

How to manage Diversification in a mid-sized Company

Situation:

- No own natural resources like forests etc.
- Not much money to spend in failures
- Few reserves to support start-up losses
- Not enough people to explore many options

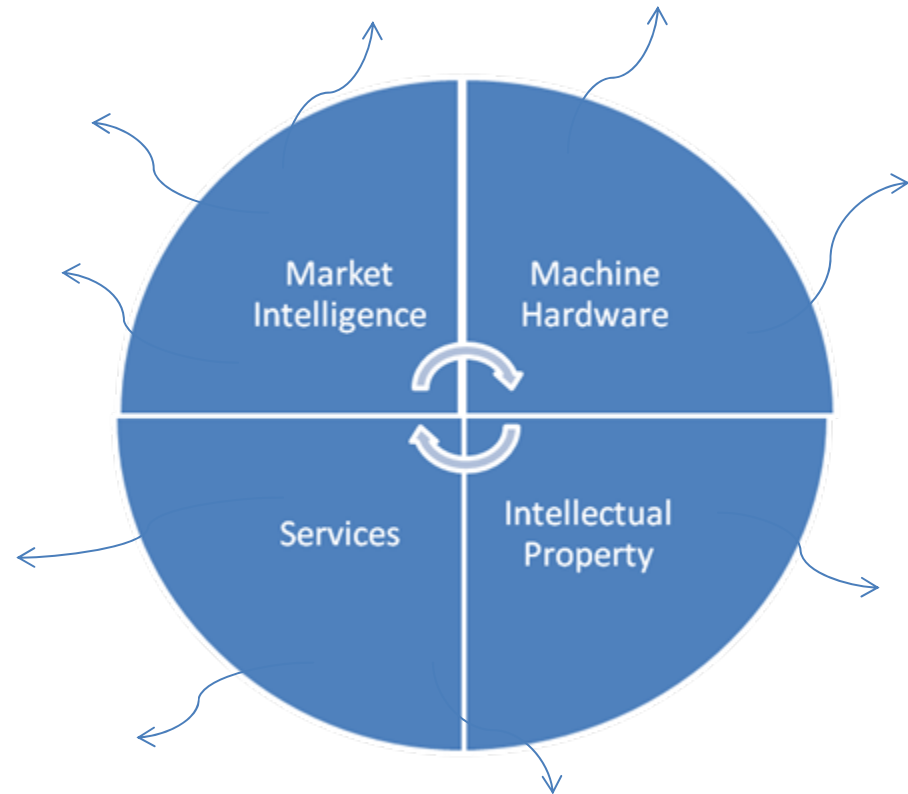
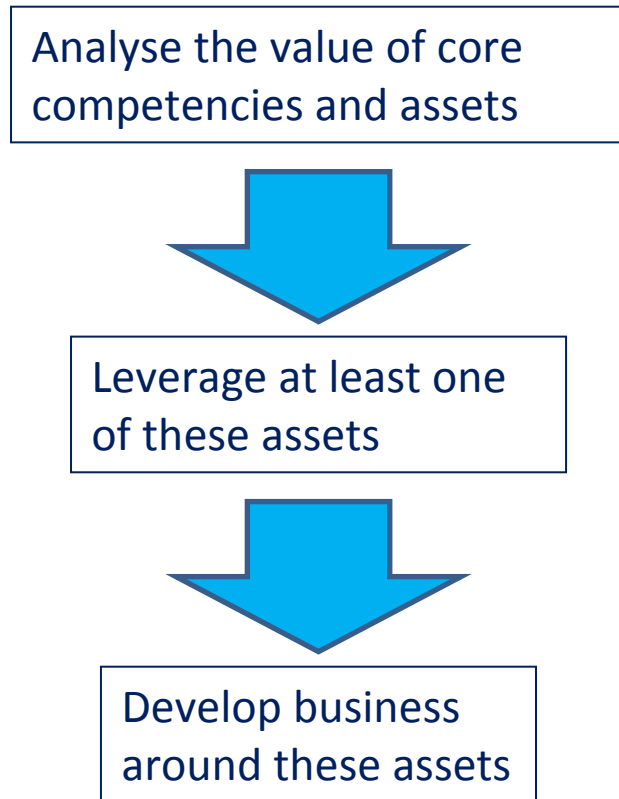


A lot of Risks



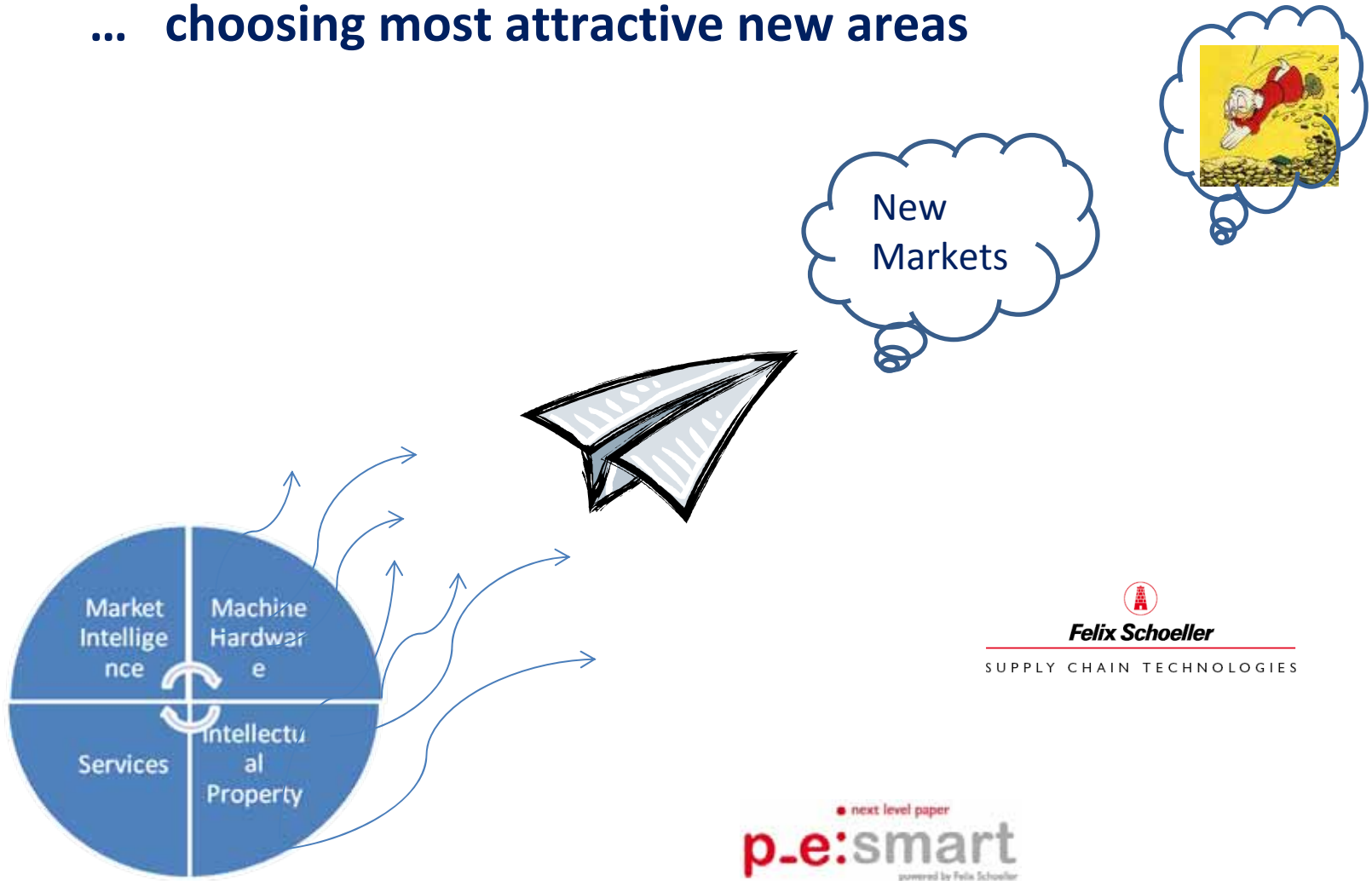
Managing *Risk*

... leveraging existing assets into new areas



Managing *Success*

... choosing most attractive new areas




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SUPPLY CHAIN TECHNOLOGIES

● next level paper
p-e:smart
powered by Felix Schoeller


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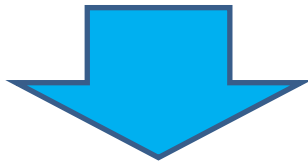
Example 1

Develop into Supply Chain Management

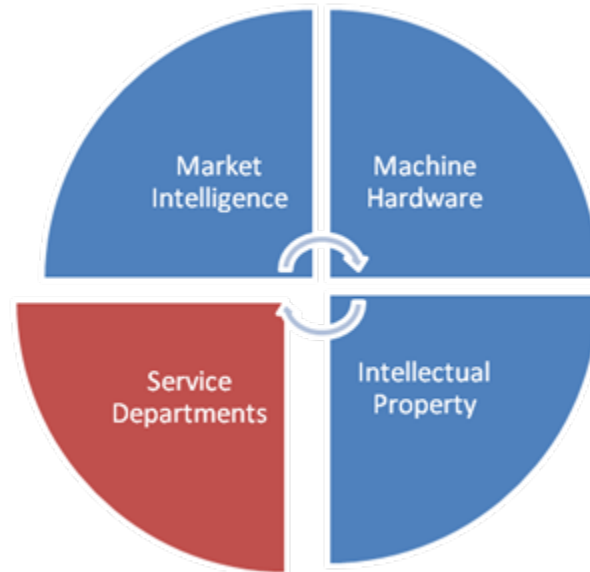
Tracking pallets/cores by RFID for own customers



Generalise process and concept



Sell process to other companies by spin-off company

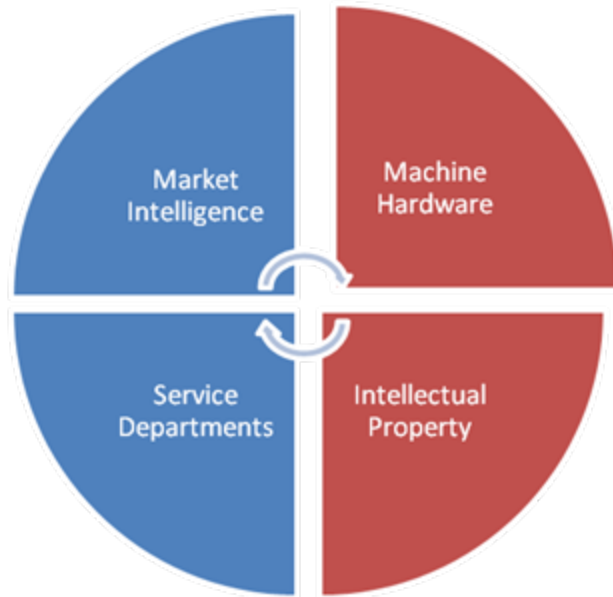


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SUPPLY CHAIN TECHNOLOGIES

Example 2

Develop into Printed Electronics Area



● next level paper

p.e:smart

powered by Felix Schoeller

Make use of:

- Smooth surface by PE extrusion
- Multilayer coating expertise
- Experience in high value printing



Develop/sell substrates for
electronic printing



Explore future electronic
printing applications