



## Larsen Strings wanted to get a deeper understanding of the ins and outs of the market

Larsen Strings is a company that develops, manufactures, and distributes stringed instrument strings for violins, violas, and cellos worldwide. The company was founded by Laurits Larsen in 1990 and is headquartered in Soenderborg, Denmark. Larsen Strings is known for their innovative approach to the manufacturing of musical strings, combining craftsmanship and technology to create strings that offer exceptional tone and playability.

### Increasing markets shares and sales requires deep country and customer insights

Larsen Strings excels in creating high-quality strings for violins. Their commitment to understanding and innovating within the musical landscape drives their strategic decisions. Thomas Petersen, CEO, Larsen Strings explains;



*We realized we didn't fully understand our market, its size, or sales distribution by country. We needed a clear picture of the market mechanisms, so that both our management and board had a unified view. Based on the research, we aimed to strategically allocate our resources, identify the most attractive countries and customer segments, and select the right tools to increase our market share and sales.*

### Lindberg International provided the right insights to achieve the goals



**Lindberg International is a trusted partner for Larsen Strings and Thomas explains why**

*What really made Lindberg International's proposal stand out over others was my prior relationship with Lindberg. I trusted their capability to handle the task effectively. The price was also great, so it essentially came down to opting for a known and trusted partner.*



**Thomas' expectations were definitely met and even exceeded**

*The research process met my expectations well. Lindberg International visited us to confirm that the task was clear and that our team was aligned with the objectives. Lindberg had a capable team that efficiently searched for and gathered the necessary data and organized it neatly.*



**To Thomas the delivery was much more than just a report – it was a decision tool**

*The report was well-structured, and the presentation was clear and understandable, which facilitated easy communication throughout our organization. It effectively aligned everyone in our company, providing a valuable consensus on our market landscape.*

## Larsen Strings is on track for substantial growth

**Thomas is thrilled with the outcome:**




*"Our violin string sales increased significantly last year, and we are on track with our planned growth in sales of our violin strings."*

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

**Lindberg is a professional partner: 9 out of 10**

*"When you go down to buy a liter of milk, you know exactly what you're bringing home. It's the same with Lindberg International."*

**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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Client projects



**60+**

Active clients



**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:

