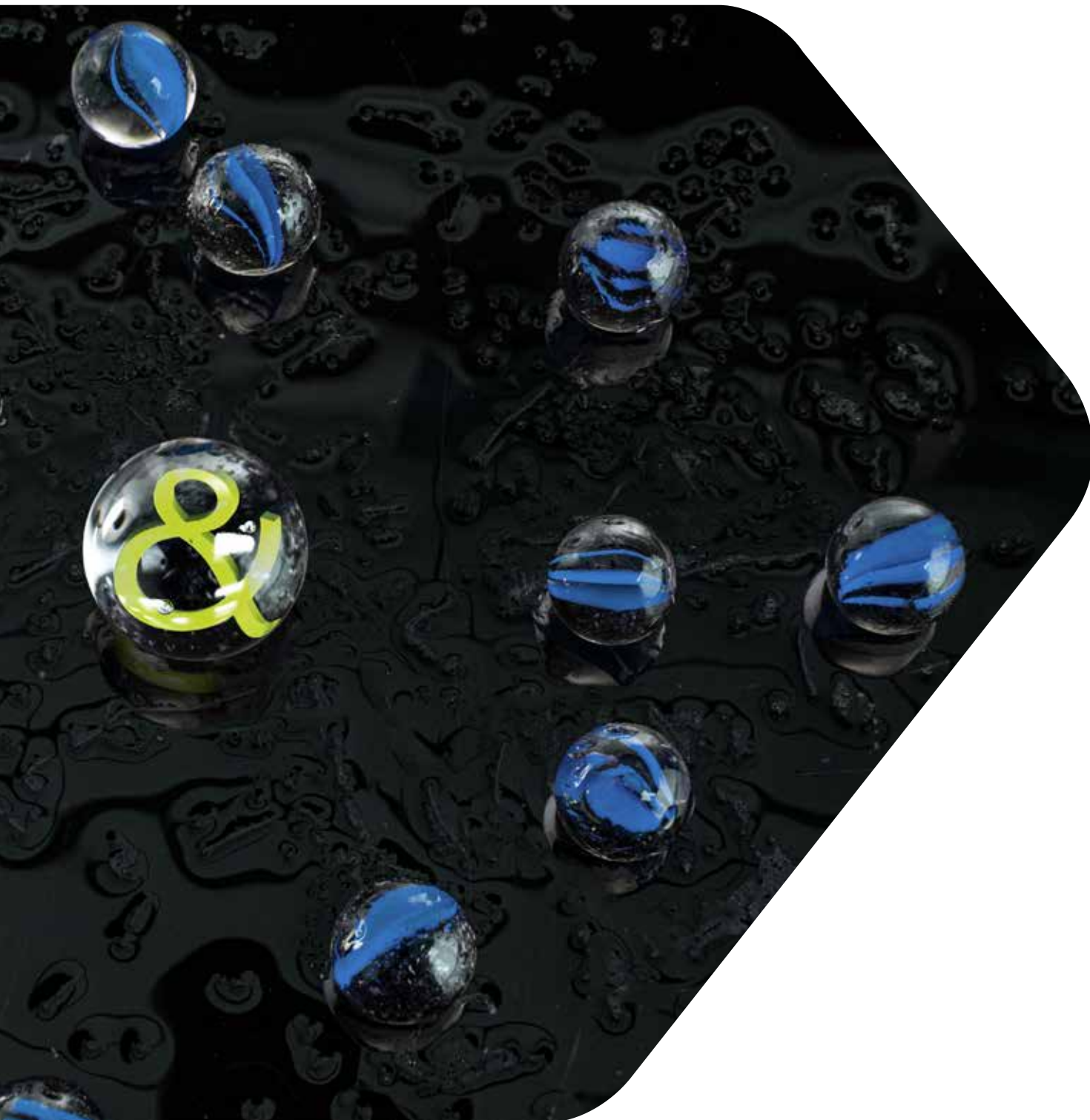


COOPERATION MEANS SUCCESS  
JOIN&GROW



# OUR PHILOSOPHY

## OUR MISSION

Cooperation brings  
success – to SWARCO and  
its partners.

## OUR VISION

SWARCO JOIN&GROW is  
a recognized and valued  
innovation platform in our  
target markets.

## OUR VALUES

Reliability,  
Openness, Trust

## OUR MOTTO

SWARCO JOIN&GROW  
Cooperation Means Success

# JOIN&GROW



The innovation programme for our network

SWARCO JOIN&GROW offers clients and partners a platform for joint product and process development for new industrial applications in the relevant target markets.

**Collaborative product development has become routine in companies.**

Globalization, faster development cycles and the increasing number of product features are a motivation to involve more partners in product and process development. The growing complexity of products and their development also lead companies to increasingly rely on cooperation and knowledge transfer in order to meet rising expectations which they can no longer fulfil on their own. Nowadays, relevant market players value cooperation and communication.

# OPEN INNOVATION



SWARCO JOIN&GROW looks for suitable synergy effects with individual companies, corporations, inventors, universities, start-ups, research institutes, NGOs, ...

**SWARCO JOIN&GROW is a platform open to innovation in the business sectors of SWARCO Indusferica:**

- Micro glass beads used as
  - reinforcement materials for plastics
  - filler materials for building materials
  - filling agents for adhesives
  - filling agents for paints, varnishes

- and coatings
  - reinforcements for 3D printed materials
  - functional pigments made of glass for many applications (enhancing optical, chemical, physical and mechanical properties)
  - blasting media for cleaning or surface treatments

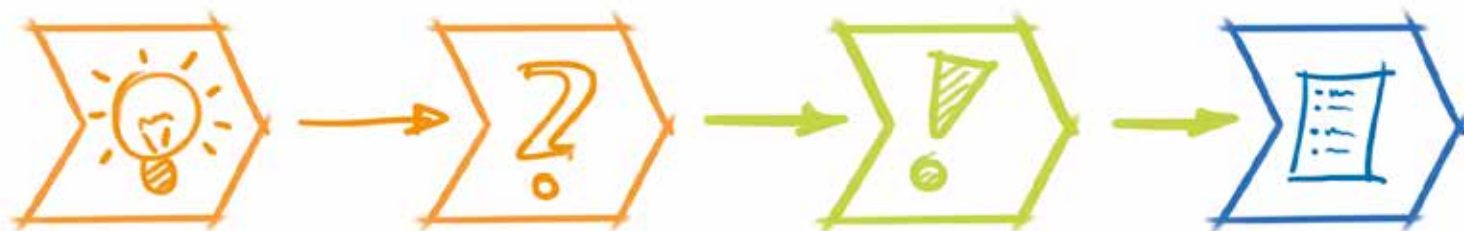
- Special glass used as a

- filling agent, pigment or reinforcement material
- Rounded raw materials used as filling agents, pigments or reinforcement materials

We would love to hear ideas for other business sectors, too!

## SWARCO JOIN&GROW Process

SWARCO has an international JOIN&GROW Committee tasked with evaluating idea submissions, and then, following up with partners to implement promising innovations and bring them to market in a joint endeavour.



### IDEA

- Generate and define an idea.
- Determine potential project partners.
- Which technologies are needed?

### EVALUATION

- Assess whether the project is feasible and can be implemented swiftly and easily.
- What types of value will be created for all participants?

**GO!**

### PREPARATION

- Maximize common interests.
- Plan the project.
- Define strengths.

# Innovation Network

**Close cooperation and information exchange accelerate target-oriented product development, tailored to the market's needs.**

SWARCO JOIN&GROW enables access to knowledge and resources by leveraging the potential that arises from connecting all the SWARCO stakeholders. Project partners adapt their actions to one another in ways that make it possible to reach an objective beneficial to all participants:

- Uncertainty and risk during the innovation process are reduced.
- Many different ideas for solutions are generated in a very short period of time.
- The time between the onset of product development and market introduction is shortened significantly.
- Costs are shared and reduced.
- Cooperation leads to increased acceptance of new products on the market.

## Do you have an idea?

Then, work together with SWARCO JOIN&GROW on UNIVERSAL EFFICIENCY in all areas!

For more information on this programme and how to submit ideas, please visit [www.swarco.com/join-grow](http://www.swarco.com/join-grow).

**BECOME A  
JOIN&GROW  
PARTNER!**



### IMPLEMENTATION

- Implement the project according to plan.
- Assess on a rolling basis for possible implementation in serial production.

### DOCUMENTATION

- Create project documentation.
- Summarize generated knowledge and insights.
- Know-how transfer to all project partners

### ROUTE2MARKET

**If the process culminates in product innovation, the partners plan the next steps to start serial production, and eventually bring the product to market.**





It used to be that the big dominated the small and the fast overtook the slow. But now, cooperators are winning.

# LET'S GET IT STARTED

Make your innovation visible

SWARCO  
JOIN&GROW  
is the  
innovation  
platform for  
founders  
and start-ups.

## SWARCO JOIN&GROW FOR START-UPS

- Possibilities for long-term and strategic cooperation
- Accelerated growth
- Use of SWARCO's available resources (machines, labs, processes, consulting, etc.)
- Bundling of target groups and joint activities to open up and cultivate new markets
- Possibility of financial support
- Growth opportunities and internationalization
- Rely on the market experience of a global player

**Finding the right partners for your founding project is no easy task, but it is a decisive factor in your entrepreneurial success.**

Start-ups often lack human resources, experience and knowledge of how to market innovation successfully. Young companies can struggle to realize their ideas as they do not have a long history of success, and their financial resources and, in particular, their access to markets are limited. And yet,

more than ever, our economy depends on groundbreaking ideas and future-oriented innovations.

SWARCO JOIN&GROW has the right team to support young entrepreneurs and innovative minds as they set out to realize their ideas. As part of a JOIN&GROW cooperation, SWARCO can play a variety of roles, from purely providing information to proactively contributing to development and offering professional marketing services.

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BECOME A  
JOIN&GROW  
PARTNER!

SWARCO | The Better Way. Every Day.

## WELL ROUNDED

In 1969 we started out with the manufacture of tiny reflective glass beads for road markings. Today, we have grown into one of the world's leading manufacturers of micro glass beads, with production facilities in Europe, the United States and Saudi Arabia. Micro glass beads serve as high-grade filling agents for industrial applications and as blasting media for surface treatment applications. In traffic technology, micro glass beads which are embedded in the marking materials reflect the beam from the headlight back to the driver, making road markings visible; this enhances road safety, especially at night.

JOIN&GROW is the innovation programme for the network of SWARCO Indusferica. As part of the international SWARCO group, SWARCO Indusferica leverages the universal benefits of glass beads for special industry applications.

[www.swarco.com/indusferica](http://www.swarco.com/indusferica)

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