

This company is a leader in the production of prototypes and pilot series for instance in the field of rapid prototyping. Personal advice and customer proximity are just as natural as the support through the entire manufacturing process. By acquiring another company, the organization wants to expand its portfolio.

### **1. *The current situation?***

Often, it is appropriate that the prototype of a tool, for example must be produced in pre-series or as a sample component. Large suppliers cannot or do not want to make such a production quickly and at a good price-performance ratio. Flexibility and capacity for the production of original models or very small series are not lucrative and interesting for these companies, or they are too time-consuming.

This gap is being filled by a leading manufacturer of prototypes.

When there is the need for sample parts, prototypes or very small series, this company is the first address. Sophisticated technologies and innovative ideas, as well as a highly qualified team ensure the perfect realization within shortest time. Customer proximity and support during the entire manufacturing process, but also complete solutions ensure high customer satisfaction and loyalty.



### **2. *The market and the business model:***

Continuous growth in the area of tool production and rapid prototyping, including additive manufacturing, has been recorded in recent years. This trend is fueled by the increasing demand of, for instance, the automotive industry in the field of rapid prototyping. The market in this area is estimated to be at least \$ 5 billion by 2020. It favors companies that can invest in innovative machines and react flexibly and swiftly. At present, the demand for the production of highly specialized prototypes exceeds supply on the market. This development is fueled by the fact that there are only a few companies specializing in prototype production.

A growing market in the field of additive manufacturing, synonymous also called 3D printing, in the aerospace industry, but also in the medical technology. Therefore, this technology enjoys increasing popularity. The relevant target groups are currently small and medium-sized companies in the Berlin / Brandenburg region, but also large corporations from Asia, Eastern Europe and the DACH region. The decisive factor is the rapid development of high-quality product prototypes, which enable an early test phase and thus a very good cost efficiency. The company offers these flexible manufacturing processes, thereby enabling rapid decision-making and cost reduction of pre-series or similar. The company has a leading position in the Berlin / Brandenburg area and profits from increasing trends in prototyping. The team of specialists, with innovative ideas in the field of patent development, as well as the use of sophisticated technologies that are used, continues to develop the wealth of experience of the company. The complete solutions offered give the customer the space he needs and the support he requires. The growing market for additive and generative manufacturing processes and the largely unique position, but also the many years of experience and the growing customer base of the company ensure an increasing profit.



### **3. *What are the advantages of the company?***

An exceptionally high level and many years of experience in the prototype and sample component production, highly qualified specialists, advanced technologies and a high degree of innovation in the field of patent development, as well as fast production and an established



customer base in the automotive, engineering, medical, aerospace and aviation industries are evidence for the exclusivity of the company. The order situation and the high demand currently exceed capacity, so that orders have to be delegated to subcontractors. In addition, there is a shortage of suppliers of toolmaking in the EU. This gap is closed by equity-financed companies through effective and rapid production, as well as good customer loyalty. The location Germany also demonstrates high quality and reliability in production. ISO certification is currently running.

#### **4. *What competition is there?***

There are only a few suppliers in Germany that serve a similar production stock. However, all competitors lack an equivalent expert knowledge. Only very few companies are ever active in the field of sample production. Although there are similar companies in the Berlin / Brandenburg area, they can only react very slowly and clumsily due to their size. Two competitors are particularly noticeable, but one of them does not pursue a growth strategy and additionally awards a number of orders to the company in question. The other company is ISO-certified and works in the field of precision mechanics and prototype construction. However, this company has no focus.

#### **5. *Which financing is needed?***

For the acquisition of the new company 1.5 million € are needed. The aim of the capital is to expand the company's sphere of activity so that it can expand in the long term and become even more efficient.

#### **6. *What vision does the company have?***

The company's focus is on the long-term increase in production capacities, as well as the increase in sales and the expansion of market leadership in rapid prototyping and machining. This vision should be made possible through the acquisition and the expansion associated with it. The company history shows that an annual turnover of up to € 6 million is possible.

**7. Which team is behind this**

The company is run by a highly motivated and well-trained team. Leadership experience, key skills and industry knowledge are some of the noteworthy team features. Being a long-time employee ensures a high degree of experience and identification with the company.

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