

serafin

UNTERNEHMENSGRUPPE

Verantwortung aus Tradition



Conica AG

Together with Serafin, Conica AG started numerous projects and implemented a new strategy



Establishment of an independent operating company

- ◆ Set-up of an IT system for Conica within a six-month period
- ◆ Recruitment for the existing vacancies (hiring nine employees for controlling, procurement, sales and other departments)
- ◆ Introduction of an integrated financial planning tool as well as provision of funding for investments

Increase in sales in existing and new markets

- ◆ Enhancement of the distribution structure as well as regional expansion (inter alia, certification of new dealers, establishment of foreign subsidiaries)
- ◆ Establishment of the business segments “Industrial Flooring” and “EPDM-granulates”

Implementation of strategic measures

- ◆ Realization of synergies as well as expansion of the product range through the acquisition of Playtop Licensing Limited (UK)
- ◆ Establishment of Conica as a comprehensive systems supplier

CONICA