



## Growth had stalled, and LINAK Switzerland needed clarity on how to get back on track

LINAK provides electric linear actuator systems that deliver smooth movement solutions for industries such as healthcare, office furniture, agriculture and industrial automation. For many years, LINAK Switzerland enjoyed double-digit growth, but in recent years growth has levelled off while competition, particularly from China, has intensified. This raised an important question for Jorgen Sobol, the CEO: What would it take to regain momentum?

### When strong momentum disappears, new perspectives and tools become essential

The initial need was not tied to one narrow question or one isolated decision. Rather, LINAK Switzerland found itself in a new situation after years of riding a positive wave, and the team lacked the knowledge, competences and tools needed to navigate it. The purpose of the project was therefore to help the company understand how to work its way back onto a growth path. As the process unfolded, one theme became especially clear. Jorgen explains:

“The keyword turned out to be awareness. We need to be better known in the market, especially among the people who design the products our actuators go into. So, awareness has now really become part of our daily language and part of our culture.”

### Lindberg International delivered a strong process that helped LINAK Switzerland identify the growth barrier, align internally and define a clear strategy with realistic actions



#### For Jorgen, an eye-opening first session made it easy to choose who to work with

The choice was partly based on many years of positive experience with Lindberg International, as well as trust and a strong sense of professionalism. An initial session in Switzerland also indicated that awareness was a key issue worth exploring further in a larger workshop.



#### For Jorgen, a well-prepared workshop created strong internal buy-in

Lindberg International understood our terminology, products and solutions, which mattered because the participants were strong salespeople who would not respond well to generic material. The workshop was engaging, well structured and tailored to the situation, creating ownership of both process and conclusions.



#### Simple tools and models gave Jorgen and the team a useful eye opener

The tools and models were simple, easy to understand and highly useful. By working through market size, customer fit, willingness to accept LINAK's terms and actual awareness, Jorgen and the team saw how limited the realistic customer pool was. That insight now shapes how LINAK Switzerland approaches campaigns, fairs and communication.

## LINAK Switzerland now has a clearer path back to significant growth

### Jorgen is beginning to see a change:

“The strategic impact is already clear. Awareness is now a major part of how we talk about campaigns, social media and fairs. We discuss how to reach the right people and what message we need to use to strengthen awareness.”

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

### The answer is very clear: 10 out of 10

“What really stands out to me is the honesty and engagement behind everything Lindberg does. You just feel that you are in good hands, and that is a fantastic feeling.”

**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
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- 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:

