



BUSINESS MAGAZINE FOR INTERNATIONAL ENTERPRISES - ONE HUNDRED AND SIXTEENTH EDITION 2024



Yuval Ziv, President, Nuvei PAGE 71

ONE HUNDRED AND SIXTEENTH EDITION 2024

BUSINESS

trends

116 BUSINESS MAGAZINE FOR INTERNATIONAL ENTERPRISES



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The future of microbial identification

Accelerate Diagnostics, Inc., a leader in innovative diagnostic solutions, recently announced an exciting collaboration that promises to revolutionize microbial identification. The company unveiled its partnership with Bruker Daltonics, a renowned provider of high-performance scientific instruments and analytical and diagnostic solutions. This collaboration aims to integrate Accelerate Diagnostics' Arc™ System with Bruker's MALDI Biotyper® CA System (MBT-CA), marking a significant advancement in microbial identification technology. Chad Brueck, Head of Global Marketing & Strategy at Accelerate Diagnostics comments: "This is a great example of two Microbiology companies working together to expand the addressable market for direct positive blood culture sample preparation and identification."

Accelerate Diagnostics is dedicated to providing solutions for the global challenges of antibiotic resistance and sepsis. In addition to its Arc™ system, the Accelerate Pheno® system and Accelerate PhenoTest® BC kit combine several technologies aimed at reducing the time clinicians must wait to determine the most optimal antibiotic therapy for deadly infections. The FDA cleared Pheno® system and kit fully automate the sample preparation steps to report phenotypic antibiotic susceptibility results in approximately 7 hours direct from positive

blood cultures. Recent external studies indicate the solution offers results 1–2 days faster than existing methods, enabling clinicians to optimize antibiotic selection and dosage specific to the individual patient days earlier. Accelerate Diagnostics' Arc™ System is known for its rapid and accurate identification of pathogens responsible for bloodstream infections. By combining it with Bruker's MBT-CA System, a leading mass spectrometry-based microbial identification platform, healthcare professionals can now benefit from a

comprehensive solution for rapid and precise diagnosis of infectious diseases. "This is an important step in bringing a new diagnostic solution that enables rapid microorganism identification with a lab-friendly, automated workflow to address the increasing clinical challenge of managing patients with bloodstream infections," says Chad. "Labs have been facing massive labor shortages, especially after the COVID pandemic, and are in dire need of simple laboratory tools that deliver rapid results that clinicians need; this collaboration aims to do just that. In addition, there is increased pressure on laboratories to use IVD cleared devices to minimize the burden of running homebrew or laboratory developed tests in-house. We anticipate the simplicity of this workflow and its IVD labelling (pending FDA clearance) will convince more labs to adopt this workflow in the future." Accelerate Diagnostics sees several future sample preparation applications from the Accelerate Arc system where this collaboration has the potential to be expanded. Namely, preparation of acid-fast bacilli samples or sterile body fluids where downstream rapid identification is clinically valuable. The collaboration and quality agreement with Bruker Daltonics was executed in November of 2023. Since then, Accelerate Diagnostics has completed enrolment of its clinical trial for a U.S. FDA IVD submission. "We are working in collaboration with Bruker to best prepare for an imminent submission. In Europe, the Accelerate Arc system is currently available as an IVD and in active evaluation with multiple accounts," Chad concludes.




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Dear readers,

The emergence of ChatGPT in the public eye has brought new life to the field of artificial intelligence (AI). As AI technology enters all industries, it becomes a part of our work and lives, ushering in a new industrial revolution. Even traditional industries, such as energy and manufacturing, are looking to AI technologies to reduce costs and increase efficiency in their sector.

This issue of Business Trends highlights AI use cases in a variety of manufacturing and technology environments. Electra Vehicles, who aim to be the brainpower behind tomorrow's battery management systems, combine AI with battery science and cloud computing to extend life, maximize performance, and predict failures of electric mobility solutions – which could greatly help address range anxiety issues and promote electric vehicle adoption, the company argues.

AI has even entered that most private of spaces, the bathroom. At the Consumer Electronics Show in Las Vegas at the start of the year, global leader in kitchen and both products Kohler Co. introduced its voice-command smart toilet bidet seat, which allows for hands-free, sanitary control of various toilet functions, including seat temperature and cleaning cycles, and signifies a shift towards a future where all bathroom fixtures can be voice-controlled.

Meanwhile Mujin, the global robotic automation leader which recently established a presence in Europe, has developed the 'zero teach' MujinController platform to give robotic systems real-time decision-making ability that enables truly autonomous, reliable, and production-capable robot applications. In short, Mujin's robotic technology allows for motion planning without the need for deterministic waypoints. This enhances automation precision and safety, offering a significant advantage in both existing and new applications.

Whether you're excited or concerned, artificial intelligence is far and wide and here to stay – and you can count on Business Trends to help keep you up to speed with developments.

Ellen Groen
Editor in Chief

New Centurion Lounge at world's busiest airport

American Express recently opened a new Centurion Lounge at Hartsfield-Jackson Atlanta International Airport (ATL), the busiest airport in the world. At nearly 26,000 square feet, it is the largest lounge in the Centurion Lounge network. It features a locally-inspired menu from Atlanta-based Chef Deborah VanTrece, numerous seating options for guests to relax or work before their flight, outdoor terraces with views of the airfield, and The Reserve by American Express, a bespoke whiskey bar serving signature cocktails designed by Jim Meehan, Centurion Mixologist, along with a selection of classic and new American whiskeys. The new Centurion Lounge is located in Concourse E near gate E11.

The Centurion Lounge is the signature lounge program within the broader American Express Global Lounge Collection, which includes complimentary access to American Express Centurion Lounges, Escape Lounges - The Centurion Studio Partner, Delta Sky Club® for Card Members flying on Delta, Priority Pass™ Select Lounges upon enrolment, Plaza Premium Lounges, select Lufthansa Lounges when flying Lufthansa Group, and Additional Global Lounge Collection Partner Lounges. There currently are a total of more than 1,400 Centurion lounges across 140 countries and counting. The latest to open, the new Centurion Lounge at

Hartsfield-Jackson Atlanta International Airport serves travellers in one of the airports American Express Card Members visit the most, according to Audrey Hendley, President of American Express Travel. "It features amenities we know travellers enjoy, like outdoor terraces, and plenty of space to relax, along with local touches infused throughout the menus and design, that guests will remember long after their trip."

The design is inspired by Atlanta's reputation as "the city in the forest" and its abundance of trees as well as American Express Card Members' passion for wellness. The main seating area features a 50-year-old olive tree

and a 3,850 square foot custom light sculpture that represents a forest canopy, creating a relaxing space for Card Members to unwind before their flights. Additionally, visitors can enjoy multiple outdoor terraces, a first for the Centurion Lounge network. These meticulously landscaped seating areas are equipped with heaters and fans for use year-round.

The lounge showcases commissioned artwork from local artists including a new, textural interpretation of the quintessential American Express watch dog by Lucha Rodríguez and a large-scale multimedia piece by Michi Meko that draws inspiration from Georgia's landscape. Additionally, a 60-foot mural of abstracted leaf-like shapes, painted by Evan Blackwell Helgeson, stretches from the interior dining area to the exterior terrace.

Chef Deborah VanTrece, owner of local Atlanta restaurants Twisted Soul Cookhouse & Pours, Oreatha's At The Point and La Panarda, all of which can be booked on Resy, will bring her take on modern, global soul food to the



lounge. Using flavours and techniques she discovered traveling the world as a former flight attendant and enhanced by her own family food traditions and fresh, local ingredients, the custom menu includes Black Eyed Pea Biryani, Za'atar Grilled Chicken Thighs with Green Tomato Chimichurri, and Twisted Soul Salad with Strawberry Peppercorn Vinaigrette. Additionally, there will be a dedicated food and beverage station with gluten free and vegan options, including protein bites, salads, smoothies, and immunity booster juice shots.

"Atlanta has become such an interesting melting pot of cultures and cuisines. I'm thrilled to partner with American Express to bring food that celebrates these traditions, along with the best southern ingredients, to the Centurion Lounge at Hartsfield-Jackson Atlanta International Airport," said Chef Deborah VanTrece in a press statement. "Travel has inspired my approach as a

chef and I feel blessed that, through this collaboration, I'll be able to share my creative vision for food and hospitality with travellers from around the world." Celebrating the rich history of American whiskey, The Reserve by American Express is the first dedicated whiskey bar in a Centurion Lounge. The cocktail menu, curated by award-winning mixologist Jim Meehan, features five specialty whiskey cocktails, including Drink a Peach with peach flavoured whiskey and bitters and Mayme, Tailored, highlighting an American whiskey with ginger beer. Guests can also choose from over 20 classic and new American whiskeys. The bar offers a modern take on a classic whiskey bar with dark finishes and caramel leather seating and connects to an outdoor lounge area. The lounge also features a fully stocked main bar with 10 wines hand-selected by sommelier and Centurion Lounge Wine Director Anthony Giglio, a local cocktail menu

including spirit free options, and Centurion Lounge signature drinks. Guests will find signature Centurion Lounge amenities, including dedicated workstations and phone booths, premium restrooms and shower suites, several seating areas and access to complimentary high-speed Wi-Fi. With more airport lounge options than any other credit card issuer and the only credit card issuer with a proprietary lounge at ATL, the American Express Global Lounge Collection™ is just one of the many ways American Express supports Card Members while they travel. This includes access to 28 Centurion Lounges and over 1,400 lounges worldwide. American Express continues to expand and enhance the Centurion Lounge Network with plans to open new lounge locations at Reagan National Airport (DCA) in Washington, D.C. and Newark Liberty International Airport (EWR) in New Jersey.



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New name for long-established brand

The Carlstar Group, headquartered in Franklin, Tennessee, USA is a global manufacturer of tires and wheels for the original equipment and aftermarket segments of the outdoor power equipment, powersports, specialty trailer, agriculture, construction, and industrial markets. The company recently debuted the brand transition from Carlisle branded tires to Carlstar branded tires, at the Agritechnica Expo 2023 in Hanover, Germany. "As we strategically position our company for the future, building on the first 100 years for the next 100 years, we will be transitioning products carrying the Carlisle brand to the Carlstar brand. Going forward, our primary brand name will reflect our company name," comments Jacob Thomas, CEO of The Carlstar Group.

Mr. Thomas has been Chief Executive Officer and President of the Carlstar Group since May 2018. Prior to joining the Group, he spent 27 years in executive roles in leading global businesses, engineering, marketing, product management and manufacturing in premier global industrial public companies.

"Our company has been in business for over 100 years," says Mr. Thomas. "Our Top 10 customers have done business with us for over 30 years on average – speaking to the durability of Carlstar's value proposition and the strength of our customer relationships." In recent years, the company has continued to expand its product

portfolio, diversify its geographic coverage, and strengthen its multi-channel reach to the end customer. Its diverse portfolio of solutions is offered under several leading brands, including Carlisle® tires, Carlstar® tires, ITP® tires and wheels, as well as Cragar®, Black Rock® and Unique® wheels and Marastar® products.

At the Agritechnica Expo 2023, the global showcase for agricultural technology and specialty tires, Carlstar announced that its Carlisle branded tires are rebranded to Carlstar.

"It was always envisioned and planned that The Carlstar Group would create a proprietary brand unique to the specialty tire space, given that the Carlisle name is shared today with unrelated construction materials and weatherproofing technologies, among others," Mr. Thomas explains. "Carlstar is today a name widely recognized in the specialty tire sector, well known to customers and partners who appreciate the continued legacy of excellence of its products and services. We feel that the time is now to make this brand evolution. This change is highly supportive of the company's strategy to expand and grow. Going forward, our brand will reflect the name of the



company that designs, manufactures, sells, and supports the products."

Mr. Thomas emphasizes that the impact of the rebrand on their global customer base is minimal. "Only the letters on the sidewall of the tire change, and everything else stays the same. The premium quality and performance of our products remains the same. The people who produce and support the product remain the same. The facilities where we manufacture and distribute our product remain the same. Carlstar's entire customer value proposition remains the same. Even the part numbers remain the same. Our objective has been to make this a very seamless and smooth transition for our customers."

The Carlstar/Carlisle brand is positioned as a leader in the Specialty Tire and Wheel sector, distinguished by its expansive and innovative product portfolio. Serving as a one-stop-shop in the specialty tire and wheel space, Carlstar distinguishes itself as a reliable partner with a deep understanding of customer needs with a 100+ year legacy of meeting and exceeding customer expectations. The Carlstar/Carlisle brand is preferred by leading original equipment manufacturers as well as top aftermarket distributors and retailers in the tire and wheel industry.

At Agritechnica 2023, Carlstar displayed a diverse selection of specialty tires bearing the Carlstar name, including the Versa Turf, Turf Master, Fairway Pro, Turf Trac R/S, AT 489, and All Trail tires.

"Our participation at Agritechnica was motivated by our strategic intent to highlight and promote our brand evolution within the industry, and to engage meaningfully with our valued customers and partners on brand evolution and business growth," says Mr. Thomas. "The Agriculture segment is a key area of focus for Carlstar and we wish to showcase our highly attractive and complete line of products in this segment. Our booth generated great interest and appreciation from existing and prospective customers/partners. We are delighted in having accomplished all the objectives for participating in Agritechnica. We cannot say enough about how well the show was organized and attended – kudos to the Agritechnica organizers!"

The marketing transition is a multi-step, multi-year transition that has begun with the message "Carlisle branded tires are now Carlstar," Mr. Thomas adds. "You will see us reiterate this message over and over again. Over time we will increasingly emphasize the Carlstar

brand, phasing away the Carlisle brand. Eventually, only the Carlstar brand will remain on all marketing materials and products. We plan to support this transition with an aggressive marketing campaign, covering all our geographies with Social Media campaigns, Print and Digital advertising, extensive dealer communication and POS support, that are designed to effectively convey the brand evolution message. We also have short and captivating videos that outline our brand evolution and transition plans, available on our website."

The Carlstar Group employs 3,400 associates in 15 facilities located in four countries.



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Holistic circular construction project in Hamburg

Family-owned construction and real estate group OTTO WULFF took part in the EU-funded research project CIRCuIT, in which four European cities, including Hamburg, collaborate to develop full-spectrum architectural and urban planning instruments for a fully regenerative, resource-efficient and circular transformation of the construction sector. As part of the CIRCuIT project, each city hosted a variety of workshops and hackathons to explore creative and new processes, outputs and solutions that can offer valuable insight into circular construction practices and engage with the wider public. In Hamburg, the CIRCuIT research stage notably resulted in the development of a recycled concrete, which OTTO WULFF will use for the construction of a new, highly sustainable project in the Wilhelmsburger Rathausviertel in the inner city of Hamburg. With its integrated service offering spanning the full spectrum of construction and property management, OTTO WULFF is ideally positioned to advance circular construction, according to Stefan Wulff, Managing Partner.

With a history dating back more than 90 years, OTTO WULFF today is a family business that is active across the entire value chain: from property acquisition and planning through to the development, construction, operation and management of properties. The company engages in residential and commercial real estate projects and additionally serves the private sector from locations in Hamburg, Berlin and Leipzig. “We can cover the entire life cycle of a property with our services,”

says Stefan Wulff. “Our mission, as a family business, is that we aim to create attractive living spaces and jobs that make people happier.” Stefan Wulff emphasises that they are aware of the fact that economic success cannot be separated from environmental and social responsibility. “Sustainability is part of our corporate strategy, and it is very much anchored in our mission. We aim to achieve our business goals using fewer resources, reducing our environmental impact and

CO2 footprint, and we will continue to fulfil our social responsibility.”

In November 2023, the company presented its first sustainability report focusing not only on achieving CO2 reduction in its business operations, but also energy, water and waste management on the construction sites. For sustainable buildings, the focus is on reducing the CO2 footprint in both, the construction and use phase, the circular economy and building certification.

With this clear commitment to making construction a more sustainable industry, participating in the CIRCuIT project made complete sense to OTTO WULFF. Four cities have come together for this EU-funded initiative: Copenhagen, Hamburg, Helsinki, and London. They are exchanging knowledge, showcasing innovative solutions, and creating instruments for circular transformation of their built environments. With the research part of the CIRCuIT project in Hamburg now finalised, OTTO WULFF has been awarded a project in the new development of Wilhelmsburger Rathausviertel in the city, which, in the



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spirit of CIRCuIT, focuses on resource-efficient circular construction. The winning design for project, by Behnisch Architekten, was selected in spring 2023. OTTO WULFF's project within the new Wilhelmsburg development will be one of the first projects to be implemented in the urban development area by the IBA Hamburg. In the current design, it includes around 185 condominiums, privately financed rental apartments and subsidized rental apartments. New technologies, innovative materials, and renewables will be used to address energy efficiency and help optimize building services. “The project also demonstrates the feasibility of attractive adaptable architecture, prioritizing social aspects and users’ needs to foster acceptance and identification with the built environment,” Stefan Wulff adds. “That also means plenty of green, open spaces, and underground parking facilities.” He believes that with its capabilities as an integrated project development and construction company, OTTO WULFF is in a good position to advance circular construction in the Hamburg metropolitan region; in the selection of building materials and the associated procurement processes, notably. “For

CIRCuIT, we partnered with other companies in Hamburg to research and advance recycled concrete, for example. The findings from the research have already been implemented in a school construction project in Hamburg and will also be used in the realisation of the project in Wilhelmsburg.” Stefan Wulff is full of praise for the design and the holistic approach for the Wilhelmsburger Rathausviertel, which offers a diverse mix of apartments with flexible floor plans. This allows future adjustments, with the building functioning like an organism that adapts its number of apartments to the needs of its residents. This adaptability allows the building’s life cycle to be maximized. The external staircases promote social communication and encourage the use of reusable components. Thanks to the material-efficient, circular construction and the clever development, the use of concrete and the climate footprint are minimized. “Creating and maintaining lively, connected, green and resilient inner city districts is a central challenge for a sustainable urban society,” Stefan Wulff comments. “Whether as a builder, project developer, general contractor or as an operator and service provider, OTTO

WULFF can and will continue to set the trend here. Central themes for us are the circular economy and resource-saving construction, the implementation of mobility concepts, the upgrading of inner-city green spaces and coordinated neighbourhood management.”



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Life is a ball

The American subsidiary of the Swiss-based Lindt & Sprüngli Group, Lindt (USA) is the fastest growing premium chocolate manufacturer in North America. The company is poised for the next stage of growth in the region and, underscoring its ambitions, aired a spot during football's biggest game, the Superbowl, earlier this year. Lindt's big game debut dropped during the first quarter and put the fan favourite LINDOR truffle at centre stage. Titled "Life is a Ball", the 30-second ad was backed by Perry Como's 1957 classic "Round and Round". As the U.S. market continues to play a critical role in Lindt's long-term growth strategy, Lindt is strategically prioritizing investments that allow the brand to reach new audiences and uncover meaningful connections through deliberate partnerships and unforgettable brand moments, as Andrew Spencer, US Marketing Director for LINDOR, explains.

Lindt & Sprüngli has been enchanting the world with chocolate for over 175 years. The long-established Swiss company with its roots in Zurich is a global leader in the premium chocolate product sector. Lindt & Sprüngli chocolates are currently produced at 12 factories in Europe and the USA. Its products are sold by 36 subsidiaries and branch offices in around 520 of its own stores as well as via a network of more

than 100 independent distributors around the globe.

Lindt (USA) is one of the largest subsidiaries in the group. With nearly 1,000 employees, a robust wholesale business, retail chocolate shops across the country, as well as a strategic focus on marketing innovations, the company is poised for its next stage of growth in the region.

"As a Swiss-led company, Lindt is still a relatively young brand in the U.S. and is intently focused on the growth potential that exists in this market and with U.S. audiences," says Mr. Spencer. "As a brand, Lindt is at an inflection point in our growth and we are laser focused on investing in the right opportunities that allow us to tap into cultural trends and delight more Americans with LINDOR truffles."

LINDOR is not a new product: similar to Lindt, it has a long and rich history. The Lindt Master Chocolatiers wanted to create something heavenly to lift its customers' spirits after World War II. They set to work experimenting with chocolate recipes until, in 1949, they came across a chocolate so luxuriously smooth it could be compared to melted gold. It was named LINDOR. First appearing as a chocolate bar with a delicately melting filling, LINDOR was



only associated with the signature truffles 20 years later. The 'chocolate balls' were first brought to the market as a seasonal treat in 1969, to resemble Christmas baubles. The LINDOR truffles quickly became a favourite. Customers felt like Christmas had come early in the weeks leading up to Christmas Day. However, once the festivities had finished, the truffles vanished without a trace. Surprised, customers began asking: where had they gone? The LINDOR truffles were so sorely missed that, shortly after taking them off the shelves, we made them a permanent part of the Lindt chocolate range and they soon became a Lindt staple and global chocolate phenomenon.

LINDOR's diversified truffle range varies from country to country and season to season. Yet, to this day, the classic LINDOR Milk remains the most popular choice worldwide, accounting for more than 50% of LINDOR's overall annual sales.

Lindt's iconic LINDOR brand took centre stage at its first major U.S. brand moment, an ad that aired during the Super Bowl. This, the biggest game in

American football, is one of the few times a year that devoted football fans and casual fans come together to celebrate a big moment together as a community. "The decision to advertise during the big game brought Lindt and our infamous LINDOR truffles into the homes of millions of fans during one of television's – and football's – biggest nights," says Mr. Spencer. "By expanding where and how U.S. consumers are exposed to Lindt, like during the biggest football game of the year, we're able to share what makes LINDOR truffles so special and premium with a whole new audience."

Titled "Life is a Ball", the spot took audiences on a journey that explores the joy that comes from indulging in the smooth melting sensation of LINDOR truffles and allows you to savour the joyful moments life can bring, big or small, with every bite. Lindt teamed up with Kylie Kelce, Lindt superfan, mom, and philanthropist to show consumers how they can indulge in their very own moment of bliss. Through the partnership, Kylie shared her tips for how LINDOR can be the unexpected treat at every viewing

party this year. The "Life is a Ball" ad was produced by Grey Toronto and directed by renowned Australian filmmaker and visual effects artist, Michael Gracey.



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AI with a conscience

In today's fast-paced digital landscape, technological advancements are driving transformative changes across industries. Companies are increasingly turning to emerging technologies such as artificial intelligence (AI) and robotics to gain a competitive edge and unlock new opportunities for growth. Among the trailblazers leading the charge in this space is Connection, a leading technology solutions provider renowned for its commitment to driving progress through cutting-edge solutions. With the recent launch of the Helix Center for Applied AI and Robotics, Connection is poised to revolutionize the way businesses leverage AI and robotics to tackle complex challenges and drive success. "In the dynamic landscape of applied AI, continuous innovation is more than a goal; it's a necessity," says Jamal Khan, Chief Growth and Innovation Officer at Connection.

Founded in 1982, Connection delivers valuable IT services and advanced technology solutions to business, government, healthcare, and education markets, delivering global procurement solutions through a network of 500 suppliers in 174 countries. Jamal Khan leads the CNXN Helix Center for Applied AI and Robotics. With a two-decade track record of success across diverse domains, Jamal orchestrates the strategic design and execution of

innovative growth initiatives at Connection. His leadership extends to multiple teams, where he spearheads transformative improvements across various facets of the organization. He explains: "At Connection, our vision harmonizes with the aspirations of our customers, and our new Helix initiative is a testament to this enduring commitment. With the infusion of AI, we are not just keeping pace with innovation; we are actively redefining it.

AI transcends being a mere upgrade—it's a revolutionary catalyst that is reshaping the operational landscape of businesses worldwide. By embracing AI within our internal framework, Connection is poised to streamline processes, magnifying efficiency and productivity. For our clients, this leap into the AI frontier is a pledge to bolster growth and surpass the expected benchmarks of service excellence. Helix isn't just about staying relevant in a world of constant technological evolution; it's about leading the charge, carving out new pathways to success, and facilitating transformative experiences for all our stakeholders." Connection's Helix Center for Applied AI and Robotics represents a bold step forward in the realm of technology-driven innovation. This state-of-the-art facility serves as a hub for research, development, and collaboration, bringing together experts from diverse



Jamal Khan, Chief
Growth and Innovation
Officer at Connection.

disciplines to explore the vast potential of AI and robotics across various industries. By harnessing the power of these transformative technologies, Connection aims to empower businesses with the tools and insights they need to thrive in an increasingly digital world. "At the core of our strategy, we recognize that the true power of AI lies in its ability to synthesize and harmonize data. Mastery in data orchestration and alignment stands as the cornerstone of any successful AI implementation. Our commitment is to cultivate a robust capability within this critical domain," Khan says. Furthermore, the Helix Center serves as a platform for education and knowledge exchange, offering training programs, workshops, and seminars to help businesses harness the full potential of AI and robotics. By empowering professionals with the skills and insights they need to navigate the complexities of these technologies, Connection is enabling organizations to stay ahead of the curve and drive meaningful change within their respective industries. The launch of the Helix Center comes at a time when the demand for AI and robotics solutions is at an all-time high. As businesses increasingly recognize the transformative potential of these technologies, there is a growing need

for trusted partners like Connection who can provide the expertise and support needed to navigate the complexities of implementation. With its proven track record of delivering innovative technology solutions, Connection is well-positioned to help businesses harness the power of AI and robotics to achieve their strategic objectives and drive sustainable growth. In conclusion, Connection's launch of the Helix Center for Applied AI and Robotics marks a significant milestone in the company's journey towards driving technological innovation and empowering businesses to thrive in the digital age. By leveraging AI and robotics, Connection is helping businesses unlock new opportunities, streamline operations, and drive meaningful outcomes. As the pace of technological change continues to accelerate, initiatives like the Helix Center will play a crucial role in shaping the future of business and driving progress across industries. "As the Helix Center evolves, it is set to become a nexus for innovation, where advanced laboratories, a cadre of skilled professionals, and groundbreaking research converge. Our mission is to transcend the theoretical boundaries of AI, addressing the tangible application challenges the industry currently faces," Khan notes. "The Helix Center's

forward-thinking approach aims to bridge the gap between conceptual AI and its real-world implementation. We are creating a space where experimentation leads to viable AI solutions, tailored for complex, industry-specific problems. This focus on applied research will enable the creation of AI applications that are not just technologically advanced but also pragmatic and accessible to businesses seeking to leverage AI's full potential." Through this endeavour, Connection's Helix Center will empower the industry to navigate the complexities of AI integration, fostering a new era of technological advancement that is both innovative and actionable.



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Revolutionizing payment solutions for businesses

In the fast-paced world of commerce, businesses are constantly seeking innovative solutions to streamline their operations and enhance customer experiences. Amidst this quest for efficiency and effectiveness, Ingenico stands out as a beacon of transformation. At the end of 2023, the company announced that Diggecard's services are now available on Ingenico's innovative Cloud Service Platform and Android terminals. Ingenico comments: "We share with Diggecard a vision of the market for Gift Card services and the importance of making these available to a wider range of merchants than at present."

With a diverse portfolio of products and services, Ingenico caters to businesses of all sizes and industries, offering tailored solutions to meet their unique requirements. Whether you're a small retailer looking to accept card payments or a multinational corporation seeking to optimize your omnichannel strategy, Ingenico has the expertise and technology to empower your business. Ingenico's team comprises 3,500+ people spread around the globe representing 60 different nationalities.

One of Ingenico's flagship offerings is its range of smart terminals, designed to deliver seamless and secure payment experiences. These state-of-the-art devices combine cutting-edge hardware with intuitive software, enabling businesses to accept various payment methods with ease. From traditional chip and PIN transactions to contactless payments and mobile wallets, Ingenico's smart terminals support a wide array of payment options, ensuring convenience for both merchants and customers alike.

Ingenico is also at the forefront of innovation in the rapidly evolving realm of digital payments. As consumers increasingly turn to online and mobile channels for their shopping needs, businesses must adapt to this digital landscape to stay competitive. Ingenico

offers a range of solutions to help businesses thrive in this digital age, including e-commerce payment gateways, mobile payment apps, and virtual terminals. With Ingenico's digital payment solutions, businesses can capitalize on the growing trend of online shopping while providing customers with a seamless and secure payment experience.

Diggecard is a global SaaS company delivering end to end gift card solutions to banks, acquirers and technology vendors helping them to enrich value services proposition to their merchants. Diggecard's services are now available on Ingenico's innovative Cloud Service Platform and Android terminals. Ingenico adds: "Gift Card programs are very common in the eCommerce segment today, and together with Diggecard, Ingenico is now enabling our customers and their merchants to bring the same functionality into the In-Store (physical Store) environment. Through this solution, the merchants can offer Gift Card issuing and Gift Card redemption straight from the payment device, plus can link it all back to a centrally managed back-end for the merchant to manage the Gift Card program."

Diggecard's white label technology allows merchants to access a comprehensive suite of self-managed gift card services. By removing the complexity of integration for acquirers, Ingenico's cloud-based platform opens gift card programs to new categories of retailers, helping to generate new revenue streams and improve consumer engagement. Gift cards are a recognized way for business to drive incremental revenues to merchants.

Smaller merchants connected to the platform through their acquirer can now benefit from the same capabilities as larger merchants have done in the past, or they can use Diggecard operated gift cards in more innovative ways such as to reimburse customers instead of in cash, ensuring that they capture that revenue when it is spent again.

For Ingenico's clients - banks, acquirers, merchant services providers and ISVs, for whom payments are increasingly important - services such as gift cards are important levers as they seek to maintain merchant loyalty and grow revenues: the advanced platform allows them to do this quickly and at minimal cost. "Diggecard is providing the technical platform for the Gift Card Solution and it will allow any merchant to structure and build the program, manage the program through a web-based platform from Diggecard, even white-label the program. In addition, Ingenico is enabling the acceptance of the Gift Cards on the payment devices In-Store to allow for merchants to sell Gift Cards to Consumer directly in the Store, plus accept Gift Card payments on the devices." Ingenico explains.

Gift Card acceptance in some markets is already very established (e.g. North America), but the market is also growing in EMEA over recent years. "However," Ingenico says. "This partnership is not only about Gift Card acceptance, it is about the unique proposition to offer an end-to-end tool to a merchant that allows them not only to build their own program to their needs and manage the program themselves with tools given to them,



but also white-label and brand the program the way it suits their business operation, plus have a seamless way to ensure that a consumer can get a Gift Card In-Store and pay with it. This whole journey is something that Enterprise merchants are familiar with, but together with Diggecard we are bringing this to the SMB verticals."

As with any type of payment solution, security is a key concern and both Diggecard and Ingenico follow the guidelines and regulations defined by the governing bodies. This specifically focuses on the storing of sensitive payment or consumer data with a solution that is compliant with PCI and GDPR requirements. Looking ahead, Ingenico ends: "The immediate focus is to launch the solution in the UK market, follow by other EU countries, such as Germany, Spain, etc. in the later part of 2024."

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New approach to sleep monitoring

Sleep tech company PranaQ made waves at CES 2024 with the highly anticipated launch of its flagship product, TipTraQ. This cutting-edge device goes beyond traditional sleep monitoring, offering a comprehensive solution for diagnosing and monitoring respiratory sleep disorders, including sleep apnea, and improving sleep as a whole, as Alexandra Jones-Kuo, Business Development Manager for PranaQ based in Taipei, explains.

PranaQ was founded in 2020 by Dr. Hau-Tieng Wu, MD, PhD, Tenured Professor at NYU, Adjunct Professor at Duke, and a long-time sufferer of sleep apnea. He envisioned a streamlined and affordable solution for diagnosing and monitoring this prevalent disorder. Recognizing that approximately 80% of those suffering from sleep apnea remain undiagnosed due to the expense and prolonged wait times associated with traditional diagnosis methods, Dr. Wu and his co-founders, Jerry Chen, CEO, and Imyoung Do, CFO, set out to pioneer a transformative approach, laying the foundation for what is now PranaQ. The company's flagship product, TipTraQ, has meanwhile earned plenty of recognition. It was awarded the Red Dot Design Award in 2023, and its clinical performance has been validated by leading medical institutes. "TipTraQ is a fingertip wearable that uses a single point of contact and clinically validated AI algorithms to diagnose and monitor sleep apnea," Ms. Jones-Kuo explains. "Sleep apnea can be diagnosed with a sleep study in a sleep clinic, but they

are burdensome for patients, involving cumbersome equipment and cables that disrupt sleep patterns. TipTraQ not only alleviates these issues by allowing patients to conduct sleep tests in the comfort of their homes, with minimal intrusion, but unlike traditional PSG exams, our solution is designed for long-term use, increasing treatment adherence, and resulting in improved patient outcomes." She emphasises that TipTraQ is flexible and the solution can be adjusted to fit many various scenarios. It records a handful of distinct health vitals, including heart rate, respiration patterns, sleep position, blood pressure trends, blood oxygen levels, temperature, and snoring. This data is securely uploaded to PranaQ's cloud, where AI-powered algorithms developed from 35,000 hours of validated data analyse it for signs of sleep disorders. Patients receive a summary of their results powered by Generative AI with a more intuitive interface, while HCPs may review a more detailed version. This patient-centric approach effectively combines convenience, cutting-edge technology

and robust data security to significantly improve the diagnosis and monitoring of sleep disorders for all stakeholders. While TipTraQ was developed to monitor sleep apnea, PranaQ's AI-powered algorithm can also monitor associated sleep disorder-related comorbidities, including circadian, cardiovascular diseases, and the detection of some mental health precursors. For example, hypertension is a common comorbidity associated with sleep apnea, which PranaQ's solution can monitor overnight. PranaQ expects to apply for FDA clearance in 2024, after which HCPs will be able to prescribe TipTraQ to interested patients. In the meantime, PranaQ is collaborating with treatment providers and healthcare institutes to provide monitoring solutions. "Ultimately, not only will PranaQ diagnose sleep apnea for the undiagnosed 80% of those who suffer from it and ensure they adhere to their treatment, but we will also enable anyone who wishes to sleep better to have full visibility and control of their sleep, at home, every day," says Ms. Jones-Kuo.



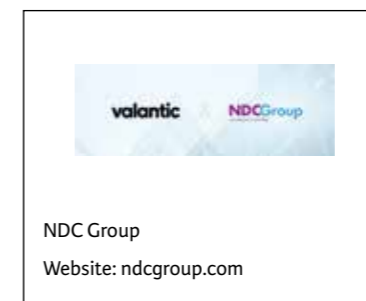
Strategic partnership in EPM

NDC Group, a leading company in enterprise performance management (EPM) consultancy and data analytics, has formed a strategic partnership with valantic, a renowned digital solutions, consulting, and tech innovation company. Together, they aim to offer a joint portfolio of solutions and services in SAP planning and analytics. "This partnership embodies my vision of equipping our clients with advanced functionalities reminiscent of those found in SAP BPC and SAP Financial Consolidation, yet significantly enhanced by leveraging top-tier SAP technologies," says Vladislav Stefanak, CEO of NDC Group.

Since 2016, NDC has successfully executed over 80 full transformations from on-premise systems to SAP Analytics Cloud. The company has evolved significantly over the years, as Mr. Stefanak explains. "Originally focusing on delivering expert consulting in Enterprise Performance Management (EPM), our journey began with pioneering SAP Analytics Cloud (SAC) projects. Our evolution is underscored by a shift from being service-oriented to product-focused, developing proprietary products like NDC Financial Consolidation. This transition enables us to offer innovative, sustainable SAP solutions, driving transformation and delivering unparalleled value to our clients worldwide. Our founding vision—to empower decision-makers with the best solutions built on SAP cloud architecture—remains our guiding principle as we continue to lead in this space."

The delivery of NDC Financial Consolidation is central to their partnership with valantic. The technology offers an automated and streamlined approach to legal and managerial consolidation. While it draws inspiration from the concept and functions of previously popular SAP consolidation solutions, it utilizes the modern technologies to enhance automation, performance, user experience, and seamless data integration.

"Valantic and NDC Group complement each other perfectly in the EPM space," says Mr. Stefanak. "Valantic's analytics team brings extensive project experience, particularly in financial consolidation, making them an ideal partner for these types of projects. Their proven track record in the SAP space and a strong customer base in the DACH region align with NDC Group's expertise and market focus. Additionally, the excellent team "chemistry" and shared commitment to innovation enhance our collaboration, enabling us to jointly deliver enhanced value in SAP Planning and Analytics through our synergistic efforts." In practice, the partnership between Valantic and NDC will operationalize through shared customer targets and collaborative go-to-market initiatives, he adds. "This includes joint customer actions, such as a webinars scheduled for the next couple of months, and a united presale effort to present a cohesive value proposition. Additionally, both parties are



committed to ongoing knowledge transfer on projects, ensuring that both teams are aligned and can leverage each other's strengths and expertise. The combined target group encompasses enterprises looking to enhance their EPM capabilities, particularly those in need of sophisticated SAP Planning and Analytics solutions." The partnership between Valantic and NDC could evolve to encompass new markets and the development of new products or services, such as the introduction of the NDC Converter for Business Objects. This potential for growth indicates a strategic intent to not only solidify their presence in existing markets but also to explore and capture new opportunities, thereby broadening their impact and reach within the EPM solutions space.



The new generation of contract laboratories

Denmark-based QNTM Labs is a forward-thinking contract laboratory dedicated to providing advanced analytical testing, research, and development to pharmaceutical customers. The company has built a flexible and innovative approach, in order to stay ahead of the pace of rapidly advancing modern medicine. It recently significantly expanded its existing headquarters to meet the growing demand for its services, and received additional EU-GMP certifications. QNTM's rapid growth underscores their belief that there's a growing demand for new lab testing best practices, says Justin Ihnken, Co-founder, and CEO. "We want to be a breath of fresh air in this industry, drive change and be a globally recognized name within thought leadership and operational excellence," he comments.

A US native, Ihnken moved to Scandinavia with his Swedish wife. He ended up in the contract laboratory space by chance: through talks with friends and acquaintances in the small American community in Denmark, he discovered there were continued issues arising with access to capable laboratory testing facilities: existing laboratories have not been able to keep up with the speed of improvement and innovation, specifically within the pharmaceutical industry. Interested in the subject, he extensively researched the bottlenecks caused by laboratories and concluded that something must be done.

In November 2020, Ihnken and his QNTM Labs co-founder Connor Murphy decided to quit their jobs and architect their own EU-GMP certified pharmaceutical lab. QNTM Labs has since raised almost 20 million USD in funds, recruited 'some of the best minds in the industry', and now operates a 1,600 sq/m laboratory facility with all the necessary EU-GMP certifications. The facility has been thoughtfully redesigned from the bottom up, with many future advancements in mind. "We're convinced that change is necessary," states Ihnken. "The pharmaceutical industry has made some

very important biotechnological advancements, but [contract service] labs are lagging roughly 40 years behind. They still use manual processes: there is zero automation, zero machine learning, and zero robotics. At QNTM Labs, we can do things at a much more automated and efficient scale, in other words quicker and more cost effective, while having a tighter grip on quality control. Less human interaction means fewer mistakes, so we automate as much as possible. Mistakes from human error is a major issue in the contract lab services industry, so I can't stress this enough. Another thing that makes us unique is that, in contrast to the conventional concept of outsourcing, our approach is to integrate the laboratory closely with our client's development and production processes, as well as their team – facilitating a deeper understanding of our customers' needs, enabling us to deliver a quality data strategy on top of robust results and expedited turnaround times." QNTM Labs wants to be "a recognized name and a contract laboratory associated with quality, transparency, and trust within pharmaceutical lab testing", says Ihnken. "We are actively planning and working to open labs across Europe, with our headquarters facility in Denmark serving as a blueprint for new labs in the future."



QNTM
LABS

QNTM Labs
Website: qntmlabs.com

Boost for European LoRaWAN network

Netmore Group is an IoT operator that connects properties, offers private and open 5G networks, and enables massive IoT connectivity by rolling out nationwide LoRaWAN infrastructure. The company was acquired by global infrastructure investor Polar Structure in 2021. The latter recently acquired the Objenious LoRaWAN assets from Bouygues Telecom. Netmore will ensure the Bouygues LoRaWAN network's continued operation in France. Arnaud Delprat, Netmore Group's Managing Director in France, emphasises that their commitment to LoRaWAN is guaranteed, and long-term.



LoRaWAN is a non-cellular technology used to connect massive-scale low-power IoT sensing. The maturing ecosystem of LoRaWAN® currently counts many verticals, each with specific use cases. The fastest-growing verticals include Industry 4.0, Smart Tracking, and Smart Cities. "One of the main benefits of LoRaWAN, compared to cellular connectivity, is that it consumes very low power, so you only need to replace the battery in sensors in the field once every 10 to 15 years, making it very suitable for massive scale IoT deployments such as smart metering," Mr. Delprat elaborates. Sweden-based Netmore Group provides LoRaWAN connectivity to many businesses and industries across Europe. The company acquired LoRaWAN operator Nordic IoT Networks in early 2021, and has since launched or acquired public LoRaWAN networks in Sweden, the UK, Ireland, the Netherlands, Spain, and France. It

has also established operations in Poland and Austria, and has roaming agreements in Finland and Switzerland. "Our goal isn't necessarily to provide national coverage; we're doing this by default as we're growing our Europe-wide presence and network," says Mr. Delprat. The acquisition of Bouygues' LoRaWAN assets further expands Netmore's network in France and is good news for French users of LoRaWAN services as they're guaranteed the continued operation of the network; Bouygues was going to phase it out. As part of this expansion, Netmore plans to integrate the SPOT platform, a LoRaWAN management portal that has been widely used by Objenious customers. "The French market is experiencing a surge in demand for smart metering systems, necessitating resource efficiency in massive deployments," Mr. Delprat points out. He emphasises that migration will be seamless for former Bouygues LoRaWAN customers. "It's a lot of complex work for us, but it's nothing we haven't done successfully before in

projects across Europe. Customers won't notice any change." Mr. Delprat emphasises that Netmore remains committed to LoRaWAN. "There's been a lot of speculation around the future and viability of the technology as some companies are divesting their publicly available non-cellular IoT operations. But we have committed to providing LoRaWAN services for a very long time, and have contracts running until 2040. LoRaWAN has a very long future with us, that's guaranteed." Netmore Group will also provide full access to its expanding European LoRaWAN macro network and will offer coverage on demand for large-scale IoT projects in France and other European regions, not only strengthening connectivity but also amplifying the commercial reach for its French partners, allowing them to tap into wider European opportunities.



netmore

Netmore Group
Website: netmoregroup.com

At the heart of green transformation

As one of the world's largest wind turbine manufacturers, the Nordex Group offers high-yield, cost-efficient wind turbines that enable long-term and economical power generation from wind energy in all geographical and climatic conditions. In recognition of its sustainability achievements, EcoVadis –whose mission it is to provide the world's most trusted business sustainability ratings- has awarded the Nordex Group its Gold Medal for the third year in a row. The latest result places the Nordex Group in the top 2% of all general industrial machinery manufacturers assessed by EcoVadis. Nordex Group states: "Being a key player in the global energy transformation, sustainability is at the very core of our business."

The development, manufacture, project management and servicing of wind turbines in the onshore segment has been the core competence and passion of the Nordex Group and its more around 10 000 employees worldwide for over 35 years. The focus is on turbines in the 3 to 6 MW+ class, and the Group's comprehensive product portfolio offers individual solutions for both markets with limited space and regions with limited grid capacities. A global service network, with some 350 service points throughout 30 countries, delivers

service quickly to keep all systems running smoothly. The Group covers the needs of all customer segments within the global wind market, from large energy suppliers to SMEs operating power plants. With more than 46 GW of installed capacity worldwide, Nordex Group systems deliver sustainable energy throughout more than 80 per cent of the world's energy market (excluding China).

The management holding company is headquartered in Rostock, while the executive board and administrative

offices are based in Hamburg. At production facilities in Germany, Spain, Brazil, the US, and India, the Nordex Group produces its own nacelles, rotor blades and concrete towers.

Dr. Sandra Pfeiffer, Director Sustainability at Nordex Group explains: "As a manufacturer of wind turbines, we are in the business of providing renewable energy solutions that help reduce carbon emissions and combat climate change. By adopting a progressive sustainability approach, we want to ensure that our operations and products are aligned with our mission of promoting a cleaner and more sustainable future and that we meet the continuously rising expectations of our stakeholders."

EcoVadis acknowledged Nordex Group's structured and proactive sustainability approaches in the area of "Environment", awarding the Group with an above-average score. This successfully increased



Location Germany



Construction

Nordex Group's Environment score by 10 points to 90 in 2023. The following initiatives and projects were positively highlighted: Since the beginning of the year, the Nordex Group has participated in an EU-funded research and development project that helps to pursue the goal of completely recyclable rotor blades by 2032. Furthermore, the Group signed the "Business Ambition for 1.5°C" charter and is also a member of the Science Based Targets Initiative (SBTI). By signing the charter, Nordex Group has committed itself as a company to combating the rise in global temperature proactively, and implementing appropriate climate targets and measures to achieve this.

Dr. Pfeiffer comments: "Our commitment towards increasing sustainability in all parts of our business helps us comply with regulations and standards related to environmental and social responsibility, avoid legal and reputational risks, and emphasize our position as a responsible and trustworthy partner for our stakeholders. It may also help us reduce operating costs by improving resource efficiency and reducing waste as well as attract talent for our global workforce."

Dr. Pfeiffer further explains that an increasing focus on climate protection

leads to growing demand for renewable energy sources, and wind energy is one of the most promising options. "We, at the Nordex Group, are meeting this need by providing high-quality wind turbines that are designed to maximize energy production and minimize environmental impact. We keep investing in research and development to continuously improve our products and meet the evolving needs of the market. Furthermore, there is now a widespread consensus that the world must significantly cut greenhouse gas emissions to fight climate change, and the Nordex Group is prepared to make its contribution: we are setting ambitious reduction targets for ourselves and are working on action plans to reduce emissions across all scopes. There is also growing emphasis on sustainability throughout the supply chain."

Looking at the near future, the Group wants to achieve the ambitious goals as set in its Sustainability Strategy 2025. "We've committed ourselves to align with the 1.5 climate ambition and aim to further decrease the carbon footprint of our turbines by 25% by 2025 as well as provide fully recyclable blades by 2032," Dr. Pfeiffer concludes. By optimizing talent programs and setting the target

of 25 % women in manager positions, the Group aims to create a more balanced and equitable managerial landscape, where the potential and contributions of all individuals are fully acknowledged. In all its efforts, safety remains number one priority for Nordex Group that also aims to further reduce the number of accidents to a minimum lost time injury frequency (LTIF) of < 1.5 by 2025. "To achieve our goals, we will continue collaborating closely with our partners since we firmly believe that working together is key for advancing sustainability across the value chain."



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New name, same focus on delivering results

Trillora Packaging Solutions proudly announces a new name and brand redesign following their recent acquisition by Mimir Group. The acquisition is a carve-out divestiture from Swedish paper company Billerud and is a defining chapter in the company's 25-plus-year history. Trillora was originally founded as PACCESS in Portland, Oregon serving brands such as Nike and Levi Strauss & Co. Since 2013, the company has been known to the industry as Billerud Managed Packaging. Their CEO, Richard Lange states: "As Trillora Packaging Group, we are strategically extending our global footprint."

In an era where sustainability and efficiency are paramount, Trillora Packaging Solutions emerges as a trailblazer, spearheading a revolutionary chapter in packaging optimization and performance. The company's recent acquisition by Mimir Group unveils a commitment to innovation, environmental responsibility, and unparalleled quality in the realm of packaging solutions. Brands manufacturing and shipping from Asia have relied on Trillora Packaging Solutions' design and supply chain expertise to reduce costs, product damage, inefficiencies, and their carbon footprints.

Headquartered in Portland, Oregon, the U.S. office leads design, testing, sales, project management, and finance. With strategically positioned operations spanning three continents, Trillora's expert production network connects long-

standing partnerships throughout Asia with management offices in Shenzhen, China, and Ho Chi Minh, Vietnam, Indonesia, Cambodia, Bangladesh, and others. The Trillora model provides a pivotal advantage in efficiently managing operations, sourcing, compliance, quality assurance, design, and testing for product brands manufacturing in these regions. Trillora's sales and account management team ensures seamless service delivery.

Trillora continues to offer customized packaging solutions to global brands and retail chains, who benefit from its large network of production partners in Asia. "The establishment of Trillora as an independent entity marks a pivotal moment in our strategic trajectory," says Richard Lange. "Our intent is to broaden our reach and capabilities, exploring opportunities in regions that align with

our growth objectives. We are actively adjusting our strategic agenda to facilitate this expansion, focusing on key initiatives such as sales force expansion, the opening of new sales offices, and the exploration of untapped markets. Our commitment to innovation, sustainability, and operational excellence remains unwavering, guiding our strategic decisions as we navigate this exciting phase in our company's evolution."

In an age where environmental concerns are at the forefront, Trillora Packaging Solutions takes a pioneering stance by prioritizing sustainability in every aspect of its operations. Being part of Mimir Group underlines the company's commitment to eco-friendly practices, from sourcing materials to the production process. Trillora places a strong emphasis on the use of recyclable and biodegradable materials, reducing its environmental footprint significantly. The company's dedication to sustainability aligns seamlessly with the global movement towards responsible business practices and reinforces its role as an industry leader.

Richard ends: "In the coming years, Trillora aims to set the benchmark for industry innovation, sustainability, transparency, and collaboration by infusing passion, expertise, and delivering measurable results to our valued clients."




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Collaborate for real-time ransomware protection

In the ever-evolving landscape of cybersecurity threats, organizations are constantly seeking innovative solutions to safeguard their data and protect against the growing menace of ransomware attacks. Recognizing the critical need for robust data protection measures, Qumulo, a leading provider of enterprise-proven hybrid cloud file storage, has partnered with Superna, to deliver real-time ransomware protection. Brandon Whitelaw, VP, Cloud and Strategic Partnerships at Qumulo says: "Superna is known as a leader in real-time detection and prevention of ransomware attacks for years now and we had numerous customers asking Qumulo for this type of capability."

Qumulo has over 1,000 customers in 22 countries who use its platform to manage exabyte-scale unstructured data in the core, at the edge, and in the cloud. Qumulo's customers come from a wide range of industries, such as media & entertainment, financial, healthcare, and government.

The key to Qumulo and Superna's real-time ransomware protection solution lies in its ability to continuously monitor data access patterns and detect anomalies indicative of ransomware activity. By leveraging machine learning algorithms and behavioral analysis techniques, the solution can identify suspicious behavior and automatically quarantine infected files to prevent further spread. "Superna with Qumulo provides a global standard for ransomware detection and prevention aligned with our Scale Anywhere technology. Customers can benefit from this protection across all Qumulo instances on-prem, in the cloud, and at the edge," Brandon adds.

Furthermore, Qumulo and Superna's ransomware protection solution offers seamless integration with existing security infrastructure, enabling organizations to enhance their overall cybersecurity posture without disrupting existing workflows or processes. By combining Qumulo's scalable, high-performance file storage platform with Superna's advanced data protection capabilities, organizations can achieve comprehensive ransomware protection across their entire data ecosystem, from on-premises data centers to cloud environments.

In addition to real-time ransomware protection, Qumulo and Superna's solution also includes robust data recovery capabilities, enabling organizations to quickly restore encrypted or corrupted files to their original state. By providing organizations with the ability to rapidly recover from ransomware attacks and minimize downtime, the solution helps ensure

business continuity and resilience in the face of evolving cyber threats.

Overall, Qumulo and Superna's partnership to deliver real-time ransomware protection represents a significant advancement in the fight against cybercrime. By combining Qumulo's innovative file storage platform with Superna's proven data protection technology, organizations can proactively defend against ransomware attacks and safeguard the integrity and availability of their data. As ransomware threats continue to evolve and escalate, Qumulo and Superna's solution provides organizations with the peace of mind and confidence they need to navigate the complex cybersecurity landscape and protect their most valuable assets.

"This is a rapidly evolving landscape of threats, measures, and disruptions with total ransomware pay-outs totalling over \$1B globally in 2023 for the first time," Brandon explains. "We continue to work with our customers and partners, like Superna, to provide the industry's most comprehensive set of capabilities to keep ahead of the threats that come to market."



www.qumulo.com

Unlocking the future of wellbeing

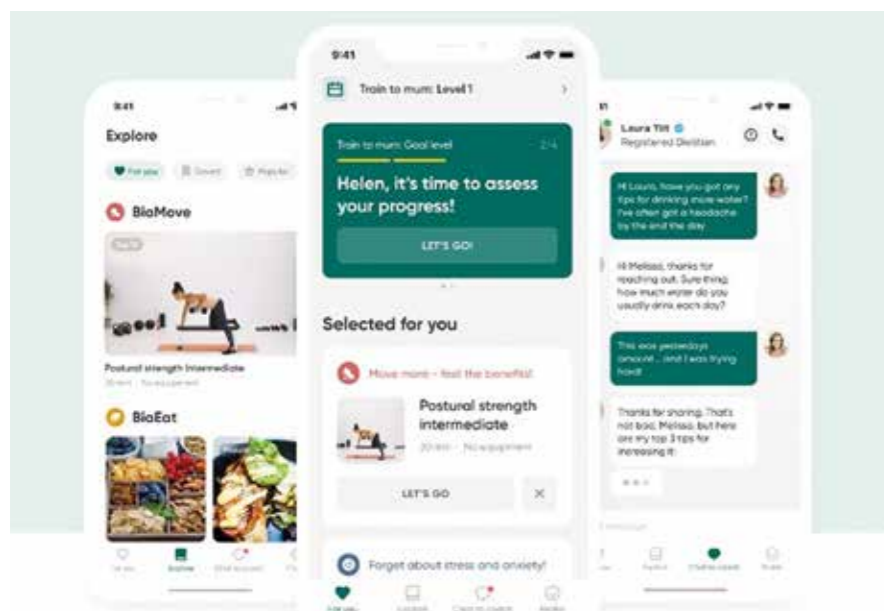
In an era where health and well-being are at the forefront of global consciousness, Bayer and Salus Optima have joined forces to redefine the paradigm of healthy aging. This ground breaking collaboration leverages the power of artificial intelligence to chart an innovative course towards a healthier, more fulfilling life. As leaders in their respective fields, Bayer and Salus Optima are proud to unveil a transformative partnership that promises to revolutionize the way we approach and experience aging. Rodrigo Jesus, CEO of Salus Optima says: "Our partnership will address two major global trends in consumer health: personalization and self-care."

Salus Optima is a B2B, AI-enabled personalised health and wellness company affiliated with McLaren F1. It is a global leader in developing digital engagement products that provide holistic nutrition and lifestyle recommendations for healthier life, work and play. Their core technology is built on years of R&D, tackling the real problems people face in their everyday lives. Leveraging their proprietary software capability, blended with best-in-class science and data, they empower, educate and motivate people to take control over their own health and wellbeing.

Bayer, a global pharmaceutical and life sciences giant, and Salus Optima have united with a shared vision — to

empower individuals on their journey to healthy aging. At the heart of this collaboration is the integration of cutting-edge artificial intelligence into personalized health strategies. Salus Optima's expertise in harnessing the potential of AI complements Bayer's commitment to advancing healthcare, creating a synergy that is poised to redefine the aging experience. Rodrigo Jesus adds: "Bayer is one of the world's most iconic and admired brands in Consumer health. Becoming a global partner of theirs increases our ability to deliver our solutions to a much wider audience globally. Hence, in line with our mission to democratise science to the masses."

The partnership focuses on developing personalized, AI-driven health solutions that cater to individuals at every stage of their aging journey. Whether it's preventive care, chronic condition management, or enhancing overall well-being, the collaboration between Bayer and Salus Optima introduces tailored approaches that adapt to the unique needs of each person. The marriage of Bayer's medical expertise and Salus Optima's AI capabilities ensures a comprehensive and personalized approach to healthy aging. One of the key highlights of this collaboration is the emphasis on preventive care. Leveraging AI algorithms, Salus Optima analyses individual health data to identify potential risks and proactively recommend lifestyle adjustments, nutritional plans, and targeted interventions. This proactive approach aligns with Bayer's commitment to preventive healthcare, laying the foundation for a future where individuals have the tools and insights to age gracefully while minimizing health risks. "Our solutions were designed to empower consumers to make the right lifestyle choices for themselves and utilise data to personalise the product offering of our global B2B partners. Our goal is to consolidate our position as the world's leaders in B2B software in our core areas of interest: metabolism and women's health," Rodrigo concludes.



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New fund to focus on European life sciences

Seroba, a European life sciences venture capital firm headquartered in Dublin, with offices in Paris and Milan, recently closed its Seroba Fund IV at €123M (\$134M). The Fund will target up to 12 investments and has, to date, invested in 5 companies: Perfuze, Sibylla Biotech, Deciphex, Complement Therapeutics and Artica Therapeutics. These companies are developing novel treatments addressing major unmet medical needs. Fund IV will focus on innovative early-stage investments in life sciences companies, predominantly in Western Europe, and selectively in North America, with a primary focus on biotech, as Maud Lazare, Partner and Head of Investor Relations at Seroba, explains.

Founded in Dublin in 2002, Seroba focuses on value creation through backing cutting-edge biotech and medtech innovation that will transform the treatment of patients, addressing unmet medical needs. The Seroba team has deep industry, operational and investing experience and an extensive global network. Seroba likes to work with entrepreneurs who share their passion for success and with investors who share the same goal of improving human health while driving financial returns.

Ms. Lazare, who has a background in private equity and asset management, joined Seroba in 2023, underscoring the firm's ambitions to grow their European footprint. "Seroba was initially focused on pre-seed and seed investments in Ireland, back in 2002" she explains. "Since our second fund, we've positioned ourselves as a pan-European investor. We invest in pre-clinical stage or clinical stage biotech companies, and medtech companies after initial clinical validation. We're based in Europe so it's easier to have a European deal flow. But we also believe there's great science in the region. Europe continues to be a leader in life science innovation, in fact, "but the European life sciences industry is lagging behind in terms of the value of

now but we will wait and see what the market offers." Meanwhile she's proud of the fact that they've completed a successful fundraising above their initial target in what remains a challenging environment for fundraising. "It underscores that the European life sciences industry is driving high-quality investment opportunities."

venture financing: this partly because we don't have access to public markets of the same quality as the NASDAQ stock exchange in the USA. At Seroba, we aim to contribute to bridging that gap."

Seroba's recently closed Fund IV received strong support from existing investors and attracted new investors including CDP Venture Capital and a US corporate. Existing investors include the European Investment Fund (EIF), the Ireland Strategic Investment Fund (ISIF), Enterprise Ireland (EI), and Allied Irish Banks (AIB). CDP Venture Capital is particularly interesting, as Ms. Lazare points out: it's the first investment in Life-Sciences Venture Capital outside of Italy for this Italian government agency, whose main purpose is to fuel Italy's economic growth and innovation.

Seroba's preferred exit strategy will be determined on a case by case basis, says Ms. Lazare. "IPOs seem unlikely right

Seroba.

Seroba
Website: serobavc.com



Powering payments in a digital world

Checkout.com, the global payments processing platform, announced at the end of 2023 that it has entered into a strategic partnership with seQura, a leading flexible payment platform in Spain, to help merchants increase conversion rates through flexible payment solutions. London-based Checkout.com is a financial technology company that delivers a high-performance payments platform. "Our global processing platform will help to underpin seQura's international expansion, whilst also making their popular payment instalment service available to our merchants," said Javier Moreno Molinero, Head of Revenue Growth, Southern Europe at Checkout.com.

Enterprise and scaling businesses use Checkout.com's cloud-based platform to process payments, send pay-outs, and manage card programs. Checkout.com is headquartered in London, with offices in New York, Paris, Dubai, Hong Kong, and other locations across six continents. Customers include global brands such as Sony, SHEIN, Wise, Patreon, and GE HealthCare.

When Checkout.com launched as a cloud-based payments platform in 2012, even its founder Guillaume Pousaz could not foresee the speed of global digitization. "From the ecommerce boom and our growing obsession with digital experiences, through the rise of web3 and cryptocurrency to the dawn of the

metaverse, the transformation is real – and the pace of change is only accelerating," the company states on its website.

Checkout.com's mission is to enable businesses and their communities to thrive in the digital economy. This mission inspires the company to deliver innovative solutions that flex to your needs, valuable insights that help you get smart about your payments' performance, and expertise you can count on as you navigate the complexities of an ever-shifting world. "We are partners, not providers to our merchants. In the last decade, we've grown to over 1700 employees in 21 global offices, each one of us passionate about helping

thousands of businesses worldwide grow through our next-generation payments platform," the company says.

To bring first-class payment solutions to its clients, Checkout.com partners with some of the world's most innovative companies. From managing ecommerce to running subscription services, its partner integrations help you tap into target markets, expand business reach and boost profits. "We're pleased to be the partner of choice for seQura, one of the region's fastest-growing payment methods," says Javier Moreno Molinero.

seQura will be an integrated payment method available to all Checkout.com merchants allowing them to improve conversion rates and manage all payments in one unified dashboard. Checkout.com merchants stand to gain a significant advantage from this partnership, as they will now have access to implement, and offer its customers, a wide range of flexible payment solutions (pay later, pay in 3, instalments 3-24 months), and credit up to 4,000€. All



Checkout.com
headoffice London



Left: Mike Komor, seQura;
Right: Javier Moreno
Molinero, Checkout.com

powered by an advanced risk algorithm designed and optimised to ensure the highest acceptance rates for merchants. With this partnership it will be easier for merchants to enable seQura as a payment method. Before this partnership, merchants that were using both seQura and Checkout.com were not able to manage operations centrally. From now on, merchants only need one integration to Checkout.com in order to get seQura payment methods enabled, which means less technical effort and resources.

Javier Moreno Molinero adds: "We continue to believe that as more consumers switch to digital commerce, an even greater focus will be placed on delivering the best-in-class payment performance. Checkout.com continues to invest in this area for our merchants by leveraging Artificial Intelligence to improve Acceptance Rates. This enables these models to scale alongside the

global ambitions of the global enterprises we serve – particularly those embracing cross-border commerce or considering expanding into new territories."

Mike Komor, VP Payments & Partnerships at seQura adds that seQura's value proposition is to make payments easy, flexible and accessible to accelerate business growth. "By partnering with Checkout.com, seQura is building on accessibility while improving payment performance, resulting in maximizing merchant performance and conversion," he explains.

Choosing Checkout.com as a payment partner has a significant impact on the payment performance. From the start, Checkout.com has been dedicated to helping optimize payment experiences, resulting in a more streamlined process, a better experience for seQura's shoppers and uplifting its acceptance rates. In the end, these optimizations

will lead to higher revenues for seQura and its merchants. Therefore, seQura is very impressed with Checkout.com's innovative payment platform and their aligned vision with seQura on maximizing merchant performance and conversion. This partnership agreement settles the basis for both companies to work closely together to further develop the best payment experience.

"We hope that the next few years will be one of collective success between our brands as we continue to build upon the long-term partnership with seQura. We will continue to invest in a laser-focused approach to delivering our core acquiring solutions that will underpin seQura's sustained growth and expansion. We will also be unlocking seQura's payment methods to more of our global enterprise merchants as a popular new payment method across Europe," Javier Moreno Molinero concludes.

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Key milestone for SmartCella

SmartCella is a noted innovator in the development of stem cell and RNA-based therapies. Its business unit ProCella was recently approved by the Swedish Medicinal Product Agency for manufacturing and quality control testing of sterile biological medicinal products for cell therapy. The approvals signify the ability to start clinical production of cell-based therapies for clinical studies. The facility will be available both for the manufacturing of internal therapeutic developments and for third-party manufacturing, for pre-clinical and clinical development phases. Dr. Nina Bauer, Chief Business Officer at SmartCella, and Alden Kandic, Head of Quality and ProCella Qualified Person, believe the approvals have put SmartCella on the map, both nationally as a development partner, and internationally as a very unique player in the novel modality space.

SmartCella has gained significant recognition for its FDA-approved Extroducer device which enables targeted delivery of treatments into organs and tumours. The year 2023 marked a period of substantial growth for the company, characterized by advancements in their therapeutic pipeline, technical capabilities, and the development of a large-scale clinical production facility near Karolinska University Hospital.

This facility was recently approved for manufacturing and quality control testing of sterile biological medicinal products for cell therapy. "For our cell differentiation technology, we have

worked hard to refine our protocols, overcome ethical concerns and addressing genomic stability concerns," Nina clarifies. "In collaboration with our partners, we have now completed large animal studies to show that our cells are viable, functional and integrated into the target tissue. The logical next step was to build out our manufacturing capabilities to support their clinical trials."

Alden adds: "With this new state of the art facility, we now have the ability to translate our preclinical therapeutic assets into GMP-compliant manufacturing and make them available for human use. On the whole, our approach is to take our therapeutic assets to a proof-of-concept

stage, with a suitable manufacturing process developed by our highly skilled technical teams, after which we ideally partner with others for the clinical phases and commercialization. Our new facility presents the last piece in that puzzle, smoothening the entire process from discovery to first-in-human, and will thus provide ease of mind to our partners."

2024 is going to be a busy year for SmartCella, says Alden. "We are preparing for clinical manufacturing to support our partner's phase 1 trial, and are evaluating several other projects for further process development for new indications. Our 2024 focus is on establishing additional capabilities, processes and licenses needed for new therapies such as CAR-T manufacturing and expansion of our QC lab capabilities with GMP assays, as well as becoming a manufacturing partner for local companies."

Nina points out that they have also entered a range of partnerships for our endovascular catheter technology. "We are also optimizing supply chains and manufacturing capabilities since we are expecting significant demand for that product in the coming months."

This year SmartCella will attend several big conferences, such as Terrapinn's Advanced Therapies in March, Alliance for Regenerative Medicine in April, as well as ASGCT and ISCT in May, amongst others.



SmartCella

SmartCella
Website: smartcella.com

On course for growth

Headquartered in Hamburg, Sport Alliance provides cloud-based and digital software to gyms and fitness suites. With the membership management ERP system Magicline, the company aims to support fitness studio operators in optimising and digitalising their facilities. Alongside Magicline, its portfolio includes Finion – consisting of Finion Capital and Finion FairPay – a financial service provider that supports managing member fees and debt collection. The company is the market leader in the DACH region. Supported by a further 100 million investment from PSG Equity, announced in November 2023, the ambition is for global leadership, as Daniel Hanelt, co-founder and CEO of Sport Alliance, explains.

In 2014, Mr. Hanelt took over responsibility as CEO of Loyalty Systems, which was renamed Sport Alliance GmbH in January 2019. He notably worked on the development of a cloud version of Magicline; this was the first major step towards a modern and comprehensive software solution for gym owners that would respond much better to the challenges of the future. In 2019, Sport Alliance won RSG Group, one of the worldwide biggest fitness companies, as a customer. In 2020, the company set its first international footsteps. Today, Magicline is used by over 8,000 gyms, making Sport Alliance the market leader in DACH region and one of the leading providers in Europe.

"Our software offers gym operators an all-in-one solution with which they can

cover their day-to-day studio operations and the economic cycle of their facility," says Mr. Hanelt, explaining the secret of their success. "In addition to classic ERP software functions such as managing member data or communication, Magicline offers integrated and automated financial services - from member fees to debt collection - as well as a fully integrated member app so that gym members can manage their class bookings, training plans or contract data directly via the app. Last year, the focus was on expanding an open interface that industry partners could use to connect to our technology. As a result, we have reached the next stage in the development of Magicline, which we call 'Open Platform'. The new 'Open Platform' allows processes in a studio



operation to be fully automated and the administrative effort for operators and athletes to be minimized. Our aim is to map an entire member life cycle - from member acquisition to retention." After many years of strong organic growth at Sport Alliance, the company has invested in mergers and acquisitions in recent years in order to grow even faster. "We now tackle the global market. This includes a strong cooperation with chains and franchise operators worldwide, as well as mergers and acquisitions on a global scale, for which the course is now being set and for which we can plan much better with the support of PSG," says Mr. Hanelt. Growth equity firm PSG is an existing investor in Sport Alliance. In 2022, the company had secured €60 million from PSG.





Sport Alliance GmbH
Website: sportalliance.com

CX leader forms partnership in Italy

SANDSIV, a leading provider of CX and Voice of Customer technology through its innovative sandsiv+ enterprise platform, has formed a strategic alliance with Italian consultancy Applied Consulting. Together, they offer comprehensive solutions, combining the sandsiv+VOC platform for Voice of the Customer with strategic consulting services. This integrated approach guides businesses through transformative phases, facilitating innovation through proven methodologies and seamless collaboration with corporate teams, as Silvia Bellò, Digital Marketing Manager at SANDSIV, explains.

SANDSIV was founded in 2010 and remains focused on assisting clients in simplifying CX management. The company has garnered significant recognition from industry analysts such as Gartner, Frost & Sullivan, Forrester, and InfoTech. “What makes us unique is our tailored approach, meticulously designed to precisely meet every detail of each customer’s needs,” says Ms. Bellò. “This involves a modular pricing structure thoughtfully designed to accommodate the preferences and requirements of any customer. Additionally, we deliver an all-in-one solution seamlessly integrating both Voice of the Employee (VoE) and Voice of the Customer (VoC) to offer a unified customer view. Lastly, our support is personalized, extending globally with a

touch of local charm, ensuring effective communication wherever our customers are located, and serving them to the best of our abilities.” While headquartered in Switzerland, SANDSIV maintains operational offices in Spain and the UK and serves customers across Europe, particularly the DACH area, Italy, Spain, the UK, and Scandinavia. “Additionally, we’ve recently expanded our footprint into the MENA region, bolstering our presence there with strong support from a network of local partners across Africa, Asia, and the Americas,” Ms. Bellò points out. “This strategic expansion enables us to offer global services while remaining attentive to and meeting the unique requirements of local markets.” Ms. Bellò describes their recently

announced partnership with Applied Consulting is a synergistic alignment of SANDSIV’s leading-edge technology in Customer Experience (CX) with Applied Consulting’s extensive business advisory services. “SANDSIV has solidified several collaborations with key consulting partners in Italy over the past year, recognizing the significance of the Italian market. Italy hosts a diverse clientele across various industries, spanning from the public sector to telecom, financial services, and utilities, each with distinct maturity levels. SANDSIV take pride in serving prominent clients in Italy and, in collaboration with Applied, aim to further extend the reach.” Ms. Bellò anticipates expects that the future of customer experience management will become more dynamic and personalized. “Voice of the Customer software platforms, such as sandsiv+, will play a pivotal role in this evolution by serving as essential tools to analyse and interpret customer feedback. This analysis will contribute to improving companies’ strategies, decision-making processes, and overall efficiency, consequently driving growth. The challenge lies in remaining agile, staying updated, and fostering innovation to meet the evolving demands of the market. Notably, SANDSIV, with its steadfast commitment to innovation and adaptability, is well-prepared to navigate and excel in this ever-evolving landscape.”



sandsiv+
customer intelligence made in switzerland

SANDSIV
Website: sandsiv.com

The real value of AI automation

While there’s a lot of talk about all the ‘fun’ stuff AI allows you to do, companies such as Simplifai prove that the technology can drive real value in business automation. The company focuses on the banking and insurance industry. Bård Myrstad, Simplifai Co-Founder and CEO of Simplifai, highlights their latest customer acquisition with partner Contemi Solutions, a trusted financial technology provider to insurance, asset and wealth management, banking and capital markets industries. Together, Simplifai and Contemi will take insurance provider TT Forsikring into a new era of operational excellence and customer service innovation. “This collaboration gives TT Forsikring the ability to compete effectively with much larger insurance companies, giving them the ability to ensure faster projects and more adaptable solutions,” Bård elaborates.

Bård Myrstad and Erik Leung founded Simplifai in 2017 with a vision to leverage AI to solve real world problems with solutions that deliver real value. “We say “Future work – today”. Whilst some new enhancements actually make us busier, we believe our solution makes us less busy and we are able to focus on more advanced, interesting tasks,” says Bård.

The company primarily focuses on the insurance and banking industries: the he Simplifai AI Automation platform helps streamline claims processing and management, supports customer service and the underwriting process, and automates archiving, among others.

The technology is a good fit with Contemi’s Seamless-system, which, as Bård emphasises, is flexible and easy to integrate with. “They are used to integrating third party software into their own solution, so that their customers may get the best software available. In AI automation, that means Simplifai.”

One company that benefits from Simplifai and Contemi’s integrated technology, TT Forsikring is a small

player in the Nordic insurance market. “But this also means they are lean,” Bård emphasises. “Their vision is to use AI as a tool to get an advantage against the bigger competitors. In phase 1, this means cutting administrative tasks such as automating small changes made to insured objects, such as yearly mileage included on a vehicle, and inquiries from other insurance companies. In the long run, we plan to enhance the capacity of their workers, speed up the handling time of both commercial and administrative tasks, and, in addition, create a great customer experience with a forward-thinking mix of apps, portals and AI.”

footsteps. “We think AI automation will take a huge step forward over the next year or two. We see the market is developing nicely, and those that use solutions such as ours will not go back. Our biggest challenge is the fear of AI. But in our case, at least, we are extremely benign. We see Simplifai taking a role in the emergence of AI automation and hopefully we can be a major player in the automation space going forward.”

Bård praises TT Forsikring for having identified early on that AI is a crucial for them to stay profitable and competitive. He believes that many companies and organisations will follow in the insurer’s

Bård praises TT Forsikring for having identified early on that AI is a crucial for them to stay profitable and competitive. He believes that many companies and organisations will follow in the insurer’s

 **Simplifai**

Simplifai
Website: Simplifai.ai



Helping Britain achieve net zero

EDF, Britain's biggest generator of zero carbon electricity, has acquired one of the UK's leading air source heat pump installers, CB Heating, in a strategic step towards helping customers transition to zero carbon heating solutions such as heat pumps. EDF has been working closely with CB Heating since 2022 and this acquisition demonstrates its confidence in the partnership and what EDF hopes to achieve in the future. In a press statement, Philippe Commaret, Managing Director of Customers at EDF in the UK, said: "The investment we're making in the heat pump market is representative of all the work we're doing to help Britain achieve net zero."

EDF is part of EDF Group, the world's biggest electricity generator. In the UK, the company employs around 14,000 people at locations across England, Scotland, Wales and Ireland.

EDF is leading the UK's nuclear renaissance with the construction of a new nuclear power station at Hinkley Point C, with advanced plans for a replica at Sizewell C in Suffolk. EDF is also one of the UK's largest investors in renewables, with more than 1GW of renewable generation in operation and over 5GW in construction, planning

and development across a range of technologies including onshore and offshore wind, solar and battery storage. EDF is also constructing its largest offshore wind farm in Britain – the 450 MW Neart na Gaoithe project in Scotland.

EDF in the UK is helping its customers, both in business and at home, take their first steps to sustainably powering their lives, whether it is buying an electric car, generating and storing electricity, selling energy back to the grid or installing a heat pump.

EDF is one of the largest suppliers to British business and a leading supplier of innovative energy solutions that are helping businesses become more energy independent. In addition, the company's energy services business, Dalkia, is one of the largest technical service providers in the UK and Ireland. The inclusion of CB Heating, as part of EDF in the UK, will help bring a broad range of zero carbon products to customers. Drawing on each individual company's area of expertise, the acquisition will mean EDF has full in-house capability to deliver a seamless end-to-end customer journey which spans a wide range of property types and customer needs.

CB Heating's state-of-the-art training academy offers dedicated heat pump training facilities including fully functional practical bays and seminar rooms to provide local gas and oil installers a safe place to switch to heat

pumps. The HPIN Training Academy continues to support installers even after qualification. As a training provider under the Midlands Net Zero Hub's Heat Pump Training Grant, CB Heating offers installers with up to £500 discount on the HPIN BPEC Level 3 Award in Installation and Maintenance of Air Source Heat Pumps. The acquisition follows on the strategic investment made by EDF in the UK into CB Heating in 2022. EDF recognises a positive trend in customers who are looking to move away from fossil fuel-based heating and install a heat pump. "The uptake of heat pumps has been supported by the Boiler Upgrade Scheme, a UK government grant to contribute towards the upfront cost of a heat pump. This grant was increased to £7.5k in October 2023 and brings heat pump installations much closer in line with gas boilers from a cost perspective, making it more accessible for a broader range of customers," an EDF spokesperson explains.

One of the challenges in delivering the Government's overarching decarbonisation strategy will require the number of qualified zero carbon heat engineers to increase dramatically. EDF is therefore also addressing the requirement to upskill and train more heating engineers to install heat pumps competently and confidently. CB Heating offers its pathway for heating engineers to train at zero cost, and then operate on their Heat Pump Installer Network (HPIN) whilst receiving support on the job. This model also means that customers can still use the same heating engineer they've always used if they operate on the network.

With over 20 years' experience, CB Heating will provide EDF in the UK with



a heat pump offer that can reach across the whole of the UK, supporting its ambition of helping customers save cash and carbon while helping Britain achieve net zero. "Through the financial and brand backing of EDF in the UK, we'll be focused on scaling the CB Heating business, leveraging EDF's experience as a supplier to millions of customers. CB Heating will also benefit from the experience and knowledge shared across the EDF Group, including direct experience from more established international heat pump markets," says EDF's spokesperson. EDF's focus in the UK is around improving the experience and time taken for a customer to have a heat pump installed. According to EDF's spokesperson, switching to a heat pump often involves additional factors that need to be considered compared to a simple swap out of a gas boiler. "It's our objective to make this journey as easy, quick and simple as possible.

We're adamant that it shouldn't cost more to run a heat pump compared to a gas boiler, so an attractive heat pump tariff will form a core part of our offering to customers in the future. We'll also focus on delivering the installer training required to ensure we (and the industry) can meet the UK Government's target of installing 600k heat pumps per year by 2028."



www.edfenergy.com



Empowered Associates & great shopping experience

Sitoo began life as an eCommerce platform but realized what the industry truly needed was a scalable solution to bring together physical and digital retail - and make Unified Commerce a reality. The company today enables retailers around the world to unify all physical stores and online sales channels in real time and empowers store associates to deliver a seamless cross-channel experiences. Sitoo was recently recognised in the 2024 Gartner® Market Guide for Unified Commerce Platforms Anchored by POS for Tier 2 Retailers. This recognition validates their approach, according to Jens Levin, Sitoo CEO. He warns that rather than focus on fixing omnichannel-related problems with legacy systems, retailers should prepare for the future. "At the current speed of digitisation, you need to be ready for whatever happens next."

Choice and convenience are the biggest benefits of online shopping. Most stores have a larger amount of stock online than at their physical locations, and consumers know it. Yet at the same time, consumers continue to value the physical shopping experience. Retailers want to give consumers the best of both worlds, but that's a struggle. Your typical retailer juggles around 40 different omnichannel flows, as Jens points out. So how do you synchronise data, avoid channel conflicts, and ensure inventory visibility across all of those, for example?

"Retailers often focus on fixing problems, but at the current speed of digitisation, you don't know what you'll need

tomorrow and you risk missing out," he says. "You need to future proof and be prepared for new shopping behaviours. The good news is that with Sitoo, retailers can build the right foundation for future success."

Jens emphasises that they're a certified member of the MACH Alliance, a certification adding an additional level of assurance for retailers that they're choosing the best-in-class vendors that can deliver a modern future-proof technology committed to the MACH principles (Microservices, API-first, Cloud-native and Headless solutions). "Innovation, a pioneering approach, and pushing boundaries of what's possible

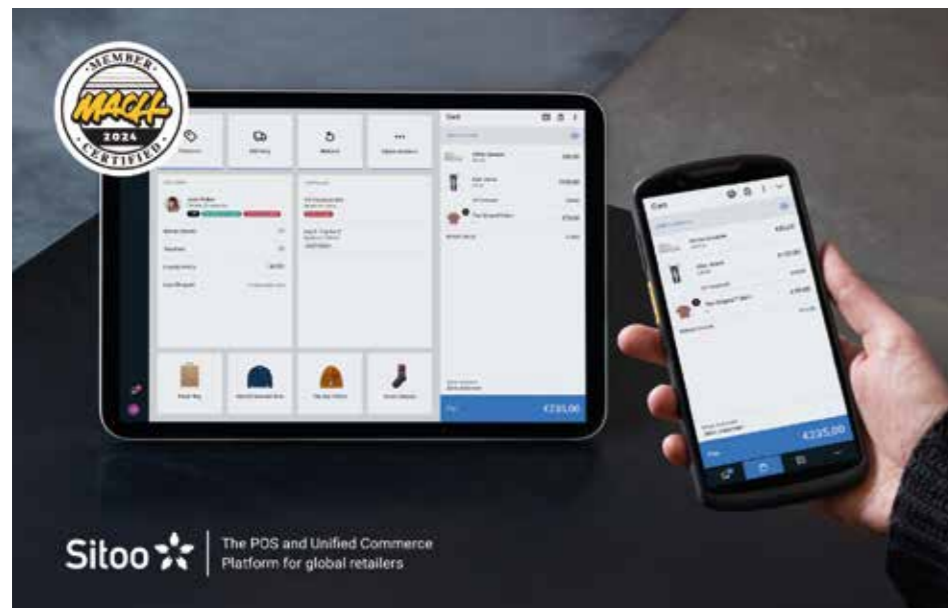
with retail technology sit at the heart of everything we do. We are enabling all the omniflows, taking care of the in-store customer journey but also making it easy for retailers to integrate within their other sales channels."

In your typical Scandinavian shopping mall, more than 25 percent of stores use Sitoo, according to Jens. The technology is now live in 25 countries. The focus is on Europe's biggest retail markets but the Sweden-based company is also preparing to launch its own subsidiary in the US. "We work with many fashion brands who are active in different markets, so it makes sense for us to have a broad, international presence," says Jens. "We have a proven track record in creating unified shopping experience across diverse geographies."

Jens is pleased with the recent Gartner recognition. "They're telling retailers to seek for a modular and flexible POS solutions that can deliver agile implementation within a flexible enterprise architecture. The report also advises that the retailers CIOs should verify the vendor's capability to deliver a cloud-native POS solutions that guarantee adequate resilience, data security and privacy. This recognition by Gartner is a testament to our product and our beliefs that modern, composable architecture is the future for retailer to be able to keep pace with all the changes happening in retail."

Sitoo 

Sitoo
Website: sitoo.com



Sitoo  The POS and Unified Commerce Platform for global retailers

An investment opportunity with a purpose

The Healthcare Company (HCC) is not an ordinary real estate developer. The German company acquires unique properties and converts them into rehabilitation facilities that give children and young people with obesity-related issues a second chance for a positive future. The company has a full-service approach and recently launched a new subsidiary, HCC Fund Advisors, which is managed by seasoned investment manager Giovanni Romeo.

HCC was founded by Stephan Boehme, a father of three who is passionate about working with and for children and young people. "We want to help excluded children, teenagers and their families to find their place in society, and give them a chance for the future. We see this as our duty to society and we take it very seriously," as Kirsten Paul, Member of the Board of HCC, explains. "We focus on children and young people with obesity: more than 1.9 million children in Germany are considered overweight and/or obese, with an economic burden of around 40 billion Euro per year. There is a very high demand for suitable treatment and rehabilitation places, but hardly any supply."

Filling that gap, HCC acquires unique properties and converts them into rehabilitation facilities. "Each property has its own story, its own characteristics, a unique selling point and a unique location. For example, we have a number of castles and monasteries in our portfolio, all of which can be converted into hotels with little effort," Ms. Paul points out. HCC is currently developing 'Schloss Haniel', a clinic which is expected to open in the second quarter of this year. The company will deliver the property turnkey, with staff certification in place. All HCC properties are part of the "Kids Health Group", a HCC concept.

The new company, HCC Fund Advisors, advises qualified investment managers

and asset managers on the design and structuring of real estate investment vehicles such as Schloss Haniel for institutional investors. A special focus is on raising capital for these investors as well as for HCC. HCC benefits from its widespread network and contact with leading insurance companies, pension funds and professional pension funds from the DACH region. Since 1997, the management of HCC Fund Advisors has sold a wide range of capital market products to institutional clients. The fund's strategy includes the generation of long-term predictable distributions and income security through contracts and cost reimbursement agreements with the pension funds (pension insurance and health insurance funds).

"After more than 30 years in investment banking, I would like to use my established client contacts to give institutional clients the opportunity to participate in this fantastic project in many ways," states Giovanni Romeo, newly appointed Managing Director of HCC Fund Advisors. "The ideas and concepts of HCC Healthcare Company AG have inspired me from the first moment on a business level, but even more so on a personal level. Being able to help children and young people who still have their whole lives ahead of them fills me with great joy."



The Healthcare Company
Website: hcc-ag.de



Uncompromising innovations for uncompromising clinicians

ZimVie Inc., a global life sciences leader in the dental and spine markets, announced in October 2023, that the first patient in the United States has received the newly approved 4.5mm Mobi-C® Cervical Disc. Mobi-C is the first cervical disc prosthesis approved by the FDA for reconstruction of a cervical disc at both one and two levels (C3-C7). In a press statement Rebecca Whitney, Global President of ZimVie Spine said: “It is an honor to celebrate the first U.S. implantation of the 4.5mm Mobi-C Cervical Disc. ZimVie is dedicated to bringing the right products to the market, and it really hits home to know that patients are benefiting from our efforts.”

ZimVie develops, manufactures, and delivers a comprehensive portfolio of products and solutions designed to treat a wide range of spine pathologies and support dental tooth replacement and restoration procedures. The company was founded in March 2022

as an independent, publicly traded spin-off of the Dental and Spine business units of Zimmer Biomet to breathe new life, dedicated energy, and strategic focus to its portfolio of trusted brands and products. From its headquarters in Westminster,

Colorado, and additional facilities around the globe, the company serves customers in over 70 countries worldwide with a robust offering of dental and spine solutions including differentiated product platforms supported by extensive clinical evidence.

Mobi-C is a cobalt chromium alloy and polyethylene mobile-bearing prosthesis that is inserted in a single step, without requiring bone chiseling or other vertebral anchorage such as screws or keels. The Mobi-C Cervical Disc Prosthesis is indicated in skeletally mature patients for reconstruction of the disc from C3-C7 following discectomy at one level or two contiguous levels for intractable radiculopathy (arm pain and/or neurological deficit) with or without neck pain or myelopathy due to abnormality localized to the level of the disc space and at least one of the following conditions confirmed by radiographic imaging (CT, MRI or X-rays): herniated nucleus pulposus, spondylosis (defined by the presence of osteophytes) and/or visible loss of disc height compared to adjacent levels. The Mobi-C Cervical Disc Prosthesis is implanted using an anterior approach. Patients should have failed at least six weeks of conservative treatment or demonstrated progressive signs or symptoms despite nonoperative treatment prior to implantation of the Mobi-C Cervical Disc Prosthesis.

The Mobi-C Cervical Disc, introduced in France in 2004, was the first cervical arthroplasty device to gain FDA approval for use at more than one level of the cervical spine. Since that approval in 2013, the device has been implanted to treat over 200,000 levels worldwide in over 25 countries. The



announcement of the recent FDA approval of the shorter 4.5mm sizes represents an evolution to the U.S. market offering. In April of this year, ZimVie announced that the clinical data for Mobi-C, which establishes its statistical superiority to fusion at two levels, was granted the highest quality rating of 10A* by the Orthopaedic Data Evaluation Panel (ODEP) in the United Kingdom.

A ZimVie spokesperson adds: “The Mobi-C is preferred by spine surgeons because, unlike some other devices on the market, the Mobi-C requires no additional exposure or operative steps for screw or keel placement, eliminating the need for drilling or chiseling. This simplifies the surgical technique, minimizes blood loss, and better accommodates treatment of adjacent levels of the spine. The controlled mobility of the patented mobile core is the foundation of Mobi-C. With vertebrae and neck muscle movement, the Mobi-C implant is free to twist and slide left-to-right, and front-to-back, as well as rotate. Mobi-C was determined by the FDA to be statistically superior to fusion at 7 years for two-level cervical disc replacement, based on the primary study endpoint of a prospective, concurrently controlled, and randomized, multi-center clinical trial. At 10 years, all

patient-reported outcomes were equivalent to or improved from 7 years. Surgeons, patients, and payors find this long-term clinical data compelling. Additionally, with the addition of the 4.5mm heights for all seven footprints, ZimVie has the most comprehensive portfolio of implant sizes available in the market.”

As the market leader in cervical disc replacement, ZimVie remains dedicated to market development, including fighting for and winning insurance coverage for the procedure; conducting best-in-class professional medical education to train surgeons on the technique and review clinical data; and providing patient education resources on the benefits of cervical disc arthroplasty over fusion. Many prospective patients (aka informed healthcare consumers) are advocating for themselves, conducting more research, and are aware of disc replacement as an option. Many seek a second opinion if they are only offered cervical fusion. ZimVie has embraced the need and opportunity to engage all parties along the healthcare spectrum including patients, physicians, payors, administrators, and surgeons to ensure that patients have access to the best care. ZimVie is dedicated to advancing clinical technology foundational to restoring daily life. “We plan to evolve

and expand our market-leading motion preservation product lines (the Mobi-C® Cervical Disc and The Tether™ Vertebral Body Tethering System our non-fusion treatment for adolescent idiopathic scoliosis) and fuel innovation and enabling technology in our core spine portfolio through organic development and external partnerships (like our recently announced collaboration with Brainlab Spine & Trauma Navigation),” says ZimVie’s spokesperson. “We will drive commercial execution by expanding our best-in-class marketing and medical education support throughout the portfolio and partnering with our sales teams to provide excellent service to our surgeons and their patients.”



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www.zimvie.com

HORNBACH acquires innovative start-up

DIY retail group HORNBACH Baumarkt AG has acquired Seniovo, a Berlin-based start-up specializing in barrier-free bathroom conversions. Since 2017, more than 3,000 barrier-free or low-barrier bathroom conversions have been implemented through the Seniovo platform. Under new ownership, Seniovo will have a shop-in-shop presence at 97 HORNBACH stores. Specialist advisors will be available to provide customers with even more targeted advice on barrier-free bathroom conversions. “We digitalize the whole value chain to provide our customers with a full-service package: from offer compilation to applying for grants and obtaining permission from landlords, through to professional implementation. Together with HORNBACH, we will now be able to offer our services to even more customers and partners,” comments Jonathan Kohl, founder and Managing Director of Seniovo.

The idea for Seniovo came to Mr. Kohl when his father became care dependent and he had to have home improvements done to make it possible for him to stay at home. “Things were complicated, particularly as there was a shortage of workers,” he recalls.

The Seniovo platform he built serves as a single point of contact and contract partner, making it easy for people to connect with all the parties involved in the bathroom conversion process: from contractors to landlords through to insurers and grant issuers. Quote

algorithms help to select the best solution and contractor.

Supporting the company’s growth as it spread coverage across Germany, a consortium of investors financed the Berlin-based start-up in its development, including IBB Ventures, a Berlin venture capital investor, and PT1 – PropTech1 Ventures, the European VC investor for transformative property technologies.

New owner HORNBACH acquired Seniovo on December 1st, 2023. Mr. Kohl sees the DIY retail group as the perfect

partner for Seniovo. “HORNBACH enjoys a reputation for excellence and for being extremely customer-centric,” he says. “What we also have in common is that we acknowledge the needs of our ageing population and want to meet them.”

The biggest benefit of having HORNBACH as a partner will be that Seniovo can dramatically extend its customer reach, in Mr. Kohl’s view. “We’re also guaranteed a stable supply of building materials, which is very important right now, for both our customers and partners.”

HORNBACH customers, including anyone who is pursuing a project, have long had the option of drawing on the company’s trade service for their projects, such as bathroom renovation, kitchen installation, decoration, and floor laying. Seniovo’s digital platform further streamlines the process. On that note, Mr. Kohl points out that while Seniovo specialises in bathroom conversions, the platform facilitates all other conversions and renovations for age-appropriate living, from stair lifts to kitchens and smart home solutions.

Mr. Kohl also emphasises that Seniovo will, for now, focus on broadening its coverage of the German market. “We cover about 70 percent of urban areas now, in Germany. HORNBACH has an europe-wide presence so there is an opportunity there to enter new markets, for that’s for the mid to long term.”



Seniovo
Website: seniovo.de
Hornbach.com



Jonathan Kohl, founder and managing director of Seniovo, in conversation with HORNBACH board member Christa Theurer. © HORNBACH

The first commercial optical clocks

US-based Vescent aims to transfer quantum technology to commercial products for the lab and industrial applications. The company provides frequency Combs, Lasers, and Controls to hundreds of customers on the front lines of scaling the commercial quantum ecosystem throughout the world. In a partnership with the Danish National Metrology Institute (DFM), the company recently launched the first commercial optical clocks, providing significantly improved performance when compared to existing cesium beam atomic clocks yet in a similar form-factor, as Scott Davis, Vescent CEO and co-founder, explains.

Mr. Davis is one of Vescent’s three original founders, in 2002. He came back to Vescent, now as CEO, in January of 2020. Since then the company have been focused on quantum markets.

“We are the world’s best when it comes to photon control for quantum applications, such as quantum computers, clocks, sensors, and quantum networking,” Mr. Davis states, pointing out that their core team members all have direct links to Nobel Prize winning research in quantum technology. “In short- we transfer Nobel Prize Technology to the market. We are best known for supporting scientific customers but also, uniquely, serve industrial customers. Specifically, we design several of our laser and control systems to operate in harsh environments, enabling disruptive quantum technologies to operate in the field.”

He adds that many of their employees and two of their founders came out of NIST, which is the US National Metrology Institute (NMI). This in part explains why the partnership with the Danish National Metrology Institute (DFM) makes sense. “Denmark has been a leader in the quantum space since the beginning, notably through Niels Bohr,” Mr. Davis points out. “DFM is the Danish NMI- we have known about them for many years. When we heard

The performance of their optical clock is comparable to a hydrogen maser, at a lower cost and in a much more rugged and smaller package, says Mr. Davis. “The clock can run, without user intervention, for months or even years at a time - we are initiating long-term validation runs now. The world has never seen this commercial capability before.”

The current units are designed for laboratory environments, but according to Mr. Davis can be used wherever precision timing is of value. “No environmental chambers are required and operation is straight forward.”

The units are commercially available and shipping now.

about their Stabilaser products it was a natural fit with our optical frequency combs. We realized that by combining these two production-released products we could provide our customers with, for the first time, fully commercialized optical clocks. This is exciting for both parties. Both entities have metrology backgrounds and speak the same language of precision measurements. Both products are on the market now and combining them provides new timing capabilities for our customers. With only 5 connections between the two units the customer has stability comparable to a MASER but at a lower cost and in a much smaller package.”



Vescent
Website: Vescent.com



Elevate success with innovative tethered caps

TriMas Packaging serves its global customers with market leading brands, consisting of Rieke®, Affaba & Ferrari™, Rapak®, Taplast™, Plastic Srl and Aarts Packaging. Its Affaba & Ferrari business continues to actively collaborate with customers in the food and beverage end market in Europe, adding new and innovative solutions to its expanded portfolio of tethered caps, which are a sustainable enhancement to traditional closure designs. The latest addition to the company's lineup of tethered caps includes a 38mm sports drink tethered cap designed for Coca-Cola, set to launch and ramp up in mid-2024. A TriMas Packaging spokesperson adds: "At TriMas Packaging, we constantly assess industry trends, regulations and customer needs to prioritize new product development in these areas."

TriMas Packaging designs and manufactures a comprehensive array of dispensing, closure, flexible packaging and custom solutions for a broad range of end markets including the beauty and personal care, food and beverage, home care, pharmaceutical and nutraceutical, and industrial and agricultural markets. With approximately 2,400 dedicated employees and 28 locations worldwide, its innovative solutions and services are designed to enhance customers' ability to dispense, transport and store their products safely and securely in an ever-changing marketplace.

Its parent company, TriMas, has also recently added capabilities and products

for applications in the Life Sciences end market, including prototype production molds and custom, medical-related components such as consumable vascular delivery and diagnostic test components, with the acquisitions of the Intertech and Omega brands.

"Innovative packaging design is key to growing TriMas by helping our customers meet their sustainability goals, addressing ever-evolving regulatory and market demands and delivering practical and functional solutions," commented Thomas Amato, TriMas President and Chief Executive Officer in a press statement. "As a leading manufacturer of closure and dispensing solutions within

the food and beverage sector, our TriMas Packaging group recognizes this responsibility and remains committed to leveraging our expertise and innovation to drive positive change and actively contribute to a more sustainable future." Affaba & Ferrari's new tethered closure is designed to remain attached to the bottle, preventing unintended environmental waste and increasing the ease of recyclability, while providing consumers with a positive consumption experience. The cap features a wide opening angle for easy access to the beverage and convenient on-the-go drinking. Additionally, Affaba & Ferrari secured a new application win with Granarolo, a leading Italy-based dairy supplier, with the release of its lightweight tethered cap designed specifically for milk-based products, including high-temperature pasteurized milk. The 38mm tethered closure features a lightweight design made with significantly less polymer while offering a wide opening angle for convenient access to the product.



TriMas Packaging's spokesperson explains: "In the packaging industry, sustainability, e-commerce, product safety and customization are significant trends. As consumers and businesses increasingly prioritize eco-friendly practices, we are investing in innovative, environmentally conscious solutions. This includes the development of recyclable materials such as single-polymer designs and post-consumer recycled (PCR) options; reducing packaging waste by implementing tethered closure solutions; minimizing raw material consumption through lightweight solutions; and incorporating sustainable manufacturing processes. Additionally, we are addressing the need for product safety by developing durable packaging solutions with enhanced security against counterfeiting and manipulation. This not only safeguards our customer's products but also ensures their safe delivery, especially during the rigors of e-commerce shipping and handling. We work closely with our customers to tailor design, materials and functionality to meet specific brand and consumer requirements. This customization approach empowers companies to connect with consumers, differentiate their products and adapt to diverse and evolving market conditions." The European Union's Single-Use Plastics Directive (EU Directive 2019/904)

requires all single-use beverage containers up to three liters in size to have closures that remain attached to the container by July 2024. Addressing this regulatory directive, Affaba & Ferrari offers a wide range of tethered closure solutions manufactured in an aseptic environment and tailored to meet the specific requirements of individual products and brands.

TriMas Packaging is focused on designing dispensing and closure solutions that not only reinforce sustainability principles but also uphold high standards in terms of performance, quality and safety. "In an era marked by heightened environmental consciousness and thriving online retail, we are committed to addressing these challenges with innovative, sustainable and e-commerce-friendly solutions that align with evolving market trends and enhance customer satisfaction. Additionally, embracing sustainable practices contributes to environmental stewardship, reinforcing our company's corporate social responsibility while attracting environmentally conscious customers who share our same values," the company states.

In the years to come, TriMas Packaging's strategic vision is to fortify its position as a leader in the packaging industry, ensuring sustained growth through its core values that lies in the company's ability to deliver not only functional and

efficient packaging solutions but also to anticipate and meet the ever-evolving demands of the market. With an innovation-driven approach and a customer-centric business model, TriMas Packaging actively engages with its customers to develop innovative and customizable products tailored to address their unique needs and challenges. "This collaborative approach positions us as a strategic partner, not just a supplier. Whether through the introduction of new materials, design concepts, sustainable practices or streamlined processes, we consistently deliver unparalleled value to our customers. In doing so, we not only meet their immediate requirements but also play a pivotal role in shaping the future landscape of the packaging industry," TriMas Packaging's spokesperson concludes.



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Big milestone for the Web3 movement

MeWe, a global social network with 20+ million users and Amplica Labs, a technology development company launched by McCourt Global, announced a significant achievement in their joint mission to provide users with more control over their data and sharing experiences. This partnership successfully moved 500,000 active MeWe users to Web3 by utilizing the Frequency blockchain, which Amplica Labs played a key role in developing. Jeffrey Edell, Chairman and CEO of MeWe, expressed the significance of this accomplishment, stating, "Enabling half a million users to engage with Web3 technologies and enjoy its benefits is a significant milestone for us and the future of the internet. MeWe is excited to offer our users unprecedented levels of privacy and control as well as a growing set of features and benefits that are enabled by these amazing Web3 technologies."

In complete contrast with the ad-driven Big Tech platforms, MeWe does not collect any personal data and does not sell it to advertisers. It also offers end-to-end encryption for private chats and does not allow the government to access user data.

"We strongly believe that the community should control the network, not the corporation," Mr. Edell emphasises. "We believe in the original promise of social media, which was to build communities of people that could connect through

common interests in real, meaningful ways. Our move to the blockchain is allowing us to take it a step further and give MeWe users true ownership of their personal data so that we can't decide what to do with it, only they can."

Ownership of personal data is the most radical shift in the Web3 movement, in his view. "Web3 allows for the creation of new business models—ones that do not need to scale based on keeping you engaged at all times in order to sell more advertising," he explains. "Blockchains

also allow for transparent and secure governance."

Moving your identity to a secure location is the first step in MeWe's decentralization journey; next is your social graph, and then your content. "The idea is to make those part of the fabric of the internet itself, and to enforce property rights on that data so the only ones who can tap into it have the user's explicit permission to do so," Mr. Edell elaborates. "As we build towards a decentralized future, the areas that get exciting are the creation of multi-sided marketplaces and fully autonomous communities. Practically speaking, we want to create spaces where anyone with the ability and the desire to earn money from their content can. Unlike Web2 approaches to this, content creators are actually in full control here. Social applications become a service to you, not for you."

Mr. Edell admits that the journey ahead is long and will require a concerted effort by many builders who share this vision. "Our big, ambitious goal is to build an interoperable community of communities. We see the future of 'social' as an open, permissionless platform that has all the tools you need to build a community, and perhaps even achieve some financial stability along the way."



How to automate your way to Net Zero

Makersite's Product Lifecycle Intelligence platform transforms the process of deciding what to make, which suppliers to work with and which material to use from months to minutes. The Stuttgart-based company aims to help businesses 'automate their way to Net Zero', by looking at deep-tier supply chains in a multi-dimensional view. Neil D'Souza, Makersite CEO, explains how their unique approach provides even greater transparency across supply chains and increases the number of sustainable decisions made around the globe. He additionally highlights their recently announced partnership with global services firm WSP.

Neil founded Makersite in 2018 with the ambition to speed up the Product Lifecycle Analysis process. In the last years, the Germany-based company has built a team of 80 employees and a customer base of around 30 enterprises including Microsoft, Vestas, Cummins, Barco and Lush. "Makersite is transforming how products are made by accelerating the transition to a sustainable economy," says Neil, explaining how they serve these high-profile enterprise clients. "We're the leader in delivering supply chain digital twins for product sustainability, risk, and cost optimization. Our technology combines AI, data, and apps to power

sustainable product and supply chain decisions at scale, helping manufacturing enterprises solve complex challenges in minutes where previously it would take them months. We do this by empowering engineering and procurement teams in manufacturing companies with the data they need to make better decisions about what to make their products out of and from where they should buy from." Working with unknown factors in the supply chain is another area where Makersite excels, he adds. "Ninety percent of value may sit in the upstream supply chain, but very few customers have information about even tier 1 suppliers. It is, therefore, crucial to work

with unknowns while still delivering high-quality results and enabling customers to get specific where it matters. We have a unique, proprietary approach to this." Makersite's recently announced partnership with global professional services firm WSP is a great opportunity for them, says Neil. "Their size, understanding of their clients, and their drive to always be better fits very well with our own goals. They bring a wealth of experience as a system integrator and implementation partner to this partnership, and that's very valuable to us." Neil believes that we are at the beginning of a green tech wave, and that sustainability is finally 'crossing the chasm.' "Looking at where industries are now, there is a lot of focus on reporting. In 3-5 years' time, no one will care about that," he states. "Product development, procurement, and management will be measured and held accountable for the changes they are able to systematically implement to drive the transition to a sustainable economy. We are the only platform on the market that powers this transformation at scale. What we are doing is unique – no one else can do it. Our technology is ahead of the curve, and it's our role to educate the market and show them why Makersite represents the future. We have some very exciting announcements and developments coming shortly. Watch this space."



Celebrating 50 years of speed and excellence

Germany-based EFAFLEX is the global leader in industrial doors and gates. The family business celebrates its 50th anniversary this year under the motto “Fast Forward” as it continues to drive innovation in this industry. EFAFLEX notably is the maker of the world’s fastest door, featuring a revolutionary roller system with patented spiral technology. Christian Jacob, Head of Marketing EFAFLEX, explains the secret of the company’s success and highlights one of their latest innovations, the new EFA-SRT® MS Performance machine safety door.

EFAFLEX was founded in 1974 by Gustav Meyer, Gabriel Rejc, and Manfred Seysen, exactly 50 years ago. In the late 1970s, the company designed the world’s first high-speed door, and in 1992, secured the patent for the door spiral. To date, EFAFLEX has accumulated more than 30 patents for innovations.

The company is now active worldwide and represented on five continents with eleven subsidiaries. Nevertheless, the solution provider has always remained a family-run, traditional company. Values such as respect, loyalty and integrity were the basis for founding the company – and five decades later are still the foundation for any collaboration with and at EFAFLEX.

“Nowadays, digitalization and sustainability are of utmost importance to us,” says Mr. Jacob. “With an EFAFLEX high-speed door, our customers can save up to 70 percent in energy costs. Additionally, we provide a digital service that can assist in problem-solving directly through video conferencing, for example.”

With the innovative system EFA-SmartConnect®, the world market leading manufacturer of high-speed doors has set new standards in the intelligent networking of door systems: the module enables both the operation and the planning of customer service and maintenance processes in their own, protected WLAN network. All



parameters can be conveniently controlled and visualized regardless of location and without contact. The user is always connected to the network via the app and benefits from numerous individually adjustable features for efficient, cost-saving real-time door management.

EFAFLEX doors can be found in a variety of industrial environments: Mr. Jacob emphasises that they are



comfortable in all industries. “Every enterprise needs high-speed doors from EFAFLEX. However, we naturally have a special focus on the automotive, chemical, and pharmaceutical industries. EFAFLEX provides special solutions, such as cleanroom doors or machine protection doors.”

The company is particularly known for the quality of its doors, he adds, ensured in part through in-house development. “In addition, we offer top-notch service for all our customers, which doesn’t end after installation but truly begins thereafter. This includes regular maintenance, 24/7 availability, and smart remote diagnostics via video chat. With high door speeds and excellent insulation, the company also aids its customers in achieving their sustainability goals.”

As a notable recent innovation of theirs, Mr. Jacob highlights the new EFA-SRT® MS Performance machine safety door. The requirements for machine safety doors are complex: they must ensure the safety of people and machines under all conditions and circumstances. The doors should also facilitate consistently high productivity through rapid opening and closing times and should be durable in order to avoid downtime. With the EFA-SRT® MS Performance high-speed door, EFAFLEX offers the highest level of machine safety – and even more.

The EFA-SRT® MS Performance is tailored to the needs of the industry. On

the one hand, the high opening and closing speeds of up to 2.0 m/s allow for a constant production flow. On the other, the door is setting new standards in the industry when it comes to service life: The EFA-SRT® MS Performance can perform up to a million load cycles per year, and no other door with comparable features manages as many. As a result, downtimes can be effectively minimised and smooth operational processes can be ensured in the long term.

In addition, the EFA-SRT® MS Performance is designed for an above-average life cycle of twelve years. There is good reason for this performance: the optimised design, typical of EFAFLEX, combines sophisticated design with first-rate processing and component quality. Passage widths of 750 to 3,500 mm and total opening heights of 750 to 3,500 mm are easily possible, making the EFA-SRT® MS Performance an advantageous choice in a wide range of application scenarios. An optional frame extension even makes an opening height of 4,000 mm possible.

“Additionally, with the EFA-SST® Secure, we offer the only high-speed door with an RC4 certification, making it the world’s safest high-speed door,” Mr. Jacob adds. “Digital tools like EFA-SmartConnect®, a free user-friendly app providing a central overview of the status of all doors, or EFA Smart Assist, embodying Service 5.0, propel EFAFLEX further in digitization. For the

sustainability of our customers, the EFA Energy-Saver tool vividly demonstrates, with verified data, the potential savings in electricity, CO², and costs of high-speed doors compared to conventional sectional doors.”

In addition to the continuous advancement of our high-quality industrial doors, driven by innovation and the preferences of our customers, EFAFLEX aims to expand existing markets and explore new ones. “To facilitate this, we recently established a subsidiary in Mexico,” says Mr. Jacob. “Furthermore, we aspire to provide our customers with a digital solution that significantly simplifies the handling of EFAFLEX doors while simultaneously enhancing the company’s sustainability.”



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The new generation VTOL

Odys Aviation, a sustainable aviation company building hybrid-electric vertical take-off and landing (VTOL) aircraft and Aramex, a market-leading provider of express delivery and logistics services to the Middle East and other emerging economies, have formed a partnership to develop cargo operations in the UAE, Oman and further afield in the region. Odys Aviation's state-of-the-art aircraft, designed in multiple configurations for cargo, will be capable of delivering all-electric propulsion for distances up to 320 kilometres and will offer a hybrid-electric range of more than 1,200 kilometres. As a result, flights operated via these aircraft have the potential to reduce carbon emissions on pan-GCC flights by up to 76 per cent and provide a zero-carbon air cargo alternative for routes across the UAE, Oman and beyond, as James Dorris, Odys Aviation's CEO and co-founder, explains.

Mr. Dorris co-founded the company alongside Axel Radermacher in April 2019 with a mission to transform aviation from fuel guzzling aircraft at congested airports to quiet, sustainable aircraft accessible from every neighbourhood. Prior to founding Odys Aviation, he held leadership roles at GoogleX, Virgin Hyperloop One, and Arrivo.

With Odys Aviation, Mr. Dorris has chosen to take a different approach to VTOL than most in this space. Where

the vast majority of eVTOL designs are two-to-five-seaters aimed at the urban air taxi space, Odys put forth a nine-seat hybrid concept targeted at replacing fossil-burners on longer-range regional air routes. "Battery-electric aircraft have little room for flexible flight routes," he opines. "Further, routes of 100 miles or less will have little overall impact on congestion and will only cause more inefficiency in the air. Heavy batteries and decades-

long development cycles mean air travel won't be fully electrified in the short-term future. Additionally, the charging infrastructure needed for battery eVTOL at scale is a key obstacle. Instead, Odys Aviation's hybrid solution will provide an implementable solution that can integrate seamlessly into existing airport and infrastructure operations immediately from EIS."

2023 was a busy year for the Odys Aviation team, he adds. "We have now built and tested eight prototypes, the largest of which is a 22ft wingspan human-scale aircraft. During the latter stages of the year, we kicked off our transition flight testing plan and we are in the final stages of completing conceptual design work for Alta, our nine-passenger flagship aircraft. We also made certification progress with regulators in both the US and EU and are continuing active discussions with both as we move into 2024."



Odys Aviation has so far signed pre-orders and options contracts for over 1,200 of its aircraft, valued at over \$10bn, and won eight DoD contracts valued at over \$5m – quite remarkable achievements considering that the company is just five years old. "The design, build and testing of our human-scale prototype aircraft was 40% faster than our industry peers, using just 10% of the capital; a testament to the innovation of the world-class engineering team Odys has assembled," says Mr. Dorris.

Under the terms of their recently confirmed partnership, Odys Aviation and Aramex intend to develop autonomous logistics programs which will ultimately introduce cargo flights leveraging Odys Aviation's cargo aircraft and Aramex's fleet management capabilities. The agreement also helps advance the UAE-U.S. Partnership for Accelerating Clean Energy (PACE), which was launched in November 2022 and aims to help catalyse \$100 billion in clean energy and decarbonisation projects by 2035. Designed for short-haul routes, Odys Aviation's aircraft will play a pivotal role in defining the future of electric flights in the region and is part of an effort by companies in the Gulf Cooperation Council (GCC) to create a framework for coordination, collaborative efforts and information

sharing to contribute to the UAE's long-term sustainability vision.

The first pilot programs will utilize Odys Aviation's Laila aircraft (22 ft wingspan and 130 lbs payload) and will expand to include the company's Alta aircraft, a full-scale vehicle with payload capabilities up to one tonne. Aramex intends to support pilot training and a test flight program which will demonstrate the movement of cargo between its regional locations. "Our teams will further work jointly to develop Concept of Operations (CONOPS) that will develop our aircraft to serve specific local environments," Mr. Dorris adds. "Upon approval from regional regulatory bodies in the UAE, we intend to launch joint operations and commercial activities with Aramex and expand beyond the GCC."

This year the Odys team will be focusing on progressing their flight testing envelope towards full transition flight. "Outside flight testing, we'll be continuing to prioritize completing our EASA design verification for our commercial Laila cargo UAV, alongside working towards achieving Means of Compliance for our Alta aircraft," says Mr. Dorris. "Our commercial team will be working with the Aramex team to define the details of the pilot program, including identifying routes, regulatory pathways and defining potential revenue opportunities as we look to define the

next generation of cargo operations in the UAE. Additionally, senior leadership will be continuing to focus on overall company growth in this pivotal year for Odys' trajectory and in order to maintain momentum towards our EIS objectives, we'll be continuing conversations around US manufacturing site selection with our shortlisted states."

Based on the evolution of the Advanced Air Mobility (AAM) industry in just the past two or so years, Mr. Dorris expects to see conversations shifting towards hybrid propulsion vs. full electric propulsion as a quicker route to delivering meaningful passenger services, and to see momentum gathering around questions of industry viability in terms of infrastructure support. "Given Odys is able to take off with or without a runway and utilize existing airport infrastructure for operations, we're excited to help shape the conversations around how AAM will look in the short, medium and long-term future."

ODYS
AVIATION

Odys Aviation

Website: odysaviation.com

Introducing the smart bathroom

Global leader in kitchen and both products Kohler Co. introduced leading-edge designs, innovative new products, and smart home wellness experiences at CES 2024, held at the start of the year in Las Vegas. Its line-up at the show marked a continued commitment to transforming homes into personal sanctuaries for comfort, self-care, and renewal. While there were plenty of other interesting innovations to see at its booth, Kohler's most talked about innovation at CES was the voice-command smart toilet bidet seat, a significant advancement in smart bathroom technology. This innovation allows for hands-free, sanitary control of various toilet functions, including seat temperature and cleaning cycles, and signifies a shift towards a future where all bathroom fixtures can be voice-controlled. The smart toilet seats, which also feature energy-efficient settings, demonstrate Kohler's commitment to sustainability and the continued expansion of the smart home revolution.

Founded in 1873, privately held Kohler Co. has forged a legacy of creating industry-transforming innovations for kitchen and bath spaces, energy resiliency products, luxury hospitality experiences, and major championship golf.

The company has committed to achieving net zero environmental impact by 2035, and its accomplishments so far include water saved through efficient product solutions, lives impacted through Safe Water for All initiatives and



Innovation for Good products, as well as clean energy programs, and sustainable WasteLAB tile products. Notable in that regard is the award-winning Abstra tile collection by KOHLER WasteLAB, a stunning series of bespoke brushed matte tiles for residential and commercial installations, made from nearly 100 percent recycled waste material. The WasteLAB pioneered a way to leverage the Kohler, WI pottery's wastewater stream for Abstra's tile body. Consisting primarily of pottery waste clay and glaze, the material is dewatered and processed into a useable base material. The collection is available in two different styles: Abstra Feature, which is a series of abstract patterned tile with raised and relief designs and an undulating surface; and Abstra Standard, an unadorned field tile with the same undulating surface detail.

Creativity and leading-edge design are the heart and soul of Kohler's brand ethos, as illustrated by the innovations it introduced at CES 2024, held in Las Vegas at the start of the year. In a bid to revolutionize hygiene and bring a new level of convenience to the bathroom, Kohler unveiled its voice-command smart toilet seats. The tech industry's most awaited event served as the perfect platform for Kohler to showcase its latest innovation. With the advent of smart speakers, the idea of integrating voice commands into everyday appliances has gained significant traction. Now, Kohler is taking it a step further by introducing this technology into their smart toilet seats.

The smart toilet seats from Kohler are designed to respond to voice commands, allowing users to control various functions without even lifting a finger.

It's an upgrade that takes the smart bathroom experience to a whole new level. From initiating the bidet function to starting the UV cleaning technology, users can control everything simply through voice commands. This development takes the concept of a smart bathroom beyond just smart showers and mirrors. It points towards a future where every fixture in the bathroom, including the toilet seat, can be controlled by voice commands.

Kohler's move to introduce voice-command smart toilet seats is set to redefine hygiene practices, offering a truly hands-free and sanitary experience. The company's aim is not just to make the bathroom smarter but also to enhance the user's convenience and hygiene. In addition to offering voice control features, Kohler's smart toilet seats also come with energy-efficient settings, further solidifying the company's commitment to sustainable practices.

Other Kohler innovations on display at CES 2024 included the Anthem+ Smart Showering Valves and Controls, creating a home spa experience through an integrated digital control system that allows customized delivery of water, light, sound, and steam. The intuitive touchscreen interface enables individuals to easily pre-set and activate multi-sensory shower experiences. Integration with the Kohler Connect app provides remote access and control of personalized pre-sets, giving users access to seamless customization from anywhere.

Kohler's SpaViva Handshower and Cleansing Device combines unique spray technology and a built-in cleansing



device for the ultimate in-shower self-care ritual. The two-function handshower pairs Kohler's signature heat-retaining Katalyst spray and a new Microbubble spray that features bubbles 100 microns or smaller – optimal for a deeper clean. An all-in-one cleansing device magnetically docks to the center of the handshower and is equipped with a rotating line-up of four attachments, and is conveniently rechargeable.

Atmo Fan is a new line of bathroom ventilation designed to improve comfort and air quality. Models with advanced smart technology measure temperature and humidity to automatically turn on when humidity is high. Users can schedule on/off times and set custom preferences for default fan speed, lighting brightness and colour temperature, auto mode humidity and temperature thresholds, as well as night light settings.

KOHLER

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Drone delivery leader expands services

Manna is the world's leading residential drone delivery provider, delivering goods quickly, affordably, and safely to customers' homes on two continents. The service operates in the highest population density of any drone delivery operations in the world, partnering with a range of businesses from global giants like Coca-Cola, Tesco and Samsung to dozens of local businesses, delivering goods to customers in just a few minutes. Bobby Healy, the CEO and Founder of Manna Drone Delivery, highlights their new partnership with Boojum, Ireland's most loved Mexican-inspired burrito chain. "Boojum is the perfect partner to help us kickstart our expansion to the Blanchardstown area – we are both Irish-born pioneering brands, collaborating to drive innovation in the food delivery industry – and we are excited to see the reaction from the community as we get started."

Bobby is a successful serial entrepreneur who, for the last 5 years, has been building Manna Drone Delivery on a mission to improve the world by making lightning-fast suburban deliveries affordable, green, and safe.

"Drone delivery holds immense potential and represents a significant opportunity for businesses seeking efficient and innovative solutions in the logistics industry," he says. "Household brands, local mom and pop shops and retailers in between are recognizing the

potential of drone delivery as a direct-to-consumer solution that also achieves that notorious last mile delivery in a more efficient, safer and greener way."

Manna already offers its drone delivery services in Fort Worth, Texas, in the United States, and is the first drone delivery company in Europe to receive a Light UAS Operator Certificate (LUC), which gives them permission to conduct "advanced" drone operations anywhere in Europe - including flying beyond the visual line of sight of an observer, and

having one pilot oversee many aircraft. Through the recently announced partnership with Irish burrito chain Boojum, Manna now expands its services to include Blanchardstown, allowing around 100,000 people to have fresh burritos delivered to their doorstep in just a handful of minutes.

Using Manna Drone Delivery is simple, as Bobby emphasises: simply download the Manna app (available on iOS and Android) and order what you want from the list of available vendors and checkout. The store will securely pack up your order and get it ready for flying. Manna will then collect your order and fly to your delivery address. You can keep track of the delivery in the Manna app. Once the Mana drone arrives at your delivery address, it will safely drop the package. The package is lowered with a biodegradable thread, which you can safely dispose of or compost.

"As our mission states, we want to improve the world we live in – and we are just getting started," Bobby comments. "In the next two years, we will service 2 million people across the US and Europe, making us the largest drone delivery service worldwide. In 2024 alone, we are expanding our Irish and US operations, and will launch in another location in Europe."




Manna Drone Delivery
Website: manna.aero

Lift, handle and move what the world needs

Finland-based Konecranes is a global leader in material handling solutions, serving a broad range of customers across multiple industries. The company will provide 16 cranes to Hybar, an environmentally sustainable scrap metal recycling and steel production company in the United States. These cranes, including ladle, charge, rolling mill, and shipping bay cranes, will be instrumental in supporting Hybar's steel rebar production. A Konecranes spokesperson adds: "The cranes have been customized to meet the specific needs of Hybar's operations."

With around 16,500 professionals in over 50 countries, Konecranes is trusted every day to lift, handle and move what the world needs. Konecranes Service offers specialized maintenance services and spare parts for all types and makes of industrial cranes and hoists. Konecranes Industrial Equipment provides an extensive range of industrial cranes, from components and light duty applications to demanding process use and solutions. Konecranes Port Solutions provides equipment, software and service for the container handling industry. Konecranes has an extensive global network that allows the company to cater to a wide range of customers across different regions worldwide.

Konecranes delivers robust and reliable advanced lifting solutions, which contributes to increasing the productivity and efficiency for its customer's operations. Konecranes spokesperson says: "We support our customers' operations with innovative solutions that enhance their productivity, lower their emissions and drive their business forward."

The Hybar order was won in September 2023, with deliveries scheduled in 2024 and early 2025. Hybar's first mill is currently being built to produce a full complement of high-yielding rebar for large industrial projects. Once operational, Hybar expects its greenhouse gas

emissions to be the lowest among all North American steel producers, and likely the lowest in the world's steel making community. Furthermore, it will be directly connected to an adjacent solar panel field to tap renewable energy. For this transformative initiative, Konecranes will deliver a diverse array of heavy-duty cranes that are engineered to withstand challenging conditions including high temperatures and dust.

Konecranes' spokesperson says: "Konecranes aims to lead the material handling industry towards a more sustainable future, both in terms of our own operations and through the whole value chain. Uncompromised safety, high ethics and inclusiveness drive us. Our material handling solutions, whether smart and automated or standard equipment, are designed for safety, security, minimized environmental impact and a prolonged lifecycle."

A strong focus on customers and commitment to business growth and continuous improvement make Konecranes a lifting industry leader. This is underpinned by investments in

digitalization and technology, plus its work to make material flows more efficient with solutions that decarbonize the economy and advance circularity and safety.

"Over the next years to come, we will pursue our ambition to become the world leader in material handling solutions creating value for everyone. The world faces the challenge of providing materials and goods that are essential for people, while preserving scarce resources and limiting emissions, and business has a central role in solving this challenge," Konecranes' spokesperson ends.



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A Konecranes ladle crane in action.

Creating a European cybersecurity leader

With the rapidly increasing use of cloud business solutions and collaboration tools in combination with an evolving cybersecurity environment and sophisticated cyber threats, organizations of all sizes need flexible and adaptive cloud solutions to protect themselves. Hornetsecurity has established itself as a key partner to organizations in protecting their IT infrastructure, digital communication and data with best-in-class cloud services and tailored next-gen security, compliance and backup solutions. Its flagship product, 365 Total Protection, is the most comprehensive cloud security solution for Microsoft 365 on the market. The company is growing fast and recently acquired Vade, a French leader in email cybersecurity with more than 2.5 billion messages analysed daily. Daniel Hofmann, Chief Executive Officer of Hornetsecurity, commented: "We are delighted to welcome Vade to Hornetsecurity. This transaction is an important milestone in our journey to build the strongest global provider of Microsoft 365 security services."

Mr. Hofmann is the founder and CEO of Hornetsecurity. He has been an independent entrepreneur and security

industry influencer since 2004. Under his guidance, Hornetsecurity has developed a comprehensive portfolio of managed cloud security services that serves customers globally. The company operates in more than 120 countries through its international distribution network of 12,000+ channel partners and MSPs. Its premium services are used by more than 75,000 customers.

The company has expanded both organically and through acquisitions over the years, with Vade as the latest to join the group. "This is a strategic acquisition based on synergy, combining two successful and complementary cybersecurity companies – both founded in Europe – with the aim of creating a major industry player," Mr. Hofmann commented. "This transaction is in line with our strategy of product build-up and international expansion, and aims to position Hornetsecurity as a global reference for cloud-based cybersecurity services worldwide."

Vade is known for its industry-leading, SaaS-based email security offering for Microsoft 365, with differentiated API-based email filtering technology and an exceptionally efficient email security solution for large telcos and OEMs all over

the world. "In addition, through Vade's strong and comprehensive channel network, MSPs and resellers will be able to present a much more attractive product suite to the French market, including our comprehensive 365 Total Protection service that covers a broad range of an organization's Microsoft 365 security, compliance and data protection needs," Mr. Hofmann added. "By combining our expertise, we also plan to deliver new product offerings."

Geographically, both businesses are highly complementary with strong reputations and presence in their respective home markets – Germany and France – and beyond, as Mr. Hofmann pointed out.

Integration of Vade into Hornetsecurity is an on-going process. "We plan to leverage Vade's strong presence and talent in France and its key capabilities, and will continue to invest in the region and in the team there. Our aim is continued growth," said Mr. Hofmann. "Vade's leadership team has assumed different management positions at Hornetsecurity, and Georges Lotigier (Chief Executive Officer of Vade) has become a member of the Hornetsecurity supervisory board. We will continue to expand our current suite of products to offer partners and customers the latest state-of-the-art cybersecurity solutions."



Hornetsecurity
Website: hornetsecurity.com

New horizons in insect protein production

FreezeM, a pioneering company in the burgeoning field of insect protein production, has recently garnered an impressive \$14.2 million in a successful Series A funding round. Poised to solidify its position as a leading player in the rapidly growing insect protein industry, as a sustainable alternative to traditional protein sources, Yuval Gilad, CEO and co-Founder at FreezeM comments: "After almost ten years, in which the insect farming industry was established and shaped by technological innovation and process development, it is now in a position where it is ready to scale and fulfil its potential. FreezeM is in the right position to support such industry evolution and enhancement."

FreezeM's successful funding round reflects investor confidence in its innovative approach to insect protein production. The global demand for protein is on the rise, however, traditional protein sources such as plant-based or livestock farming are associated with numerous environmental challenges, including deforestation, greenhouse gas emissions, and water pollution. In contrast, insect protein production offers a more sustainable and resource-efficient alternative, requiring significantly less land, water, and feed inputs compared to conventional livestock farming.

"We're enhancing our global presence by exploring opportunities for accelerated expansion beyond Europe, leveraging

our capacity to ship worldwide. We're also focusing on increasing the commercialization of PauseM, our flagship product, by bolstering production capacity in Israel and Europe. Additionally, we're forging strategic partnerships with influential stakeholders in the insect farming sector to strengthen our market position and are committed to advancing our innovative R&D pipeline to drive continuous growth and innovation in the industry," says Yuval.

FreezeM's innovative approach to insect protein production sets it apart in the industry, enabling insect farmers of any size, to produce high-quality protein with minimal environmental impact. By leveraging state-of-the-art technology

and best practices in insect husbandry, FreezeM is able to breed BSF neonates and put them in a live-suspension state, ensuring optimal conditions for shipping and growth at insect farms. The result is a sustainable protein source that is not only nutritious and environmentally friendly but also cost-effective and scalable. Insects are rich in essential amino acids, vitamins, and minerals, making them a highly nutritious source of protein for animals.

Sustainability is a top priority for FreezeM, driving its decision to venture into insect farming. Yuval explains: "Our strategy involves establishing centralized breeding hubs in optimal locations, from which we distribute ready-to-use suspended neonates to our partners. For instance, consider a location situated near a waste stream in a colder climate. Such a site may not find it feasible to set up a Black Soldier Fly (BSF) operation using a fully integrated model. However, by working with us, these partners can benefit from our energy-efficient and centralized breeding facility. This allows them to run a financially viable operation that aligns with their local waste sources and their availability."

As consumers and businesses increasingly prioritize sustainability and ethical sourcing, FreezeM's insect protein products are poised to become an integral part of the global protein supply chain.



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www.freezeM.com

A merger of science and practical application

For over 55 years, Clinique has been committed to delivering dermatologist guided solutions for skin concerns. The global skincare brand recently formed a philanthropic partnership with the Icahn School of Medicine at Mount Sinai to establish the Mount Sinai-Clinique Healthy Skin Dermatology Center, which will focus on applicable scientific discovery and leading-edge innovation to modernize allergy science. “Mount Sinai predicts that with Clinique’s support, critical breakthroughs will be fast-tracked, from the earliest stages of the multiyear partnership,” says Michelle Freyre, President, Global Brands, Clinique and Origins, at The Estée Lauder Companies (ELC).

As a brand that has offered dermatologist guided solutions and allergy tested solutions since its inception, Clinique is proud to partner with the renowned institution of Mount Sinai. The brand was in fact co-founded by a dermatologist, namely by Dr. Norman Orentreich. Today, the brand is sold globally and has a unique positioning based on powerful efficacy and rigorous safety. All Clinique skincare and makeup products are clinically proven, allergy tested and 100% fragrance free, and address a wide-range of skin concerns including Acne, Hyperpigmentation, Redness, and Aging Skin. “This dedication to skin is what

makes Clinique one of the most trusted brands in the world,” says Ms. Freyre. With the Icahn School of Medicine at Mount Sinai, Clinique aims to build on the legacy of Dr. Orentreich and further advance research to find solutions for skin allergies: skin conditions are one of the most common forms of allergy managed by an allergist making them a major global public health problem. The Institution of Icahn Mount Sinai is led by Dr. Guttman, a world-renowned expert in allergic and inflammatory skin diseases. “Our philanthropic partnership was inspired by a shared mission to deliver dermatological research that improves patients’ lives, to focus on applicable

scientific discovery and cutting-edge innovation to modernize allergy science,” Ms. Freyre elaborates. “Dr. Guttman and her team explore the biological underpinnings of how skin ages in order to find new solutions for skin allergies and inflammatory or eczematous skin conditions, including eczema (or atopic dermatitis) and contact dermatitis.”

The newly founded Mount Sinai-Clinique Healthy Skin Dermatology Center aims to accelerate the creation of new topical and systemic treatments that alleviate the skin conditions of individuals affected by allergic skin conditions. The priority is to bridge basic science with practical application in the clinic to improve people’s lives through healthy skin. “Mount Sinai Researchers believe that by investigating healthy skin, along with the skin of those with atopic dermatitis and other allergic skin disorders, they may learn how to significantly slow aging in all people as well as in patients with eczema, who show signs of premature or accelerated aging. Insights from this research aim to spur advances in the field of dermatology and skin health,” says Ms. Freyre.

Ms. Freyre expects that the findings will in turn inform and inspire Clinique in future product innovation to offer further solutions for individuals with allergic or sensitive skin, and to promote healthy skin.




CLINIQUE

Clinique
Website: Clinique.com

Turning desert into fertile soil

Desert Control has developed a process that can turn desert sand into fertile soil within a day. This involves spraying a site-specific formula of Liquid Natural Clay (LNC), allowing the soil to retain water and nutrients. While it has several projects at different stages of development underway, Desert Control recently announced Limoneira, a Delaware corporation, as the first company to advance with commercial deployment of LNC at their citrus ranch in Yuma, Arizona. Ole Kristian Sivertsen, Desert Control’s President and Group CEO, explains how their process works and reveals what their plans for the future are.

Liquid Natural Clay (LNC) was developed by Kristian P. Olesen and his son Ole Morten Olesen. Applying LNC can turn desert sand into soil that retains water and nutrients in just 7 hours, Mr. Sivertsen explains. “We begin by analysing the soil in the field to determine the conditions. Then we bring a mobile production unit on site that mixes just the right formulation of clay and minerals into a liquid that is then sprayed on the sand. The liquid-clay allows the soil to retain water and introduces key minerals. Within hours, a farmer can plant seeds and begin to grow crops. Added benefits include

huge savings in water and fertilizer. Our process is 100% natural; no chemicals are used.”

Mr. Sivertsen joined Desert Control as CEO in 2019. During his tenure, the company has raised capital and established proof of concept at scale. It is currently engaged in projects in Arizona, California, and the Middle East. The recently announced Limoneira project marks their first commercial deployment at scale in the United States.

The relationship between Desert Control and Limoneira started with a small technical LNC pilot project for 50 trees at

the Yuma ranch in July 2022. The pilot’s immediate positive impact on water conservation set the stage for Desert Control being granted a purchase order from Limoneira to apply LNC for an additional 6,652 trees over 60 acres at the Yuma ranch for the upcoming season.

Mr. Sivertsen is duly proud of their achievements so far. “Initially when we working on small projects, the results were great; they almost seemed too good to be true, in fact. But now we’re seeing deployment at scale producing the same results.”

The Desert Control process is suitable for any type of highly sandy soil, he adds. Farmers are an obvious target group, but Mr. Sivertsen believes landscapers are an even more promising growth market for the company right now. “Water prices are high for leisure facilities such as golf courses and parks, in the US. So for them, here are big economic rewards.”

Worldwide there are more than a hundred countries exposed to drought, and at risk of desertification, so the market potential for Desert Control is huge. “But we’re a small company and can’t be everywhere,” says Mr. Sivertsen. “That’s also why we’re testing a licensing model with our partners in the Middle East. In the US we deliver turnkey services ourselves but that could change in the future. Our priority this year is to support our partners in the Middle East and increase profitability for Limoneira while we drive adoption of LNC in the U.S.”




DESERT CONTROL

Desert Control
Website: desertcontrol.com

New global Industry 4.0 partner

In the realm of engineering, excellence isn't just a goal—it's a standard that drives innovation, efficiency, and progress. Within this sphere, partnerships with industry giants like Siemens elevate standards even further. The year 2023 witnessed a remarkable milestone in this collaborative journey as Engineering Industries eXcellence (Engineering IndX), a leading player in the field, was recognized as Siemens' Highest Achieving Gold Partner in the Americas. Chris Draska, VP of Sales, North America comments: "What our company really 'sells' is our unmatched knowledge and experience, successfully deploying these types of Industry 4.0 technologies for our customers."

Engineering IndX is the global division of the Engineering Group specialized in the development, integration and implementation of holistic digital transformation solutions, covering the end-to-end lifecycle and supply chain of all industrial products and processes. With competence hubs across North America, South America, EMEA (Europe & the Middle East) and Asia-Pacific, its division is leading the advancement of Industry 4.0 and the future of the industrial world. One of the critical factors behind Engineering IndX's success as a Siemens Gold Partner is its commitment to continuous improvement. By staying at the forefront of technological advancements and investing in its workforce's skills and expertise, Engineering IndX has been able to consistently surpass expectations and deliver unparalleled solutions to its

clients. This dedication to excellence has not only propelled Engineering IndX to the pinnacle of success but has also set a benchmark for other players in the industry to aspire to. Chris has spent most of his professional career building and working with Siemens technologies and has successfully added over 100 new logos to Engineering IndX's client list in the last five years. He says: "While the award recognized our team's ability to sell Siemens Digital Industries software, I believe that is the result, rather than the cause, of the expertise we bring to the table. This success relies on our technical and consulting resources, all top specialists in their fields – they are what ultimately sets us apart from the competition. We have world-class professionals that can deliver very complex projects, and they form the cornerstone of our business milestones,



Chris Draska, VP of Sales for North America at Engineering Industries eXcellence

including this one."

At the Siemens Converge Americas Partner Conference 2024, Engineering IndX received 3 accolades: The Highest Achievement Gold Level Americas award, the Outstanding Contract Term Growth award and the first-ever certification to sell Siemens Opcenter Execution Pharma in Mexico and Latin America. By working closely with Siemens, Engineering IndX has been able to harness the full potential of its technologies, unlocking new possibilities and pushing the boundaries of what's possible in engineering. Chris ends: "There are many large programs and innovation initiatives we drive hand in hand with Siemens Digital Industries. In terms of digital transformation ventures together in 2024, we are also working on two new automotive electrification projects in the digital manufacturing space in the US, as well as a number of ground-breaking digital implementations for leaders in Aerospace & Defense."



Chris Draska accepts the award for Highest Achievement Gold Level Americas



Revolution in hair transplantation

The ongoing puzzle of having lots of body hair but little on the scalp has confounded many dealing with hair loss. A breakthrough emerges with Dr. U Hair and Skin Clinic reporting a pioneering study published in the esteemed Dermatologic Surgery journal titled 'Beard and Body Hair Transplantation by Follicular Unit Excision Using a Skin-Responsive Device.' This publication introduces the revolutionary UGraft Zeus®, a novel skin-responsive FUE device (SRFD) empowering doctors to seamlessly relocate beard and body hair to bald areas on the scalp through a procedure known as body hair transplantation (BHT). Dr. Sanusi Umar explains what makes this device so revolutionary.

A certified dermatologist, Dr. Sanusi Umar leads the scalp and hair disorder section at Harbor-UCLA Dermatology Division and is the owner of Dr. U Hair and Skin Clinic in Los Angeles, CA. He is globally recognized as a hair loss expert, specializing in advanced hair restoration techniques. His practice and research have led to innovative breakthroughs and internationally issued patents. This encompasses a wide range of hair transplantation services. Dr. Sanusi Umar developed the UGraft Zeus System to address specific challenges faced by severely bald individuals, including those with

textured hair. These individuals were traditionally considered poor candidates for modern hair restoration due to limitations in existing technologies. Dr. Umar's personal experience with a botched hair transplant fuelled his determination to create a solution effective for diverse skin and hair types. The UGraft Zeus System, featuring a skin-responsive technique, caters to the complexities associated with beard and body hair transplantation, as well as scalp hair of people of all races and ethnicities, regardless of their hair and skin types. This commitment to bridging a gap in hair restoration

technology played a crucial role in inspiring Dr. Umar to develop this advanced system. The UGraft Zeus System stands out due to its skin-responsive technique, ensuring successful FUE in all individuals, regardless of their skin and hair type. This system significantly reduces the damage rate of hair follicles during extraction while enhancing wound healing to minimize surgery footprints during beard and body hair transplantation. Additional benefits include versatility, ease of use, leading to a high adoption rate even among new surgeons, and exceptional patient satisfaction. A study published in the Dermatologic Surgery journal focused on the application of the skin-responsive technique in the UGraft Zeus System. The study highlighted consistently low graft transection rates (below 7%, compared to 10-30% with previous technologies) during beard and body hair FUE. All study participants expressed satisfaction, and surgeons demonstrated confidence in using the Zeus System, leading to increased willingness to perform Beard and Body Hair Transplants (BHT). The UGraft Zeus System has successfully entered the commercial market in over 20 countries, with established distributors globally.



Together we are XXXL

The XXXLutz group operates over 370 furniture stores in 13 European countries and employs more than 26,300 people. In Germany, over 11,000 employees contribute to the success of the group, which operates 57 XXXLutz furniture stores and 47 Mömax Trend takeaway stores. In December 2023, more than 1,000 trainees from the German XXXLutz furniture stores demonstrated leadership qualities, swapped roles with their superiors for a day and not only gained useful insights for their future careers, but also demonstrated decision-making skills. "For us, it's about supporting young people, giving them responsibility early on in their training and, by swapping roles, giving them the opportunity to assess situations more thoroughly from now on," says Alois Kobler, CEO at XXXLutz Germany.

'With sunshine in our hearts, together we become number one,' - this motto has made the XXXLutz Group one of the most dynamic organizations in Europe. As Europe's leading furniture retailer, the company, founded in 1945, has enjoyed great success, with the wishes of its customers as a clear focus. From the small furniture manufacturer from Haag am Hausruck to Europe: The Group's philosophy has always been an

important key, because everyone at XXXLutz does their daily job with a lot of strength, joy and perseverance and tries to be number one in their field. With an annual turnover of 5.75 billion euros, the XXXLutz Group today, is one of the largest furniture retailers in the world. Customer and employee satisfaction are the main pillars of the XXXLutz group of companies. The remuneration is above the industry

average in all areas and significantly above it in many areas - for example in assembly and sales.

The furniture stores with the Red Chair are full-service providers when it comes to living, furnishing and household. Customers can expect an enormous selection in a breath-taking ambience. Furnishing ideas are presented in a wide variety of styles, materials and price ranges - from affordable initial furnishings for young families to all furniture brands from well-known manufacturers for particularly demanding customers.

The XXXLutz furniture stores offer a unique range of furniture and also attractive specialist ranges for everything to do with living. In addition to the classic furnishings, the houses also contain a large selection of home textiles, curtains, baby items, lamps,

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floor coverings, oriental carpets, gift items, household goods and home accessories.

Optimal service, excellent advice and the highest product quality at the best price - that is the claim of XXXLutz furniture stores. The well-trained employees know exactly what their area of responsibility is, they are experts with in-depth knowledge and are therefore a particularly important cornerstone of the company's success. In an individual consultation you will find out what the customer particularly values when it comes to living. Well over ten million regular customers across Europe are the best proof that this concept is working.

The employees are constantly trained in the XXXLutz training academy about the latest trends and products, 3D planning, customer advice and service. Each employee completes an average of ten training days per year. In the past ten years, the XXXLutz Group has created more than 3,500 jobs - by opening new furniture stores, logistics

centers and expanding central administrative functions.

"XXXL Plus" is the name of the employee benefit program that the XXXLutz furniture store group has been implementing since the beginning of 2017 after many years of development. XXXLutz invests in the motivation, retention and further development of its employees. In addition to one additional day off work per year (for a birthday), employees are offered either supplementary health insurance, accident insurance or additional retirement provision. XXXLutz covers all contributions for this. A specially funded "emergency program" is intended to help employees who have suffered accidents (fire damage, accident, death, etc.).

At the nationwide "XXXLutz Trainee Day", the second and third year trainees were in charge in the current 57 furniture stores and the associated service centers. They had to take over the entire personnel organization and make far-reaching decisions that would

otherwise be the responsibility of established managers. "Anyone who experienced our trainees that day knows what it means to them to deal with far-reaching tasks responsibly," says Alois Kobler. "It is also an opportunity for our managers to get involved in new processes, because our trainees approach the challenges they encounter in a different way and also solve them differently. So this day is of great importance to each other."

XXXLutz in Germany takes on around 1000 new apprentices every year and trains them in more than 15 professions. In addition to vocational school lessons and practical training in the company, the new recruits receive internal training and individual coaching. Each year, around 80 per cent of trainees are offered a permanent position after completing their training. XXXLutz has developed the "Fit-4-Future" trainee programme for the best trainees of each year. It offers the opportunity to attend seminars, build up a network and

acquire a broad knowledge of leadership and personal development. Today, more than half of all key positions are already filled by managers who have already completed their training in the "Fit-4-Future" trainee programme. Customer and employee satisfaction are the main pillars of the XXXLutz Group. The company invests around eleven million euros per year in staff training and coaching alone. XXXLutz completely redefined its HR development in 2019: The HR team of around 30 people consists of trainers, coaches and training managers. This mix emphasises the importance of employees at XXXLutz. HR development is a continuous and targeted process within the company that aims to maintain existing skills, develop them further and implement new ones. "Our Trainee Day is just one of many building blocks. We not only show our trainees what is possible after successful training and what it means to be a manager. Together we recognize potential and promote it individually and personally

from day one," emphasizes Alois Kobler. The XXXLutz furniture stores are of course also available on the Internet - and have been since 2013. The group of companies has managed to smartly link stationary retail with online business. XXXLutz has long since outgrown the role of the classic on-site dealer with its 57 furniture stores, and offers the opportunity to look at the goods on site and get advice from a well-trained team of experts - but often decisions are made at home with the customer ordering what they see online from the comfort of their couch. But it also works the other way around: experience shows that the majority of customers first get a comprehensive impression online and then visit the XXXLutz furniture stores for planning and advice. There are a total of over 100,000 items to choose from XXXLutz' online store. Thanks to the sustained rapid growth, XXXLutz will again employ around 1,000 young people at the start of the new training year in 2024, opening up great perspectives with real career

opportunities with training in over 15 job profiles. "The fact that we continue to grow and continue to be successful is primarily thanks to our employees, who put themselves at the service of our customers and therefore our company every day. This is not a given, but rather our big plus. It is important to fully live up to this pioneering role and continue to develop it with full force. We don't just want to be an attractive employer, we are one and we act accordingly," Alois Kobler ends.



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The power of open source software

Canonical delivers open source to the world faster, more securely and more cost effectively than any other company. At the end of 2023, Canonical announced the general availability of MicroCloud, a low-touch, open source cloud solution and part of Canonical's growing cloud infrastructure portfolio. It is purpose-built for scalable clusters and edge deployments for all types of enterprises. Cédric Cégout, VP Product Management at Canonical says: "The increasing adoption of open-source software in enterprise environments positions Canonical as a key player in this industry. With roots deeply embedded in the open-source community, we continually contribute to and support open-source projects, ensuring our clients have access to cutting-edge, community-driven innovations."

Canonical believes in the power of open source software and are also the publishers of Ubuntu, the world's most popular enterprise Linux from cloud to edge, together with a passionate global community of 200,000+ contributors. Canonical's mission from the very beginning was about making open source easy and accessible to everyone, starting with Linux 20 years ago and now expanding its portfolio across various domains and technologies, including infrastructure. Canonical's MicroCloud is designed with simplicity, security and automation in mind, minimising the time and effort to both

deploy and maintain it. Conveniently, enterprise support for MicroCloud is offered as part of Canonical's Ubuntu Pro subscription, with several support tiers available, and priced per node. Miona Aleksic, Product Manager at Canonical, explains: "Cloud infrastructure is usually difficult - it's hard to deploy, has a steep learning curve, and is often delivered as a part of expensive consultancy contracts which increases the barriers to entry. With MicroCloud we are bringing cloud infrastructure within everyone's reach. What's unique with MicroCloud is that you can deploy your fully functional cloud in minutes and with a single

command, without needing specialized infrastructure skills beyond basic knowledge. MicroCloud covers not only the private cloud space but also crosses over into the edge and distributed cloud models due to its lightweight nature and small footprint, covering a variety of use cases. When coupled with Ubuntu, and Ubuntu Pro as our support subscription, users also get the most comprehensive coverage for open-source software security and patches, which will support not only your MicroCloud but also open source packages you may be using with your workloads." AI/ML technologies are becoming fundamental tools for building infrastructure. AI software is naturally becoming part of the mortar of a fully Software-Defined infrastructure. Canonical is at the forefront of these trends with its infrastructure offerings. The increasing adoption of open-source software in enterprise environments positions Canonical as a key player in this industry. In the years to come, Canonical intends to expand the reach of its MicroCloud offering, making advanced cloud capabilities available to a broader range of businesses. This expansion will respond to cutting-edge use cases, such as IoT data processing for Smart City Safety, where utilizing GPU-equipped far-edge cloud appliances can significantly enhance system efficiency and responsiveness, or Vehicle-to-Everything (V2X) for Emergency Vehicle Prioritization, among others.



Canonical
MicroCloud

Canonical releases MicroCloud

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New Globant Business Innovation Hub in Berlin

Globant, a digitally native company focused on reinventing businesses through innovative technology solutions, recently opened an Innovation Hub Office in Berlin, underscoring its commitment to its growing businesses in Germany and the broader DACH Region. This space has been designed to expand Globant's presence in the country while fostering the inclusion of local talent and showcasing its capabilities. "In recent years, Globant has driven an ambitious expansion plan across Europe, with Germany playing a significant role in this strategy. As part of this capacity-strengthening and business expansion process, Berlin was carefully chosen to host our first Business Innovation Hub. This choice was based on thorough analysis, considering Berlin as one of the key ecosystems in Europe for digital transformation," says Fernando Matzkin, Chief Business Officer for all operations at Globant in Europe.

Globant is an Argentinian company founded in 2003 by Martín Uman, currently the President of Globant in Europe, along with three other partners: Martín Migoya, Guibert Englebienne, and Néstor Nocetti. Today, Globant (NYSE: GLOB) is a global leader in digital and cognitive transformation, operating in 30 countries and employing over 27,500

professionals. Globant is listed on the New York Stock Exchange with a market capitalization of over \$10 billion and a value of \$246 per share. "Globant empowers the world's leading companies to reinvent themselves, driving their businesses forward and unlocking their potential," says Mr. Matzkin. "We specialize in designing and implementing tailor-made digital

transformation processes for top global brands, leveraging new solutions in partnership with strategic allies such as AWS, Azure, GCP, Salesforce, and SAP, among many others. This commitment extends worldwide, making life easier for clients everywhere."

Some of Globant's everyday tools and services include developing a significant portion of the banking applications used for online banking access, contributing to the design and creation of popular video games such as FIFA and other EA games, and working on the digitization of entertainment experiences in sports stadiums, such as the case of the new Intuit Dome of the LA Clippers, or in theme parks like Disney in the US or PortAventura in Spain.

The company secured its first client in Europe back in 2012, Mr. Matzkin recalls. "This marked the beginning of our expansion in the region. As we continued to grow, we established our primary European hub in the heart of Madrid in 2019. This strategic move was just one aspect of our broader investment in Europe aimed at solidifying our position as one of the leading technological players in the region. Our commitment to growth has been instrumental in strengthening our presence across Europe. Today, we boast a workforce of over 5,000 Globers spread across 13 countries on the continent. Day by day, we actively reinforce our position as a key player in the IT industry throughout Europe."

The recent opening of their new innovation center in Berlin is a fundamental component of Globant's expansion strategy in Europe, according to Mr. Matzkin. "Berlin plays a crucial role in this process due to its status as a top city for innovation. The



city is recognized for being home to the country's leading technology and digital companies, making it a vibrant ecosystem of innovation and technological talent. The city has a rich history of innovation and entrepreneurship, attracting bright minds from around the world. Additionally, it offers an outstanding environment for collaboration and ideas exchange, with a diverse and dynamic technology community." Globant's offices in the German city are designed to accommodate over 100 Globers. The new Berlin facility serves as the central location for the company's inaugural Business Innovation Hub in Germany, established with the goal of

bringing together partners and professionals from the DACH region. Additionally, from Berlin, they will provide support to over 20 clients in sectors such as banking, healthcare, retail, entertainment, and media. "From this new location, we aspire to be catalysts in the reinvention and transformation process of major European organizations, not only in Germany but also across the DACH region, which encompasses Germany, Austria, and Switzerland, as well as Northern Europe in general," says Mr. Matzkin. "This step represents our ongoing commitment to innovation and contributing to technological progress at the heart of Europe."

Globant has experienced uninterrupted expansion worldwide in the last decade, with Europe being one of the key regions for this growth. The company has contributed to economic development, job creation, and business growth in the countries where it operates, highlighting through the opening of innovation centers, the acquisition and support of local businesses, and the promotion of research and development (R&D).

About Globant

Globant is a digitally native company that helps organizations reinvent themselves and unleash their potential. The company has more than 27,500 employees and is present in 30 countries across 5 continents, working for companies like Google, Electronic Arts, and Santander, among others. Globant was named a Worldwide Leader in AI Services (2023) and Worldwide Leader in CX Improvement Services (2020) by IDC MarketScape report. The company stands among the top 100 fastest-growing companies in the world (2023), according to Fortune. It was also featured as a business case study at Harvard, MIT, and Stanford. Globant is an active member of The Green Software Foundation (GSF) and the Cybersecurity Tech Accord.

Globant

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Robotic automation leader expands into Europe

Mujin, a global leader in intelligent robotic automation, recently opened its first European office, strategically located in the Netherlands. This expansion follows a series of transformative achievements, including significant funding, global expansion and growing market adoption, positioning Mujin as a significant player in delivering cutting-edge automation solutions to a broader international audience. "We are very excited to enter new markets in Europe," says Lukasz Drewnowski, CEO at Mujin Europe. "We already have many partners in Europe for whom our close presence will certainly make collaboration even easier. The European market is very mature and customers expect very high standards. We feel that Mujin is a perfect fit to meet these requirements and will become the number one choice for local customers."

Mujin, a robotics technology company, develops "machine intelligent" robot controllers that are designed as a common platform for industrial and collaborative robots specializing in logistics and other pick-and-place applications. Launched in Tokyo in 2011 with offices in China and in the U.S., the company works with many of the world's largest companies to make material handling applications easier to deploy, more accurate and less costly. Mujin currently focuses on material handling tasks, addressing labour challenges by deploying robots for tasks that are dirty, tedious, or dangerous, and allowing human labour to be used more effectively. However, Mujin's ambitions extend beyond warehouses and manufacturing facilities, envisioning a

future where intelligent automation benefits endeavours of any size. "We aim to revolutionize robotics and create a more creative and innovative world," Lukasz summarises. "Our overarching vision is to free humanity from manual labour, allowing people to focus on creativity, innovation, and making the world a better place." The ground-breaking, 'zero teach' The MujinController platform is at the core of their approach, he adds. Unlike traditional teaching methods, it uses machine intelligence technology to give robotic systems real-time decision-making ability that enables truly autonomous, reliable, and production-capable robot applications. By leveraging machine intelligence and real-time digital

twins, Mujin's robotic technology allows for motion planning without the need for deterministic waypoints. The real-time aspect of The MujinController platform involves gathering data from all pipelines every millisecond, enabling the robot to simulate into the future and plan multiple moves ahead for optimal pathfinding. This approach enhances automation precision and safety, offering a significant advantage in both existing and new applications. Another distinctive feature of Mujin's technology is its ability to handle exceptions or changes in the robot's state, ensuring recovery for safety even in unforeseen circumstances like power outages. The MujinController platform currently supports more than 1,000 systems in production and the company has a number of high-profile strategic partners, including robot original equipment manufacturers like ABB, Fanuc, KUKA, Yaskawa, Universal Robots and Kawasaki. Lukasz additionally highlights one of their most recent innovations, released in 2023: TruckBot is an autonomous robot, which excels in unloading truck trailers and shipping containers at an impressive rate

Mujin's latest innovation



The MujinController

of more than 1,000 cases per hour. Crafted as a ground-breaking warehouse solution, this innovation seamlessly integrates with standard conveyors commonly found at loading docks. With a remarkable reach of up to 52 feet into truck trailers or shipping containers, TruckBot adeptly handles boxes weighing up to 50 lbs. Its versatility extends to efficiently managing containers with diverse packing complexities and mixed SKU loads. Having made its debut earlier this year at ProMat in Chicago, TruckBot continues to garner attention and recently showcased its capabilities at IREX in Tokyo. Boosted by a Series C funding round, completed in September 2023 and bringing its total funding up to \$150

million, Mujin has now set its sights on international expansion. "Our priority is to serve end customers in high-cost countries where automation makes the most sense due to labour shortages and labour costs," Lukasz explains their decision to establish a presence in Europe. "In addition, we would like to build relationships with large and medium-sized European material handling companies. We have divided Europe into four strategic areas, for which dedicated sales and business development directors will be responsible." Lukasz held pivotal positions, including Business Manager, Operations Manager, and Managing Director, during his tenure at ABB Robotics in Poland, China, and the

UK. In his current role, Lukasz is dedicated to shaping and guiding the vision and strategy for Mujin's entry into the European market. He is actively engaged in fostering positive relationships with both customers and new employees, contributing to the growth and success of the company in the region. Mujin has opted for the Netherlands to serve as its European headquarters. The country is strategically located in the heart of Europe, making it an excellent hub for businesses with European and international operations. A multilingual, business-friendly environment and with a government that actively supports foreign investment and business growth and innovation. The Dutch office is tasked with penetrating the European logistics and automation market, hosting a demo space for clients to see Mujin innovations in action. "Europe is full of opportunities, especially now when logistics is growing very strongly," Lukasz comments. "Mujin is a technology company; our priority is to promote our technology and make it the first choice of automation adopters. We want to achieve this by being a technology supplier to system integrators, machine builders (OEM's) and end customers. To show the benefits of the MujinController platform platform, in some cases we will also want to take responsibility for the entire project and deliver a ready-made system."



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New AI chip democratises market

Ambient Scientific's first AI SoC, GPX10, has gone into volume production. GPX10 is designed to run cloud-free AI applications on portable battery-powered devices. "GPX10 is the perfect chip for battery-powered AI applications agnostic of industries across all application verticals – sensor fusion, audio and vision," says Ambient Scientific co-founder and CEO, Gajendra Prasad "GP" Singh. He emphasises that GPX10 provides incredible performance to enable on-device AI while consuming ultra-low power.

The inception of Ambient Scientific is deeply rooted in personal tragedies for both founders. Both GP Singh and Satish Kutty experienced personal losses in their family due to slip and fall accidents, something that could have been easily avoided, had the right AI tools existed then. "There was a catch – AI until then had typically been relegated to expensive and power-hungry cloud servers, mostly out of reach for the average person," says GP. "To truly make AI ubiquitous and useful, it needed to be ingrained into our everyday lives through devices we carry on us and can run on batteries. No such hardware or semiconductors existed to power AI applications on tiny, portable, power constrained devices. Ambient Scientific was thus born, with the mission to bring the power of AI to all, by making it accessible and sustainable."

Thus far, the team has created breakthrough technology called DigAn™ using a combination of high-speed digital and analog circuit technologies. "Using this, we have created our first working product GPX10, a completely programmable microprocessor with 10 AI cores to enable AI applications on battery powered devices," GP explains. "Most recently, after several trials with various customers including Tier 1 Automotive customers, GPX10 has gone into volume production for field deployment and commercial availability." GP emphasises that GPX10 provides incredible performance to enable on-device AI while consuming ultra-low power. "For reference, while GPX10 can deliver the same performance as an Nvidia Jetson Nano (512 GOPs), it does so at a fraction of the power

consumption (several thousands time lower) and at a form factor inconceivably smaller (smaller than your fingernail). Thus GPX10 breaks down the long established tradeoff between performance and power." GPX10 is also an extremely versatile and programmable chip meaning that unlike some market alternatives, the chip is not restricted to certain applications and can be programmed by users to build their own AI models and algorithms for their own applications; because the chip is so versatile, these applications are extremely varied. While currently focused on commercialising GPX10, Ambient Scientific also continues to work on other products. "Because of the scalability of the DigAn™ architecture, we are not just limited to GPX10 currently built on a 40nm process node. We have a rich product roadmap scalable across process nodes and number of cores to allow product development of GPX20, GPX32 all the way up to GPX64," says GP. "In the future we envision capturing much of the AI processor market by realizing our product roadmap, evolving our software ecosystem and toolchain to achieve our simple mission – make AI accessible and sustainable for the betterment of all human lives."

Ambient Scientific
Website: ambientscientific.ai

Global bank expands in Florida

BNP Paribas Securities Corp., a unit of Europe's leading bank BNP Paribas, is a multi-asset servicing specialist committed to helping its clients achieve their ambitions both in terms of investments and cross-border distribution. The company is active in over 90 markets worldwide. It recently opened a new Miami location, and has appointed Matt O'Connor as Head of this new office. Matt believes that adding Miami as a key location for their corporate and institutional banking business will be an important part in getting closer to their many clients in the South Florida area and servicing their needs more efficiently. "We look forward to this new beginning, with a sustainably designed office and also developing a bigger partnership with the vibrant greater Miami community," he comments.

BNP Paribas is the European Union's leading bank and a key player in international banking. It operates in 65 countries and has nearly 185,000 employees, including more than 145,000 in Europe. The company has also built a strong and diversified presence and product suite in the United States (US) to help serve its clients in today's changing world. It employs over 3,500 people in the US across 10 states, including the new office in Miami, FL. As BNP Paribas continues to pursue and execute on its growth ambitions in the region, the Miami campus will integrate seamlessly with the bank's other offices in New

York City, NY, Jersey City, NJ, and Chesterbrook, PA, outside Philadelphia, each with their own strong identity. "The new Miami office expands our global markets business in the US which is a main goal of our growth plans," says Matt. "Miami is a prime location for our corporate and institutional banking business and will be an important part in getting closer to our many clients in the South Florida area and servicing their needs more efficiently." He adds that BNP Paribas Securities Corp.'s Miami office is the latest example of the firm's efforts to create best-in-class platforms and products

for its increasing numbers of Miami-area clients, and focuses on credit, equities, and macro Global Markets products. "The Miami hub will focus on adding new clients in South Florida, and also provide a gateway to fresh business in Latin America and other areas." The official opening of the new Miami location was celebrated with a ribbon cutting ceremony complete with speeches from national, state and local elected officials, Miami area trade groups, French trade and government representatives, senior BNP Paribas officials and staff, and others. BNP Paribas also hosted a tour of its fully completed offices and in celebration of Art Basel Miami Beach art fair, had an unveiling of the office's artwork created by Najja Moon, a rising local Miami artist supporting strong diversity, equity and inclusion ideals.



BNP Paribas
Website: usa.bnpparibas.com

Ready for the future with composable commerce

BetterCommerce is active in the field of 'Headless and composable commerce', a modern approach to building digital commerce platforms where businesses can select and integrate various best-of-breed commerce components, like inventory management, payment processing, and customer experience, instead of relying on a single monolithic solution. This modular architecture allows companies to tailor their commerce stack to their specific needs, enabling greater flexibility, scalability, and speed in adapting to market changes or new technologies. Pranu Dhyani, Brands and Communications Manager at BetterCommerce, highlights how BetterCommerce assisted DaMENSCH, a brand renowned for its commitment to comfort and style, in redefining their digital footprint and enhancing the overall shopping experience for their customers. By choosing BetterCommerce, DaMENSCH is embracing a tech-forward approach for efficiency and growth, and redefining the way commerce is carried out in the Indian Direct to Consumer space.

The BetterCommerce is built with an API-first approach, ensuring easy integration with other systems and technologies for enhanced flexibility and scalability. Their key strength lies in their complete commerce stack, according to Pranu. "Our modules and functionalities minimise the need for integrations making the operations more seamless. This helps businesses to bring down the Total Cost of Ownership. BetterCommerce also provides most features out-of-the box and hence a lesser need for third party point solutions." BetterCommerce's inaugural customer in

India, DaMENSCH, is a fast-growing online clothing retailer. The company had complex digital commerce needs that required a robust and scalable solution. BetterCommerce provides this with its headless and composable commerce approach, allowing DaMENSCH to, among others, implement bespoke features such as Estimated Delivery Dates (EDD), Custom Offers, Merchandising Rules, and a Central Commerce Hub, enhancing the overall shopping experience. BetterCommerce's solution also enables DaMENSCH to set up a real-time data warehouse by accessing

raw data from the commerce platform. This feature is crucial for DaMENSCH to derive better analytics and insights, aiding in more informed decision-making and strategy development. On that note, Pranu emphasises that the choice for BetterCommerce by DaMENSCH was also driven by the need for a solution that could support their future technology requirements amidst growth. BetterCommerce's headless and composable approach offers the flexibility and scalability needed to adapt to changing business needs and market dynamics.

"BetterCommerce envisions the future of digital commerce in India as transitioning towards more advanced and flexible technological frameworks, such as headless and composable commerce," says Pranu. "We recognise that India's digital commerce landscape is still in the early stages of adopting these modern approaches, so we see a role for ourselves in educating businesses on the benefits of these technologies. We will adjust our positioning and offerings to better suit the needs of Indian businesses, acknowledging that this adjustment will take some time."

BetterCommerce anticipates that the new generation of e-commerce in India will include advanced use cases like omnichannel sales through a single platform, endless aisles, and cross-border sales. BetterCommerce is set to reap the benefits of being an early mover in India and aims to be at the forefront of enabling these capabilities for Indian businesses.



BetterCommerce
Website: bettercommerce.io

BetterCommerce Fuels
DaMENSCH Expansion Strategy
with Composable Commerce



Head to toe brand consistency

Germany-based Born Originals® was founded in March 2014 by Melvin Lamberty with the idea of making personalised, one-of-a-kind footwear accessible for everyone. In 2022, the brand relaunched with several new shoe models. Born Originals® now makes its own footwear, sustainably produced in Portugal in a family-run factory, using high-quality materials. The company sells directly to consumers under its own brand but also specialises in corporate footwear, customising every detail of the shoe to customer specifications. By branding your shoes, you're turning your employees into walking billboards for your brand, as Romina Desenz, responsible for project management at Born Originals, explains. "We are all familiar with branded polo shirts, lanyards and caps. We're adding high-quality, European-made branded footwear to the mix."

Made of quality materials in Europe, Born Originals® -branded shoes are available to consumers directly from the company's own website, b2b.bornoriginals.com. For B2B customers, the company removes its own branding down to the insole, so that companies and organisations can personalise the shoes and create their own designs. Born Originals manufactures the custom corporate sneakers in series, at its own factory in Portugal, with a minimum quantity of 20 pairs. "Our production facility has years of experience in the footwear industry, which is why we can also handle large orders with ease," says Romina. "We serve a variety of sectors of industry and trade, with customers including Ferrero, Accenture, McDonald's, Schwäbisch Hall, PYUR and Schindler, among others."

Branded sneakers are popular with these, as well as many other companies and organisations, for various reasons: to ensure head to toe brand consistency for their staff at trade fairs or company events, for example, but also as a Christmas present or to motivate employees, among others.

At Born Originals®, customers have many design options. Whether they choose a simple design and the discreet

promotional products industry, held in Düsseldorf. Here, the company presented its unique sneaker models, which are characterized by high-quality materials and many years of experience in production. "The trade fair also offered us the opportunity to network with agencies, promotional product distributors, marketing experts and merchandising buyers," says Romina. "It offered the ideal platform for Born Originals® to present our unique concept."

placement of a logo or an eye-catching design with bold advertising, anything goes. "We can personalise every part and aspect of the shoe, including the laces and soles," Romina points out. "We can also create colour accents in the corporate colours of the company by using a wide variety of materials in genuine leather or vegan materials. Finishes such as embroidery, embossing, laser engraving and various prints ensure a highly individual look."

At the start of the year, Born Originals® participated in the PSI Trade Fair, the largest European trade show for the

**BORN
ORIGINALS**

Born Originals®
Website: b2b.bornoriginals.com



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A Hybrid Approach to Improving Battery Performance

Electra Vehicles aims to be the brainpower behind tomorrow's battery management systems by combining battery science, artificial intelligence, and cloud computing to extend life, maximize performance, and predict failures of electric mobility solutions. In a recent demonstration, Electra's core technology – EVE-AiTM Adaptive Cell Modeling System – outperformed the industry standard for estimating battery charge, resulting in 2x reduction in estimation error. Dilip Warriar, VP of Engineering, talked to Business Trends about what makes their approach to improving battery performance unique and powerful.



Electra Vehicles was co-founded in 2015 by Fabrizio Martini, who came to the idea while working as a Principal Investigator on a NASA project. Dr Martini is an expert in energy storage technologies and has 12 years of prior experience in business and development in the ultracapacitor field. With Electra, he is focused on significantly improving battery performance for mobility applications and more. Electra Vehicles creates software solutions that combine powerful battery modeling and AI and run both in the car and the cloud. These solutions enable battery developers, OEMs, and fleet managers to more accurately estimate battery State Of Charge (SoC), State of

Health (SoH), Remaining Useful Life (RUL), and battery fault risks to improve the lifetime and reliability of batteries. Dilip Warriar is the VP of Engineering at Electra and brings more than 20 years of experience in software development and leadership and a Ph.D. in Electrical Engineering to the technical team. Dr Warriar notably has in-depth expertise in machine learning, cloud software, and embedded software development. "We approach battery design, analytics, and controls through a hybrid approach of battery science and AI," Mr Warriar elaborates. "The battery science approach works well for the beginning of life of the battery while the AI approach works well as the battery ages. Using this

hybrid approach, we can maintain consistently high performance as the battery ages. Further, Electra deploys both embedded and cloud software to take advantage of the real-time capabilities of embedded devices in the car and the computational capabilities of cloud software. Due to these hybrid approaches, Electra can address issues with existing technologies which degrade in performance as the battery and the vehicle get older."

The Electra team has been innovating at an extraordinary pace since the company's inception, supported by pre-seed investments in 2018, and a \$21M Series A Round in January 2023. Electra Vehicles continues to expand its global reach and surpass industry Standards. Recently, it announced the results of a demonstration to showcase accuracy improvements to electric vehicle driving range estimations. Electra's core technology – EVE-AiTM Adaptive Cell Modeling System – outperformed the industry standard for estimating battery charge, resulting in 2x reduction in estimation error.

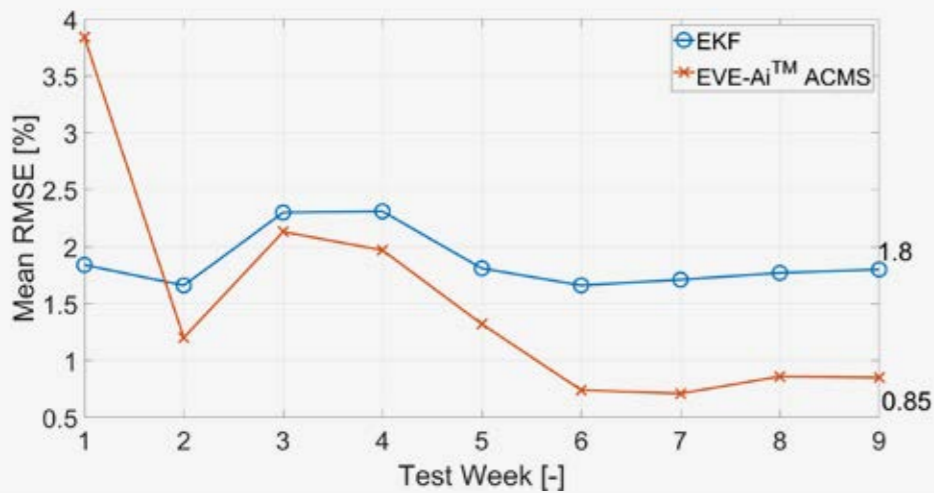
Electra partnered with a semiconductor provider to construct a battery pack that was capable of delivering real-time battery cell data from the pack to Electra's cloud-based EVE-AiTM software through a battery management system and IoT gateway hardware. Using this setup, Electra showcased that its



integrated software solution could retrain the battery management system using artificial intelligence and machine learning to predict a battery's state-of-charge SoC more accurately than the industry standard method, known as Extended Kalman Filtering (EKF). Dr. Warriar explains that the industry standard EKF algorithm does not capture the aging of a Lithium ion battery well. As a result, its performance can degrade over the age of the battery. "In contrast, Electra's approach collects data from the battery to continuously retrain its AI model and hence its performance is consistently high even as the battery gets

older. We found that we could improve its performance over EKF by a factor of two and we are continuing to push the performance further. This is important because inaccuracies in SoC estimation can lead to inaccuracies in range calculation for EVs. Range anxiety is known to be the largest deterrent to EV purchase and technologies such as Electra's Vehicle SoC estimation can alleviate such range anxiety." At the 2024 Consumer Electronics Show (CES), Electra Vehicles presented another demonstration of the capabilities of EVE-AiTM 360, alongside Texas Instruments (TI), on miniature demonstration vehicles

that utilize Texas Instruments' industry-leading battery management system (BMS) development platform and wireless BMS hardware. "Modern cars are undergoing a software-centric transformation, driven by consumer expectations for convenience and higher levels of safety," said Mark Ng, General Manager for EV/HEV powertrain at TI, in a press release on the subject. "The industry-leading battery monitoring accuracy of our BMS products combined with Electra's AI-enabled software harnesses vehicle-specific and fleet-wide battery pack data to generate precise battery state-of-health trends and predictive models. Together, this technology enables more intelligent, safer battery management systems." After successfully demonstrating its capabilities, Electra Vehicles is partnering with fleet managers, OEMs, and battery manufacturers to bring its products to market worldwide.



Electra's Adaptive Cell Modeling System (ACMS) is 2x more accurate than EKF after 9 weeks of accelerated battery aging



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Microsoft selects Nuvei to accelerate payments

Global payment technology company Nuvei Corporation has been selected by Microsoft to deliver leading payment experiences for customers of its products, solutions, and services. Microsoft will start using Nuvei's customizable and agile payments technology in key markets, while benefiting from Nuvei's deep local knowledge to optimize its payments for recurring billing and individual transactions across multiple products within Microsoft Office, Teams, and Dynamics. Other aspects of Nuvei's global payments capabilities Microsoft is harnessing include optimized authorization rates through local acquisition and superior risk management that minimize false declines, as well as Nuvei's ability to offer all of the relevant local alternative payment methods to each market through a single integration, as Yuval Ziv, President, Nuvei, explains.

Nuvei was established in 2003 by current CEO Philip Fayer. In 2006, Nuvei gained an investment from Goldman Sachs, which funded Nuvei's acquisition strategy. Since its founding, Nuvei has expanded significantly, organically and through acquisitions. Today, it is a global payment technology company with clients around the world. Its modular, flexible, and scalable technology allows

leading companies to accept next-gen payments, offer all payout options and benefit from card issuing, banking, risk and fraud management services. Connecting businesses to their customers in more than 200 markets, with local acquiring in 50 markets, 150 currencies and 669 alternative payment methods, Nuvei provides the technology and insights for customers



and partners to succeed locally and globally with one integration.

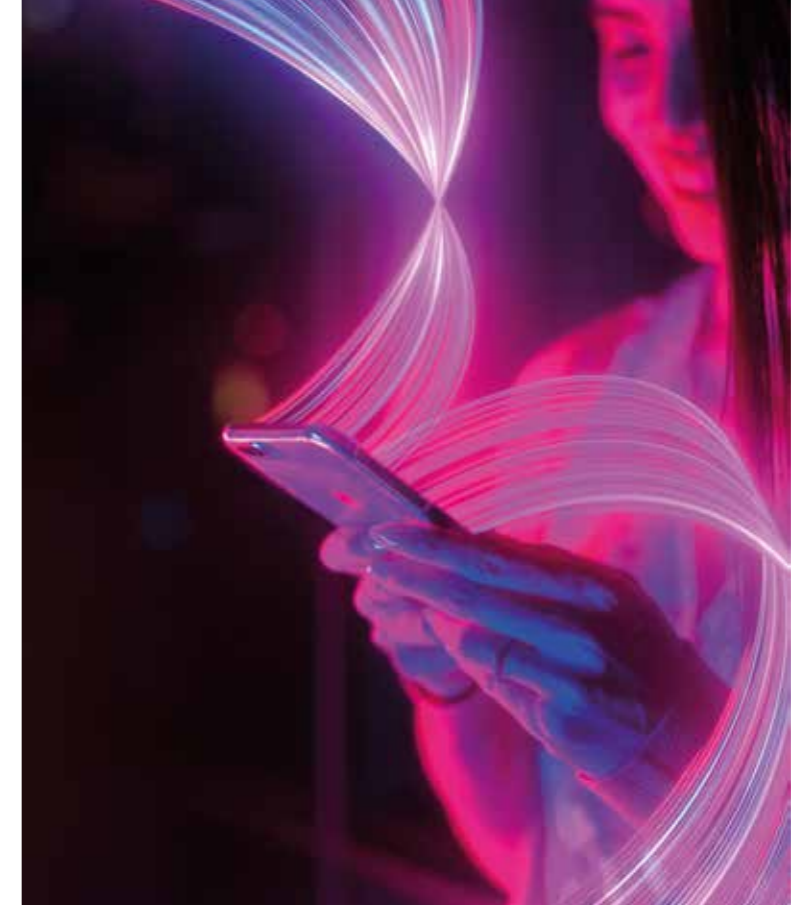
Yuval Ziv, President of Nuvei, is responsible for the company's commercial strategy and its execution, including establishing and maintaining the Nuvei's strategic alliances to facilitate the company's global growth strategy in digital payments, with additional focus on leading the global commercial teams. A high-tech industry veteran and sought after conference speaker, Ziv's achievements in international online payments spans over seventeen years of financial and IT industry experience. With vast knowledge of global payments, processing technologies, industry regulations, and payment culture, Ziv continues to harness success in the international online payments industry. "Nuvei has the most flexible and modular tech stack," he states. "Our platform has the highest number of payment methods and industry-leading uptime. These features allow B2C and B2B merchants, ISVs and other sales organisations across the world to optimize their acceptance rates and expand across the globe at speed and

scale. At the same time, Nuvei's expertise helps business succeed in these different regions, providing the necessary local knowledge and on-the-ground support."

Mr. Ziv highlights that WeCook, a subscription-based meal business, chose Nuvei to optimize its recurring billing payments, help reduce cart abandonment, increase conversions, and accelerate revenue. "WeCook was able to save up to 65% on its processing costs by making the switch to Nuvei." OnBuy.com, meanwhile, one of the fastest growing eCommerce marketplaces in the UK, experienced over 35% revenue growth from a 13% increase in conversion rate in the first month of optimizing its payments with Nuvei. Finally, Nuvei has joined forces with Nayax to revolutionise the EV charging landscape for two prominent brands, Circle K and Couche-Tard.

Microsoft will also start using Nuvei's customizable and agile payments technology in new markets. "We're pleased to extend our payment solutions in key regions," added Ajith Thekadath, Vice President Global Payments at Microsoft, said in a press statement. "Whether it is a one-off purchase, software subscription, or in-game purchasing, payments are critical to our overall customer experience. Partnering with Nuvei enables our customers to pay wherever they are and whenever they want to."

"Nuvei and Microsoft consider this an ongoing partnership; the two enterprises will go to market together with a goal of improving the satisfaction and experience of the existing Microsoft client base," says Mr. Ziv, adding that



while Microsoft will initially start using Nuvei's customizable and agile payments technology in EMEA, both companies are committed to extending this partnership across additional markets, as well as exploring new use cases to enhance the overall Microsoft experience. This includes Microsoft Dynamics 365, its business applications technology suite that drives operational efficiency and improved enterprise resource management. Nuvei is already working closely on developing its relationship with Microsoft's existing partners on joint projects in areas related to banking and embedded finance.

Reflecting on the future, Mr. Ziv opines that the payments technology landscape is entering an era of performance, with a focus on revenue acceleration for merchants. "It's now evident that, through payments optimization, incremental wins throughout the transaction process can have significant impact on bottom line. This includes minimizing key revenue drains such as false declines. Nuvei's payments technology is modular and flexible, so is uniquely positioned to offer merchants

these marginal gains at every step of the transaction journey. This includes à la carte authorization optimization tools like smart routing, one-click payments, intelligent authorization and retry tools, and many more. To navigate this era of payments performance, it is critical for merchants to work with partners like Nuvei who can provide them with the necessary tools, data metrics and ongoing support to improve authorization rates, optimize their payment mix, and accelerate revenue."

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Crystal Lagoons Expands PAL™ Projects

Crystal Lagoons continues to conquer iconic cities in Europe. Having already launched in Prague, Warsaw, Bucharest, and Budapest, the company is now bringing beach life to Rome, Milan, Toulouse, Seville, and two additional Romanian cities. These Mediterranean cities will now also benefit from Public Access Lagoons™ projects, known as PAL™.

In this way, this innovation multinational company, founded by scientist Fernando Fischmann, is expanding to Italy and France and adding projects in Spain and Romania, where it already has successful complexes such as Santa Rosalía, Alcazaba Lagoon, and Central District Lagoon City.

The sustainability of Crystal Lagoons® technology was once again a determining factor for this agreement, the second with Forty Management, a prestigious and award-winning Romanian property developer with which the multinational has complexes in the Czech Republic,

Poland, Romania, and Hungary, characterized by their sustainability.

The introduction of PAL™ projects into touristic and landmark cities like Rome and Milan demonstrates their added value, and the appeal of bringing an idyllic beach life just steps from homes. The central piece will be a large crystalline lagoon suitable for swimming and water sports, surrounded by white sandy beaches, which anyone can access for an entrance fee. The complex will be surrounded by residential areas, hotels, stores, restaurants, and other high-end commercial and entertainment infrastructure.

“We are delighted that Crystal Lagoons, one of the world’s most innovative companies, has chosen Forty Management to expand into Europe. In partnership, we will bring beach life to the most amazing European cities and improve the quality of life through sustainable projects,” said Lucian Azoitei, CEO of Forty Management. “The disruptive innovation of Crystal Lagoons® technology, which allows bringing beach life in a sustainable way to any place in the world, is what generates the success of these crystalline lagoons. This has been recognized by avant-garde developers like Forty Management who, after confirming the trend in their first complex, repeat the model to develop new projects, even in cities that would be unthinkable like Rome, Milan or Toulouse,” said Jean Pierre Juanchich, Global Business Director of Crystal Lagoons.



About Crystal Lagoons

Crystal Lagoons is a U.S.-based multinational that has developed a technology allowing crystalline lagoons of unlimited sizes to be built and maintained at low cost anywhere. It has more than 1,000 projects at various stages of development and negotiation worldwide. With over 3,000 patents in 160 countries, its sustainable amenities use up to 100 times fewer chemicals and only 2% of the energy required by conventional pools. Bureau Veritas verified the technology’s efficient water use, concluding that a 1-Ha/2.5-ac. lagoon utilizes 33 times less water than a golf course and 40% less water than a park of the same size. Crystal Lagoons® amenities can use sea, fresh, and brackish water, which is abundant and has no other use.

CRYSTALLINE LAGOONS OF UNLIMITED SIZE

Crystal Lagoons
WORLD'S TOP AMENITY

CONTACT: press@crystal-lagoons.com