

TEQTON ApS

TEQTON ApS is a manufacturing company with 35 years of experience. The company is a leader in consulting and execution of concrete floors for both renovation and new construction. With their dedicated team, they have covered millions of square meters of flooring and delivered top quality throughout Scandinavia. With a focus on sustainability and innovative solutions, TEQTON ApS doesn't just create floors, but reliable, environmentally friendly foundations for their clients' success. In 2022, TEQTON ApS acquired Lodbyg and Vesla, leading to the company facing a challenge of streamlining and creating synergies between their three brands.

CASE: Would you like to help TEQTON ApS streamline and create synergies in their business? TEQTON ApS is now seeking a team to assist them in creating an integrated marketing strategy that promotes recognition and integration between their three brands: TEQTON, Lodbyg, and Vesla. The case will involve analysis of the current brand identity, development of integration strategy, and implementation of new marketing campaigns. Join the mission to strengthen the company's position in the market and achieve a more streamlined business!

OVERVIEW

Company	TEQTON ApS
Location	Kristensmindevej 2, 4250 Fuglebjerg
Contact person	Julius Olsen – CEO

COMPANY PROFILE

TEQTON ApS is a manufacturing company with over 35 years of experience. The company specializes in consulting, calculation, and execution of all types of concrete floors, working within both floor renovations and new construction projects. Throughout the company's lifetime, they have laid millions of square meters of flooring.

Back in 1987, I.P. Gulvteknik A/S was formed. "IP" stood for Interpares, and it was a purchasing organization for timber merchants. At that time, the company was owned by Interpares A/S and Deutsche Flächen Technik (DFT). In 1994, Interpares decided they didn't want to be an executing contractor and sold their half to DFT. In 1998, DFT was bought by RINOL AG, resulting in the company changing its name to RINOL Skandinavien A/S, with an office in Galten. In 2006, RINOL Skandinavien was bought out of the group by Julius Olsen, who is now the company's director. This meant that they changed their name to TEQTON. A name that was carefully considered and chosen based on: TEQ = Technology, Q = Quality, TON = Concrete.

After the name change, TEQTON ApS opened sales offices in Scandinavian countries, including Iceland, Sweden, Finland, Norway, and Denmark. In all countries, they collaborate with leading industrial floor suppliers and manufacturers in Europe. TEQTON ApS has projects throughout Scandinavia, which are managed from their various departments in the Nordic region. Here, they have delivered floor systems to companies such as Aldi, Bilka, Carlsberg, Siemens, Biltema, and many more. The vision is to strive for increased globalization. Based on their ability to adapt, they aim to follow their customers in their expansion into the global market. The mission is to



LEAD THE
TALENT

become the best economic total solution for their customers.

Today, the organization consists of approximately 45 traveling installers who, with specially built laser-equipped machines, produce super-flat seamless floors of superb quality. The company specializes in floors for VNA (Very Narrow Aisle), trucks, autostores, crane warehouses, and roller rack warehouses. Within the TEQTON Group, over 500,000 square meters of industrial flooring are produced annually, and they have delivered more than 15 million square meters since they started back in 1987.

Sustainability is part of the company's DNA, a key competency, and a business-critical factor, making it an ongoing effort. The company delivers seamless polymer floors completely free from reinforcement bars and steel fibers, which are typically found in other industrial floors. With a focus on prudent resource usage, short distances from quarries to production sites, and control over keeping waste from the construction process to a minimum, TEQTON ApS leads the way in minimizing environmental impact. The company also strives to use recycled materials in their construction process to achieve further savings on the green ledger..

The company has the opportunity to ensure that their customers receive a sustainable and reliable foundation through their certifications. Over the past few years, TEQTON ApS has participated in several DGNB and BREEAM-certified projects. The certifications DGNB, BREEAM, and LEED are among the most commonly used in Europe and Scandinavia, and they are seen as a natural part of most projects. The company offers their customers a Life Cycle Assessment (LCA) or a third-party verification Environmental Product Declaration (EPD) for projects. This way, they ensure greener and more sustainable projects.

In 2022/2023, TEQTON ApS chose to acquire two companies, namely VESLA and Lodbyg Enterprise, with the purpose of strengthening and supporting the current business. With the acquisition, the company now has the opportunity to offer their industrial customers ALL IN ONE solutions, concrete flooring (TEQTON), self-leveling mortar (Lodbyg), and synthetic coatings (VESLA).

Today, the company stands with three strong brands (TEQTON, Lodbyg, VESLA), which they need to integrate and market through the same strategy. TEQTON ApS also aims to investigate and map possible synergies and group advantages between their three brands, which can make the company more streamlined in the future.

CASE DESCRIPTION

TEQTON ApS is seeking a project team to assist them in creating a unified marketing strategy that not only ensures but also enhances the recognition between their three brands: TEQTON, Lodbyg, and Vesla. The task is to integrate and market the respective brands in such a way that they work harmoniously together and strengthen each other. The team will need to work closely with Julius Olesen, CEO of TEQTON ApS.

With the aim of being able to collaborate across the three companies, TEQTON ApS has a goal of being able to approach their customers consistently, regardless of whether it's under one of



the three brands. The objective is to position themselves as a unified group operating under the same umbrella, which will strengthen customers' trust and understanding of the company's overall value proposition.

The task of the project team is to streamline the companies and integrate them with each other at all levels, including the development of marketing materials, updating website elements, physical locations, etc. While TEQTON ApS has already considered creating synergies through uniform attire, company car logos, and elements on the website, it will be the project team's task to create a coherent strategy that clearly signals to customers which brands belong to the TEQTON Group.

Implementation of the comprehensive strategy will involve a thorough analysis of the brand identity for the three brands, including identification of unique strengths and characteristics as well as potential for synergy and collaboration. This will form the basis for developing an integration strategy aimed at establishing a consistent and cohesive brand identity across TEQTON, Lodbyg, and Vesla.

The implementation phase will involve updating branding elements, developing and launching targeted marketing campaigns, and making adjustments to the websites. There will also be a focus on internal communication to ensure that all employees are engaged and involved in the integration of the three brands.

Finally, the project team will develop and implement the new marketing strategy, which should not only communicate the company's overall strengths and values to customers but also to employees. Through this strategy, the company hopes to achieve its goal of creating a more streamlined and efficient business that leverages the synergies between TEQTON, Lodbyg, and Vesla to achieve a stronger market position.

TASKS AND EXPECTATIONS

0. PHASE: Onboarding and calibration of the project

- 0.1 Onboarding to the company, including their vision, values, current strategy, and an overview of the market and industry they operate in.
- 0.2 Conduct an alignment of expectations with the team, including the frequency of feedback and collaboration.
- 0.3 Provide a comprehensive introduction to the challenges of the case and the desired outcome for the company.
- 0.4 Review the specific tasks of the case, and qualify the different phases, prioritizing tasks based on their importance.
- 0.5 Establish roles and tasks within the team, so that internally, it's clear who is responsible for which tasks/areas.
- 0.6 The above points and alignment of expectations are completed in collaboration with the company in the onboarding form.

1. PHASE: ANALYSIS AND MAPPING



- 1.1 Review of each brand: Identify the unique strengths, target audiences, and value propositions for TEQTON, Lodbyg, and VESLA.
 - 1.1.1 What do they offer? (Products, solutions, services)
 - 1.1.2 What makes them unique and why?
 - 1.1.3 What do they excel at and what do they not do well?
 - 1.1.4 What does their website look like?
 - 1.1.5 Who are their customers?
- 1.2 Map synergies and group benefits between the three brands, including shared resources, competencies, and customer bases.
 - 1.2.1 What shared resources do the three brands use?
 - 1.2.2 What shared competencies do they have?
 - 1.2.3 Do they work with the same customer base?
 - 1.2.4 Are there any synergies currently?
- 1.3 Investigate the current marketing for the three brands:
 - 1.3.1 How do they brand themselves to their customers?
 - 1.3.2 How does the company appear compared to the other two brands?

2. PHASE: MAPPING OF COLLECTED DATA

- 2.1 What strengths and weaknesses do the current brands have?
- 2.2 What synergies currently exist between the three brands
- 2.3 What possible synergies do you see among the three brands? Provide a list of suggested synergies.
- 2.4 How will you streamline the three brands in the future? Provide a list of suggestions for streamlining the three brands.
- 2.5 Identify opportunities to integrate products and solutions across the three brands to create synergies and enhance the value proposition for customers.

3. PHASE: DEVELOPMENT & PRESENTATION OF THE NEW STRATEGY

- 3.1 Develop the future joint marketing and integration strategy for TEQTON, Lodbyg, and Vesla.
 - 3.1.1 What should it include?
 - 3.1.2 How should they brand themselves?
 - 3.1.3 Through which channels should the company brand itself?
 - 3.1.4 What new initiatives does it contain?
 - 3.1.5 How and why is synergy created with the strategy?
 - 3.1.6 How and why does it contribute to making the company more streamlined?
- 3.2 Create targeted marketing campaigns that target the different target groups for each brand and leverage the synergies between them.
- 3.3 Explore opportunities for partnerships and collaborations that can strengthen the position of TEQTON Group in the market.

4. PHASE: PRESENTATION OF THE NEW MARKETING AND INTEGRATION STRATEGY

- 4.1 Present the new marketing and integration strategy and new synergies to Julius via PowerPoint.

- 4.2 Present the new marketing strategy and new synergies to the entire organization via PowerPoint.
- 4.3 Preparation of a report incorporating the background work from phases 1, 2, and 3.

OBJECTIVE AND DESIRED OUTCOME FOR THE COMPANY

Wanted outcome after 12 weeks:

- ✓ A presentation of the new marketing strategy..
- ✓ Inputs and recommendations on how the company can become more streamlined in the future
- ✓ Suggestions for possible synergies across the three brands.

RELEVANT AREAS OF COMPETENCE

- ✓ Business Management
- ✓ Marketing and communication
- ✓ Design sensibility
- ✓ Students who dare to challenge the company
- ✓ Strong organizational and systematic approach
- ✓ Financial and Analytical Skills
- ✓ HR Profile

TALENT PROFILE

As a talent at TEQTON ApS, you will have a unique opportunity to contribute to shaping the future marketing and integration strategy for TEQTON, Vesla, and Lodbyg. The company believes in the motto "Go big or go home," encouraging students to think big and challenge the status quo. You will experience an exciting organization with a unique sustainable product with enormous potential both nationally and internationally.

You will be part of a team where your daily activities will take place at Kristensmindevej 2, 4250 Fuglebjerg. Here, you will be assigned your own meeting room, providing you with the opportunity to work efficiently and creatively during the project period. TEQTON ApS offers an attractive hybrid work model, allowing you, as a talent, to work both physically and virtually if needed.

TEQTON ApS values diversity and encourages students to leave their mark on the project. Freedom with responsibility is the essence of the work culture, where students will experience a positive and cozy atmosphere while being challenged to develop personally and professionally.

If you wish to shape the future strategy and create synergies for TEQTON ApS, then this case is perfect for you.