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NEWS

News from Trikno AG

An exclusive interview with Marc Fuchs, the new CEO of Trikno AG





MARC FUCHS TAKES OVER AS NEW CEO OF TRIKNO AG

In an exclusive interview: Marc Fuchs, new CEO of Trikno AG, on his vision for the future of the company.

In an exclusive interview, Marc Fuchs, the new CEO of Trikno AG, gives us exciting insights into his vision and plans for the future of the company. He emphasizes the importance of sustainability, the importance of close customer relationships and collaborations, and his personal passion for chocolate. This interview offers an exciting outlook on the coming developments under his leadership at Trikno.



The perfect place to talk about the future: The R & D lab at the Trikno headquarters in Felben.

Mr. Fuchs, please tell us - who is Marc Fuchs? What is his background?

M. F.: My name is Marc Fuchs, I am 49 years old and I am Swiss. My academic career began with my materials engineering studies at the ETH Zurich. Subsequently, I deepened my knowledge and skills by obtaining a Master's degree in Business Administration at the University of St. Gallen. In terms of professional experience, I can look back on a varied past. I have had the privilege of working for two very different companies. The first was a medium-sized company, an important supplier of parts and components for the automotive industry. The second company was Bühler in Uzwil, Switzerland. There, I had the opportunity to work in different business areas and manage various departments such as process technology, or marketing and sales. In the last three years of my work at Bühler, I headed the "Grinding & Dispersing" business unit.

How will your previous experience, for example at the Bühler Group, affect your future role at Trikno?

M. F.: During my time at Bühler, I gained valuable experience in international mechanical engineering, but also in building efficient and profitable corporate structures. This knowledge will help me in my work for Trikno, especially when it comes to making corporate structures and processes fit for the future.

What is your long-term strategy to strengthen Trikno AG's position in the market and move the company forward?

M. F.: To be honest, it is still too early for a detailed answer to this question. We have just initiated the strategy development with our management team. We have also started to analyze the trends in our industry and conducted a comprehensive SWOT analysis. One trend is already clearly emerging from this, and that is that the trend towards customization of our products will be of decisive importance. We are therefore faced

In short, we are working on solutions for even finer decorations and on a concept for more proactive customer service.

with the challenge of developing tailor-made solutions. Another key concern of our customers is their expectations of efficiency and speed, not only in relation to our products but also to our entire company.





Looking into the future with confidence: Marc Fuchs takes over the position of CEO at Triknö as of October 1st.

What innovations or product developments can we expect from Triknö in the near future to better meet the needs of customers?

M. F.: In short, we are working on solutions for even finer decorations and on a concept for more proactive customer service.

Everyone defines success differently. A very ethical view is to see success in being able to grow together with customers. Companies that manage to do this often maintain an open communication and let their customers participate in product developments. What plans do you have to improve customer communication at Triknö in the interest of both sides?

M. F.: Intensive exchange with our customers is invaluable. We should therefore not only seek contact when specific projects or problems arise, but rather work proactively with our customers

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to shape future innovations.

That's why I intend to travel a lot and visit our customers in person. This will help me in understanding better our customers needs and the world they live in every day. But I would also like to invite our customers to visit us in Felben so that we can share ideas and visions here together.

To what extent do you plan to promote Triknö's sustainability efforts, and how will customers benefit?

M. F.: Thank you for this important question. Sustainability is an important and very broad topic and we could spend days just talking about it. For me, it's important to look at all three aspects of sustainability: the social aspect, the environmental aspect and the economical aspect. It is important to find the right balance between all three. At Triknö, we will work in the coming years to reduce our CO₂ footprint and use less energy. Our machines will continue

to be robust and efficient, reliably delivering high output and consistently high quality as energy consumption decreases. This will enable us to support our customers in achieving their own sustainability goals.

Finally, let's get to the most important thing: Which chocolate do you currently like best?

M. F.: Clearly, dark chocolate with caramelized macadamia nuts is by far my current favorite.



Beaming eyes on new CEO Marc Fuchs, whose love of dark chocolate with caramelized macadamia nuts is no secret.

It fills me with joy and pride that Trikno can be part of this exciting journey of discovery – and to help make the most luxurious and creative chocolate dreams come true.

Trikno stands out from its competitors not only because of its technology and the quality of its machines, but above all because of its deep-rooted passion and love for chocolate. At Trikno, there are many experts who have decades of experience and maintain an almost intimate relationship with this sensual treat. Please tell us: What extraordinary taste experience with chocolate has particularly touched or impressed you personally?

M. F.: I'm fascinated by how chocolate keeps reinventing itself and I love trying new creations when I'm with our customers and get the chance. What really excites me is the creative combination of dark chocolate with fruits or exotic spices. It fills me with joy and pride that Trikno can be part of this exciting journey of discovery – and to help make the most luxurious and creative chocolate dreams come true. ♡



Link to the video: The full interview with Marc Fuchs can be found at the following link (click here).



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