

# Appendix: About Troldekt elaborated

This case has been prepared by the Interdisciplinary Centre for Digital Business Development (DBD), Aarhus University. The case is based on the DIATOMIC project 'Industry 4.0 Living Lab for Acoustic Panel Production' led by Tom Collins. Case authors are Emilie Mathilde Jakobsen and Anita Krogsøe Skou at DBD.

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Troldekt's production facility is located in the Danish village Troldehede in Western Jutland, Denmark. Here, the acoustic panels are made from natural materials such as wood and cement, and the final product is a meaningful combination of great architecture and great acoustics [\[to access a video of the Troldekt product line, click on this link\]](#). Sales, administration, marketing and technical support are located at the headquarters near Aarhus in Eastern Jutland, and two administrative centres are located internationally. [\[To access the history timeline of Troldekt, click on this link\]](#)

Since 2017, Troldekt has focused on strengthening the company's online presence by spreading knowledge of Troldekt's products in its three primary markets (Denmark, Sweden and Germany) using a differentiated digital channel strategy (Troldekt's remaining markets include Australia, Belgium, Estonia, Finland, Hong Kong, Israel, Latvia, Luxemburg, Mexico, the Netherlands, Norway, South Korea, Switzerland, Poland). In parallel with the initiatives that focus on B2B target groups, marketing efforts are carried out to inspire and present Troldekt's acoustic solutions to end customers. The company's primary target group is B2B in the architectural and construction industries.

Troldekt's 2019 annual accounts revealed a gross profit of DKK 167,990,000. More specifically, the company has seen a 28% increase over the past five years. [\[For further information on Troldekt's financial figures, click on this link\]](#).

## The Troldekt strategy

Troldekt's strategy is reflected in the company's core values:

- Innovativeness: "We create results through development. Innovation must ensure that Troldekt is a trendsetter within intelligent acoustic solutions that focus on a sustainable indoor climate".
- Credibility: "We do what we say, and we keep our promises. We also communicate openly about our sustainable objectives and results".
- Socially responsibility: "We act responsibly in all parts of the business, including in relation to the environment, society and employees. Corporate responsibility is rooted in our strategic work with Cradle to Cradle".

Guiding principle	Mission	Vision
Sustainable indoor climates	Being a creator and communicator of innovative acoustic solutions	Being a trendsetter in intelligent acoustic solutions

## Troldekt and CSR

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Troldekt's approach to CSR is fundamental to the corporate business strategy centred around the Cradle-to-Cradle concept, focusing on minimising the environmental impact of products and optimising resource consumption and processes.

Troldekt has achieved the following certifications:

**The Cradle-to-Cradle certification**

*Troldekt offers several product portfolios that do not contain any harmful substances and thus return to nature as nutrients in the biological circuit.*

**FSC® certification**

*Troldekt offers products produced from wood from responsible forestry.*

**PEFC™ certification**

*Troldekt offers products produced from timber that complies with the standards of the biggest sustainable forest certification scheme worldwide.*

Further environmental certifications (2020): The German ecolabel 'Blue Angel', the Allergy Friendly Certificate, Danish Indoor Climate Labelling and M1 classification.