



HM Systems needed market insight and commercial guidance to build a strong go-to-market strategy for the HM Linerfree

There was no doubt that HM Linerfree was interesting. The challenge was making it obvious and easy to buy. Different customer types, partner setups and objections created friction in the path from interest to signed orders. To unlock growth, the management team wanted clarity on the most attractive segments, the best route through channels and partners plus the positioning that would differentiate the Linerfree against both established solutions and indirect alternatives.

When interest is high but sales lag, go-to-market clarity matters

The initial need was to validate internal assumptions through an in-depth market audit: Does HM Linerfree truly stand out in the market and, if so, why? If it does, the next question was how to turn that advantage into sales growth. To answer this, Henrik Thomsen, Director of Business Development, needed clarity on which distribution channels to prioritise and how to communicate the value, including a strong value proposition and positioning against both direct and indirect competitors.

“The goal was to get a well-founded roadmap for how we should position Linerfree, which customer types and partners to prioritise and which arguments actually move decision makers.”

Lindberg International delivered a strong process that turned market insight into accepted conclusions, a commercial strategy and concrete tools still in use.



A well-structured proposal and strong chemistry made Henrik confident

The proposal was well put together, addressed the questions we cared about and the price felt fair. It was a good start, but the first meeting made a big difference and made us choose Lindberg. It was down-to-earth, and the team were able to translate their experience into something that made sense in our world.



The frequent touchpoints and constructive challenge were highly valued by Henrik

It was not a classic process with one kick-off and then a big final meeting. We had many shorter sessions along the way, so we could validate things continuously and our assumptions were challenged in a constructive way. It felt like we were in it together, and that clearly helped build support for the recommendations.



Henrik received a report that became a practical reference, not a dust-gatherer

We are very satisfied with the report and the roadmap. It confirmed that our overall thinking was sound, sharpened our segmentation and pointed to additional sales channels. It also helped us balance our sales arguments so operational benefits lead and sustainability becomes a strong plus.

HM Systems can now scale Linerfree with a clear go-to-market strategy

Henrik is still reaping the benefits:




“We still follow the direction we agreed on two years ago, and that says a lot about the quality. It has helped us activate more dealers, sell around 150 machines which is a lot for us and get the Linerfree in with larger international customers.”

Recommending Lindberg to other companies with a similar need?

Very clear verdict from Henrik: 10 out of 10

“The process was smooth from start to finish and the results were genuinely great. I cannot point to anything I would have wanted done differently, and the project has been a real game-changer for HM Systems.”

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:

