doubt: 10 out of 10

*“We love working with Lindberg, and we highly recommend them to other companies.”*

**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:

