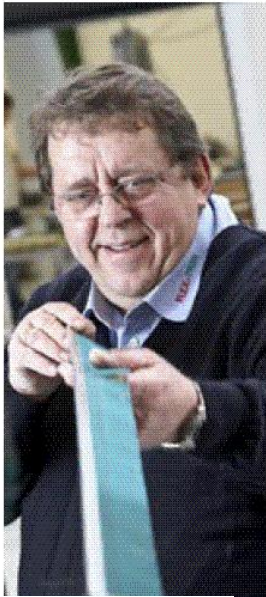


Danish Innovation impresses world leading aeroplane manufacturer

The Danish company Flex Trim was founded on the basis of the good idea, but director Mr. Poul Erik Jespersen realised early that there also must be a balance between business and the good ideas.

New ideas and profits as a vision

- The new ideas should be the basis for new markets and a continued growth. The "old" ideas should ensure profit performance to keep on financing the development and the growth. That is what the director, Mr. Poul Erik Jespersen, of the Danish company Flex Trim A/S says, when he is asked to explain how Flex Trim runs its business. Also the balance in the economy is in focus.



Poul Erik Jespersen controls the result.

There is no doubt about if it is an innovative company, when you arrive to Flex Trim – letters patents are hanging all over the wall "and there will be more of them in the future", Poul Erik Jespersen says with a sparkle in his eye.

The vision for Flex Trim arose, when Poul Erik Jespersen in the mid-eighties was a Production Manager and was responsible for a division with 20 employees, who all sanded MDF by hand - a vision to make surface sanding easier and better.

With starting point in the wood industry this vision has brought the company far and wide in the world, where it today supplies to all industries, where hand sanding takes place and where a high surface quality is demanded.

It is about quality – not only on the surface

The sanding system, which is the foundation for Flex Trim, has made hand sanding superfluous and the sanding result much better.

With a combination of abrasive, brushes, support brushes and cuts Flex Trim has found a sanding system, which not only guarantees an optimal quality of surfaces but also on edges.

Exactly this bipartition that it is more effective and that the customer obtains a higher quality at the same time is one of the secrets behind Flex Trim's success. Another is that via the internal test centre the company ensures that the product exactly meets the customer's individual needs and the quality that Flex Trim wants to be known for. Flex Trim always delivers whole solutions including counselling, the unique products, installation and service.

As Flex Trim says in its slogan: "Quality - not only on the surface".

The good customer stories are endless

The innovative is shining, when Poul Erik Jespersen tells about the varied tasks that he and Flex Trim has solved during the latest 11 years. The tasks have often arisen, when Flex Trim has faced some challenges that nobody could solve – and found a solution. Flex Trim has found a solution by not following the others, but by seeking new and un-traditional solutions for construction and materials.

World leading aeroplane manufacturer was impressed

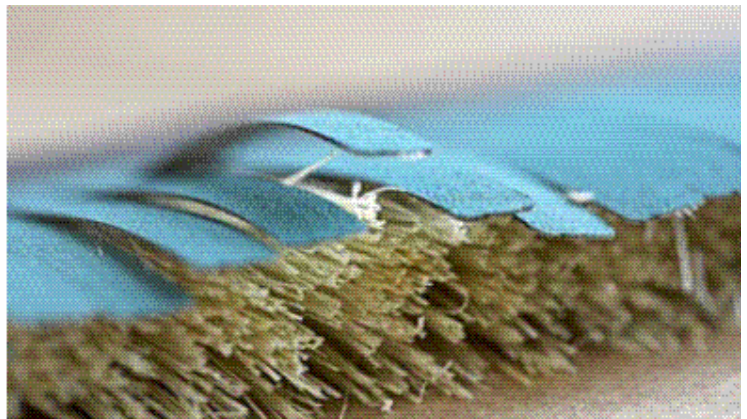
One of the latest references was added when Flex Trim's French dealer had a demonstration arranged by one of the world's leading aeroplane manufacturers. Before the meeting Flex Trim received a picture with the material, which need to be sanded. It was a 7 mm piece of metal with burrs after the cutting.

Flex Trim put together a sanding head with abrasive paper grit size 240, as they could see of the picture that the material was aluminium.

The visit at the factory took place under stringent security measures. The pass ports were delivered at the gate and Flex Trim was allowed to go inside. Here they were met by a delegation of 12 men in suits, who were there to see Flex Trim's performance. When Poul Erik Jespersen was asked if he could sand their titanium sheets with a good quality, he answered: "Certainly not"!

The test was carried out anyway and when the Frenchmen saw the result they were overwhelmed with excitement – they had never seen something like that.

The man, who was responsible for the surface quality asked, why Poul Erik Jespersen said that he could not solve the problem. Poul Erik answered: "I was not satisfied. We could have done it much better, if we had known that it was titanium and could have chosen the right grit size".



Brushes of cactus fibres or horse hair are some of the preferred materials to obtain the right quality.

Of course Flex Trim got the order!

To be continued...

Supervision of the dealers gives the possibility to develop

Flex Trim's sales world wide happen primary via local dealers. By means of Flex Trim's "business intelligence system" the dealers are regularly supervised to see the trend in their sales - if they sell sufficiently and follow the same trend in the sales as the other dealers.

The development of the dealer network is the significant challenge for Flex Trims' success. The company is constantly working on strengthening its organisation about the sales to the dealers to be able to optimise the sales further.

Both feet on the ground

Flex Trim has gone through a period of time with an expansive growth and is now in a phase, where the company must consolidate its position.

This has been done by keeping an eye on the economy during the whole process and not starting on new projects than it easily could handle.

Even that the company has a wide thinking and that big ideas always are welcome when a solution is going to be worked out, Flex Trim has always been able to keep its feet on the ground.

It has meant that sometimes there has been closed for new ideas and instead the company has focused on the operation, the sales and the profit performance.

