

The TransMoTech Group™ story

Assignment:

Create a group of companies with clear proposition and position out of 4 independent companies, and bring the group of companies to the market.

Result:

The TransMoTech Group™ (www.transmotech.com) created in 2010 is a group of companies with strong foothold in a wide range of industries. The group combines knowledge, services, skills and products in motion control, power transmission and vibration control. Industries served are amongst others, on- and offshore, rail vehicles, logistics, defense, steel mills and material handling. The group represents many high profile companies in the Benelux.

The independent but closely related companies are very flexible, customer and application focused, in order to exceed customer expectations. Together with their customers they analyze, design and implement solutions in OEM-markets, providing customized products and replacements for unexpected and unwanted situations. “ We do understand our customers and know that value of initial investment is important and we do excel in solutions where Overall Equipment Efficiency (OEE), Total Cost of Ownership (TCO), reliability and safety are key factors. We support our customers with knowledge, engineering, products and (logistic) services to make sure your equipment is up and running when and where you want it! The group is a true knowledge base for technical applications. We are able to find the optimal solution for your application.”

Process:

1. Series of workshops, meetings, and reviews with management teams and shareholders to set direction and goals.
2. Analysis of markets and segments.
3. Creating and writing the right proposition for selected segments.
4. Translation into marketing collateral (websites, exhibition materials, house style).
5. Cultural change program to train and align staff.
6. Monitoring, coaching and steering.

Customers:

The TransMoTech Group™ does offer services amongst other to:

- SAS Gouda BV (Oil & Gas, On- Offshore)
- Gusto (On- Offshore)
- VanderLande Industries (Logistic systems for airports)
- Tata Steel (Steel fabrication)
- NS (Dutch Railroad)



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