



# PRESS RELEASE

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## **Personalized extrusion experience with Optinova's Customer Innovation Team (CIT)**

**During COMPAMED 2022, we initiated Customer Innovation Team (CIT), a customer collaboration concept.**

CIT combines and elevates our current partnership model, world-leading extrusion expertise and the Optinova brand equity to build an even stronger partnership experience with customers.

"At Optinova, customers are at the center of everything we do", says Allan Boye, CCO, Optinova Group. "The principles of a CIT are already applied in many existing customer projects. But by launching CIT, we take an opportunity to refine and reimagine our management of important, business-driven, and technologically pioneering R&D projects that we co-develop with customers".

With CIT, we can offer customers (a) an opportunity to focus on their core business, (b) a personalized and state-of-the-art partnership experience, and (c) access to 50 years of extrusion knowledge and expertise to help expand their business.

Ultimately, the goals of CIT are to deliver an unmatched extrusion experience for our customers and to take our strategic operational excellence to the next level.

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### **Unmatched customer experience**

- To deliver value to the customer by helping you identify the right case where our expertise can be leveraged
- To increase the efficiency of our partnership by setting clear targets and delivery time
- To provide a unique experience that can drive higher customer satisfaction and increase our collaboration volume

### **Strategic operational excellence**

- To help employees identify focus areas and organize their work more efficiently
  - To enable cross-functional collaboration where different competencies can be leveraged simultaneously
  - To facilitate best-practice sharing and systemize the post-project learning process for future developments
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With CIT, we foster a fluent and trusted co-development process that strengthens our relationship with customers and broadens the scope of our collaboration.

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“I see great potential for CIT with our medical device partners”, says Richard Jokinen, VP Business Line Medical. “Optinova is the top-of-mind extrusion partner for many of our customers due to our ability to customize solutions and meet demanding product requirements. With CIT and the focus it brings across the organization, we can take this commitment with customers even further.”

For more information about CIT, please contact Allan Boye, CCO, Optinova Group, (+358) 18 32 900, [allan.boy@optinova.com](mailto:allan.boy@optinova.com).

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**About Optinova**

Founded in 1971, Optinova is a world-leading extrusion partner for advanced medical and industrial tubing. With sales offices around the world and four extrusion plants in Finland, Thailand, and the US, we are providing extrusion services and solutions to over 1 000 customers.