

Press release

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The FoamPartner Group plans to grow globally

With the Strategy 2021, the FoamPartner Group based in Wolfhausen, Switzerland, has set itself a new growth strategy. FoamPartner, which has been owned by the international active Conzzeta Group conglomerate since 1980, has taken up the challenge of the groupwide growth initiative.

FoamPartner is already a global leader in polyurethane (PUR) foam technology and employs around 700 staff at 12 locations in Europe, the Americas and the Asia-Pacific region. The FoamPartner companies produce tailored components and complete solutions from PUR foam for various industries.

CEO Bart J. ten Brink is driving “sustainable development and the profitable growth of FoamPartner in the medium to long term” with the newly approved growth initiative, with the goal of a more international market orientation. One central element is a new approach in customer contact: customers are being focused on even more strongly in order to understand their requirements better and generate tangible added value for them. Innovations will be developed together in even closer cooperation, which will shorten development cycles, bringing new, differentiated products to the market faster.

With the new strategy, FoamPartner is focusing more clearly on selected core segments in which it wants to grow organically. Investments and bolt-on acquisitions will boost this growth and increase profitability in the long term.

To implement the strategy, the organisational structure of the current FoamPartner Group will be simplified and strengthened. FoamPartner will therefore create three business regions: Europe, the Americas and Asia-Pacific. The consistent focus on the core segments will be taken over by the newly established global business units Specialties, Mobility and Living & Care, which will seize the identified growth opportunities in different ways, depending on the region.

Another element of the strategy will see functional divisions at Group level being used to achieve further efficiency improvements – for example in production structures and sales processes.

For further information:

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