

# INDUSTRY+ TECHNOLOGY

## Industry

Adax  
AESA Cortaillod  
Alfa Romeo  
Basin  
Cendres+Métaux  
Ciposa  
Dumont Tools  
Dupraz  
Egis  
Eli 10  
Eligreen  
ETA Manufacture

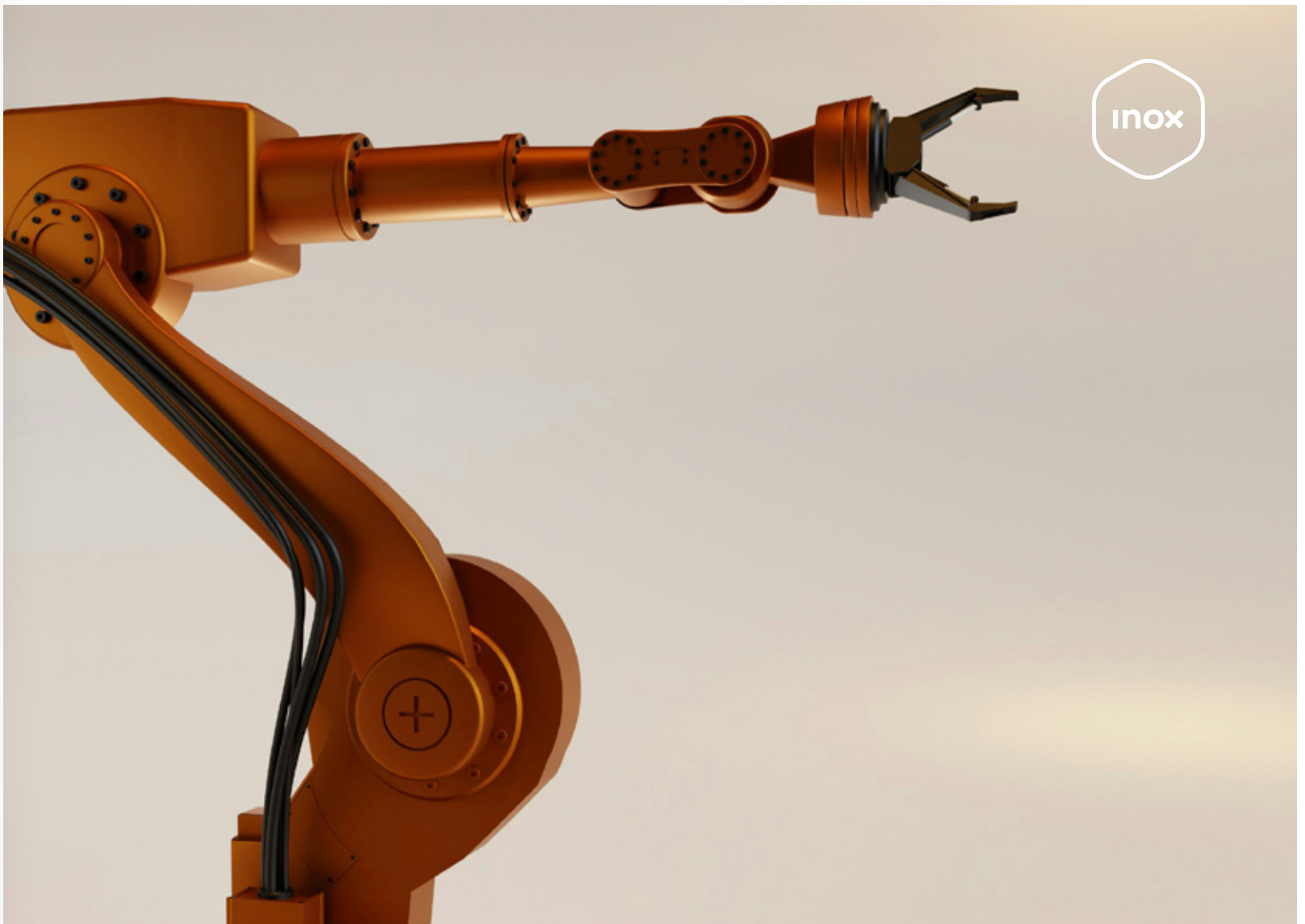
Felco  
Fiat  
Fleurier Ebauches  
FKG Swiss Endo  
Groupe E  
Guilod Gunther  
Inhotec  
Lancia  
Lauener  
Leclanché  
Microcity  
Mikron  
Polytype

Precitrame  
Reuge Musique  
Robert Laminage  
Seyonic  
Sferax  
SIE - TVT  
Singer  
Smile line  
Swiza  
TRS  
Viteos  
Vitrocsa  
Wenger

## Technology

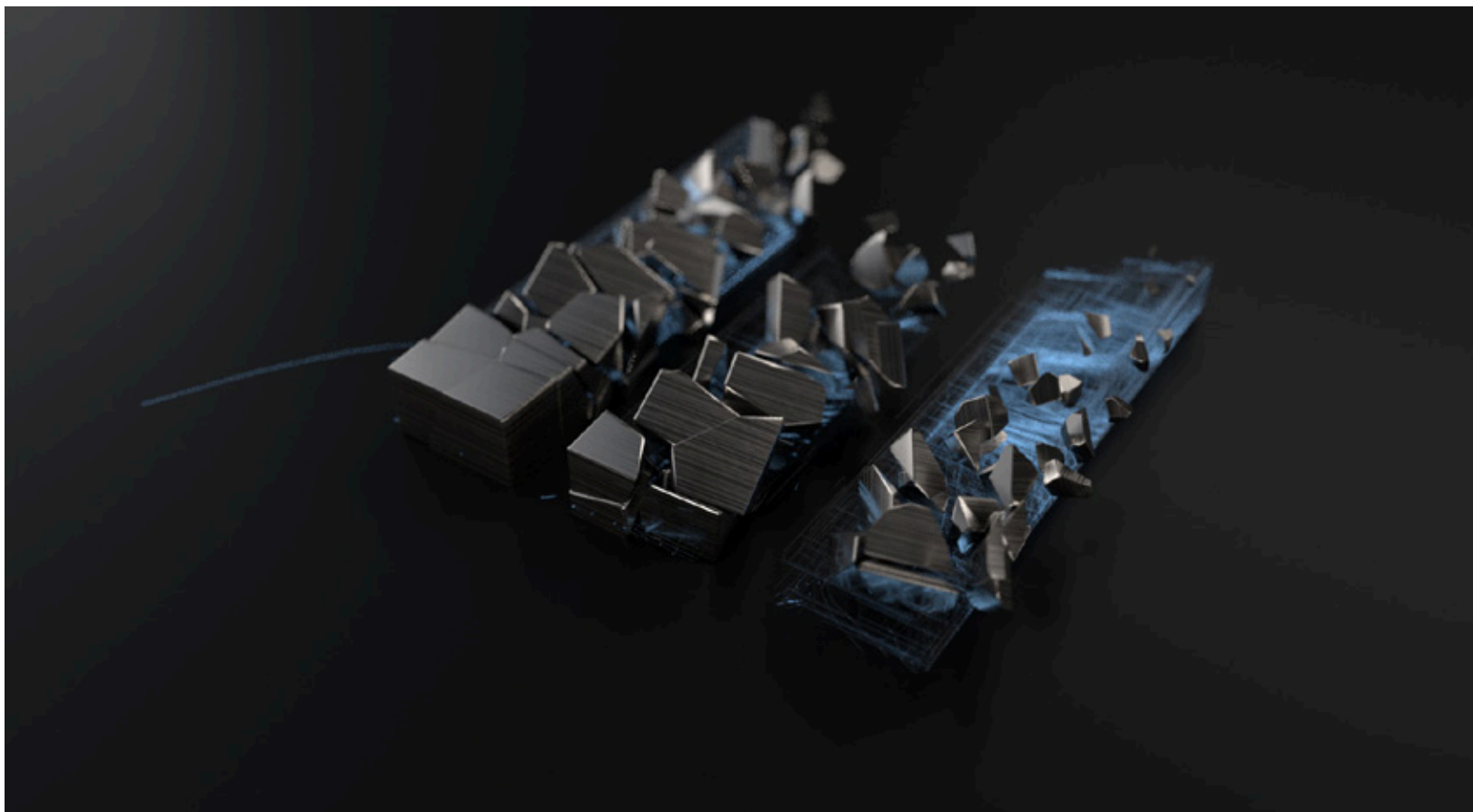
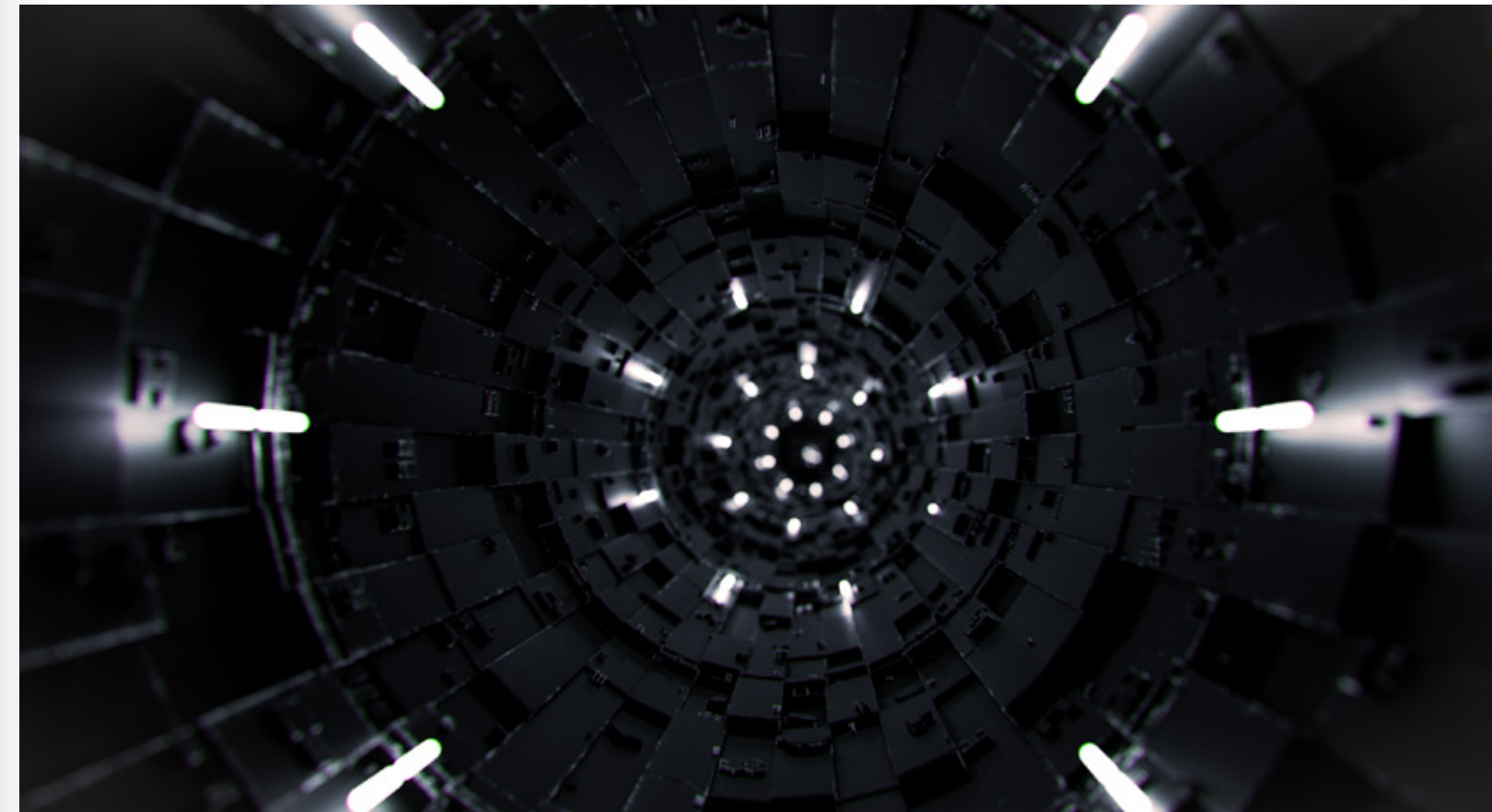
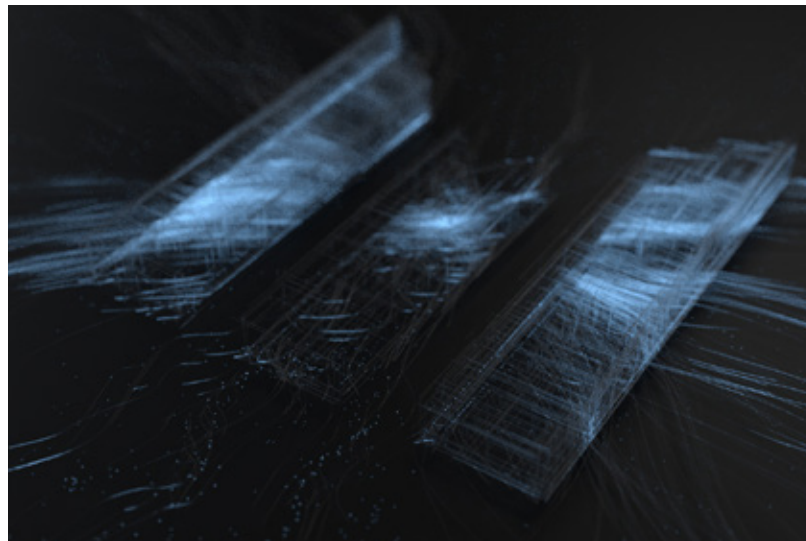
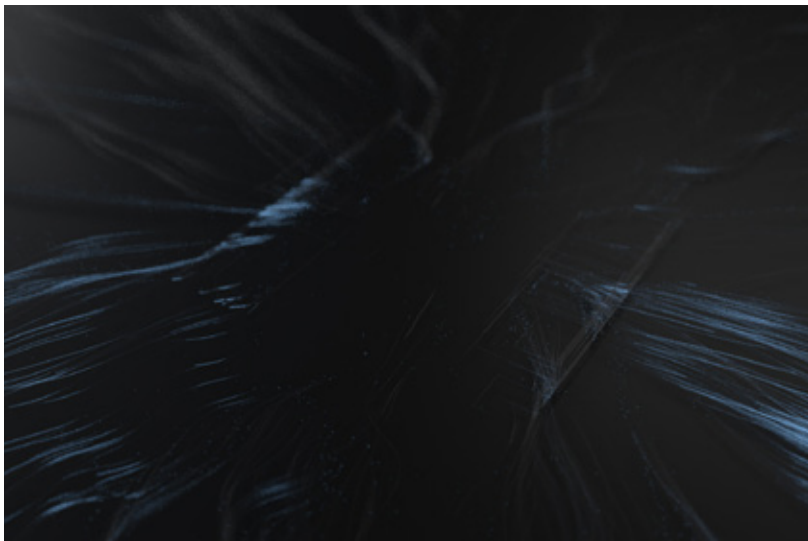
Alp+ICT  
Balluun  
Besmart  
Confectronic  
Connectcom  
CSEM  
Deeption  
Densiparc  
EM Microelectronic  
E-media  
Eyra  
Infoteam  
Interwage  
K&K ingénieurs

LightSeeds  
Luceed  
MEZeroE  
Microcity  
Memoire Vive  
NID  
Omnicom  
PetroMarker  
SoSoftware  
Technosoft  
Samsung  
Softcar  
Symbios  
Symetis  
Uditis



MIKRON

# MICRO PARTICLES

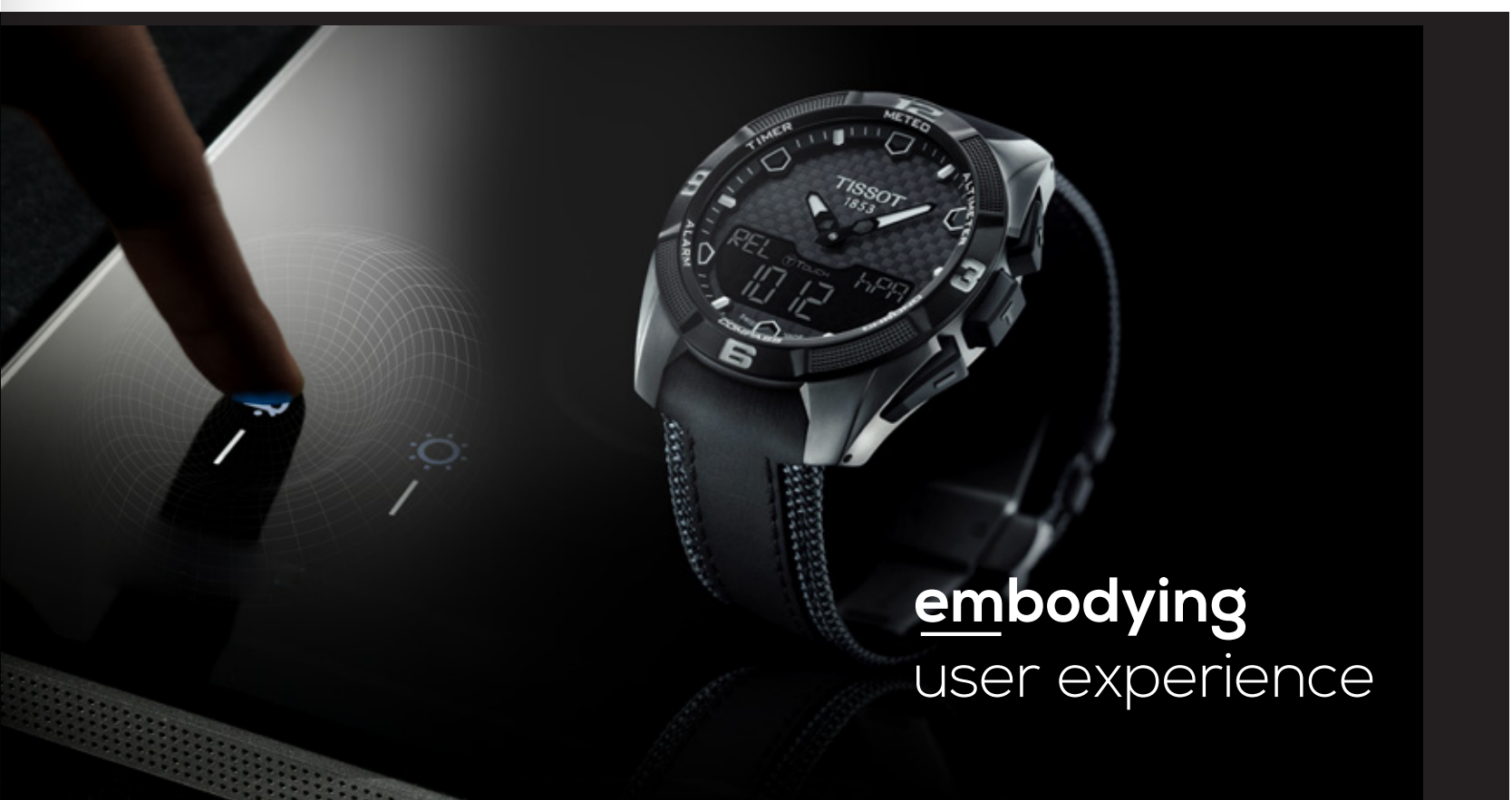


**IMMERSIVE  
EXPERIENCE**





**empowering**  
everything connected



**embodying**  
user experience

Before

After



Over forty years of experience building semiconductors

Mastering ultra-low power and time accuracy integrated circuits, modules and displays.

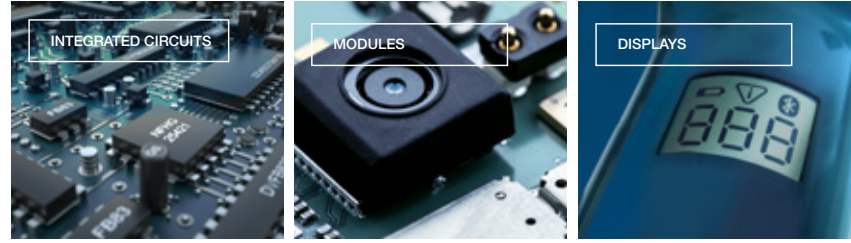
EM Microelectronic's product portfolio encompasses RFID circuits, smart cards ICs, ultra-low power microcontrollers, power management, LCD drivers and displays, sensor and optoelectronic ICs, and integrated 32-bit MCU and standard analog ICs.

EM Microelectronic Integrated Brand Strategy  
Inox Communication  
08.02.2018

Chapter 02

About

4



Leader in ultra-low power, low voltage management

Power management and energy performance

Energy harvesting  
Energy storage  
Power management  
Power supply

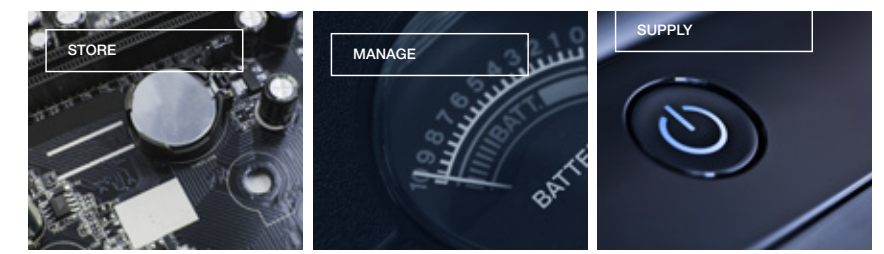
EM Microelectronic Integrated Brand Strategy  
Inox Communication  
08.02.2018

Chapter 02

About

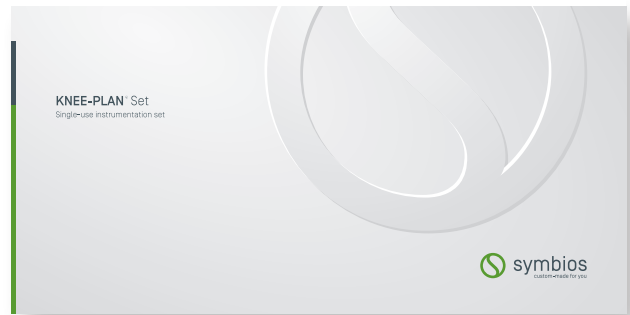
5

**ultra-low power.**  
**time accuracy.**



SYMBIOS

# TIME FOR REVOLUTION



## HIP Femoral Implants



**symbios**  
custom-made for you

## HIP Acetabular Implants



**symbios**  
custom-made for you

## KNEE Total Prostheses



**symbios**  
custom-made for you

## SPS® Evolution

The SPS® stem, which was first produced in 1993, is based on a globally unique concept directly derived from the 3D Custom technology developed by Symbios.

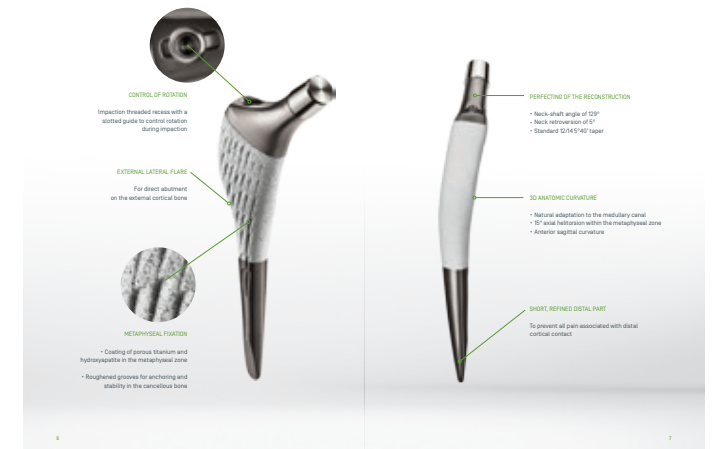
Since then, highly encouraging clinical experience with Custom stems, in the interim confirmed by results at 15 years<sup>20</sup> on young patients, suggested a potential for significantly improving the standard for cementless stems: this gave rise to the SPS®, which remains to this day the only standard stem entirely designed on the basis of the Custom algorithm applied to the average femoral anatomy of patients.

Since that time, following more than 50'000 implantations and 20 years of clinical experience, the published results<sup>18</sup> for SPS® confirm the validity of its design and place it among the cementless stems used for reference.

In 2012, Symbios applied an innovative ultimate version of the concept. After 20 years of developing our technological expertise in 3D pre-operative planning, the sophisticated extramedullary design of the SPS® Evolution now allows surgeons to perform the most effective standard reconstruction possible statistically speaking. Thus, being perfectly custom-made for an average anatomy and allowing optimal reconstruction for the average prosthetic centre of rotation, the SPS® Evolution allows surgeons to effectively restore function in the majority of patients, while preserving the simplicity of a standard stem.

**20 years**  
Clinical experience of the original SPS® concept

**100%**  
Survival after 10 years





# XP ENDO® solutions

EXPAND YOUR MIND

ADAPTIVE. EASY. SAFE. EFFICIENT.

[www.fkg.ch/xpendo](http://www.fkg.ch/xpendo)

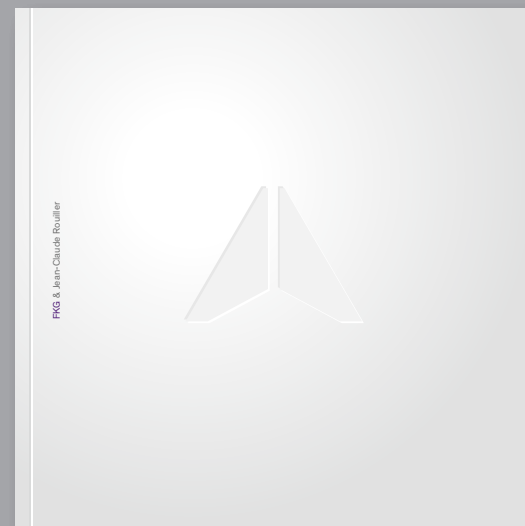
**FKG swiss endo** **XP ENDO® solutions**

**RETREATMENT**  
Simplify your retreatment protocol and reduce your operation time

- XP-endo® Shaper**
  - Unique file design and high-speed rotation enhance the efficiency of gentle gentle plastication
  - Improved penetration capability and retreatment effectiveness, compared to other single file systems\*
- XP-endo® Finisher R**
  - Optimized expansion capacity allows the semi-active file to abrade root canal walls and dislodge filling material in difficult-to-reach areas.
  - Seamless adaptation to all root canal morphologies
- Exclusive alloy**
  - Excellent resistance to cyclic fatigue†
  - Optimal core diameter (2/2.3) improves efficiency in filling material removal, while maintaining superspecificity and extreme flexibility
- Unique design**
  - Reduces remaining root filling material up to twice the efficacy of passive ultrasonic irrigation‡
  - Provides enhanced precision cleaning of the root canal, leaving walls cleaner than other available systems

Protocol and more information on [www.fkg.ch/xpendo](http://www.fkg.ch/xpendo)

\* Kelly, R. A., et al. (2009) Comparison of Retreatment Capabilities of Single-File Systems. Part 1: Efficiency, Effectiveness, and Abrasive Effects. *Journal of Endodontics*, 35(12):1722-1728  
 † Kelly, R. A., et al. (2010) The Effect of Retreatment Capabilities of XP-endo® Shaper Compared with Different Active Irrigation Systems. *Journal of Endodontics*, 36(12):1422-1427  
 ‡ Kelly, R. A., et al. (2010) Comparison of Root Canal Cleaning by the Rooter® or Rooter® with XP-endo® Shaper. *Journal of Endodontics*, 36(12):1428-1432  
 † Kelly, R. A., et al. (2010) Comparison of Root Canal Cleaning by the Rooter® or Rooter® with XP-endo® Shaper. *Journal of Endodontics*, 36(12):1428-1432



# FKG SWISS ENDO FRUITS OF INNOVATION

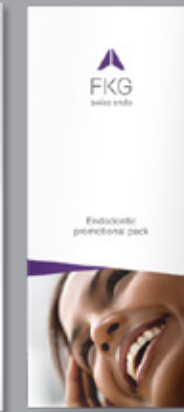


**FKG swiss endo**

**L'essentiel des avantages du Rooter**  
on un clin d'œil:

- Réduction des procédures de retraitement
- Réduction des procédures de nettoyage
- Réduction des procédures de remplissage
- Réduction des procédures de finition

**Rooter**



**FKG swiss endo**

**RACE® EVO**

**THE RACE LEGACY**

SAFE. EFFICIENT. SOFT CONTROL.  
[www.fkg.ch/race-evo](http://www.fkg.ch/race-evo)

**FKG swiss endo**

**R-Motion®**

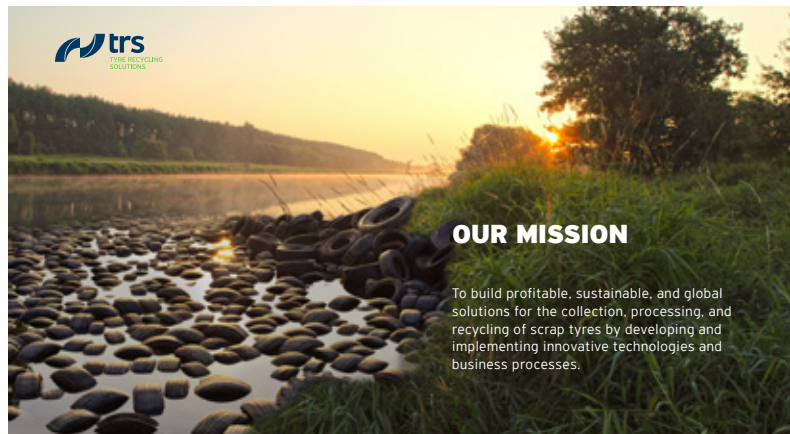
**RECIPROICATION REDEFINED**

SAFE. EASY. MINIMALLY INVASIVE.  
[www.fkg.ch/r-motion](http://www.fkg.ch/r-motion)

Founded in 1931, FKG Dentaire SA is today at the very cutting edge of development, production and distribution of dental products for dentists, endodontists and laboratories.

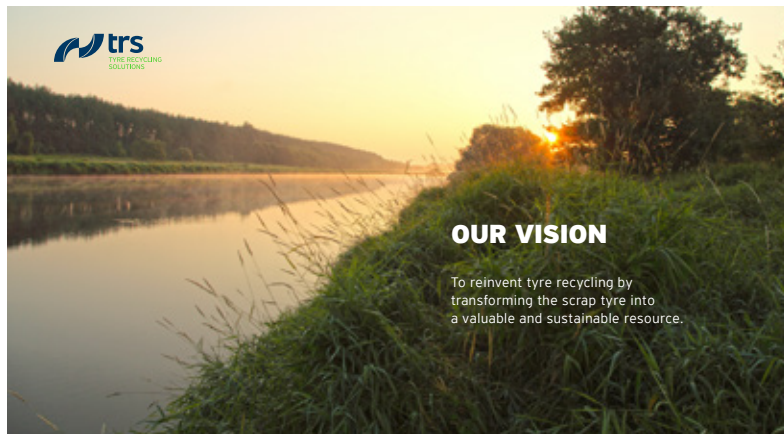
From January 2013, FKG Dentaire SA has a new visual identity. Whilst maintaining the entrepreneurial spirit and values of innovation and quality, the Management asks Inox Communication agency to make the FKG brand more visible thus supporting company growth, expansion of its product range and international development.

# TRS TURNING TRASH INTO CASH



## OUR MISSION

To build profitable, sustainable, and global solutions for the collection, processing, and recycling of scrap tyres by developing and implementing innovative technologies and business processes.



## OUR VISION

To reinvent tyre recycling by transforming the scrap tyre into a valuable and sustainable resource.

## trs Intelligent Compounding®

### COMPOUNDING INTO INNOVATIVE MATERIALS

TRS doesn't stop at the powder. We work with our partners and customers to use TyreXol™ powders in innovative and valuable downstream applications.



## YOUR PARTNER FOR SMART SOLUTIONS

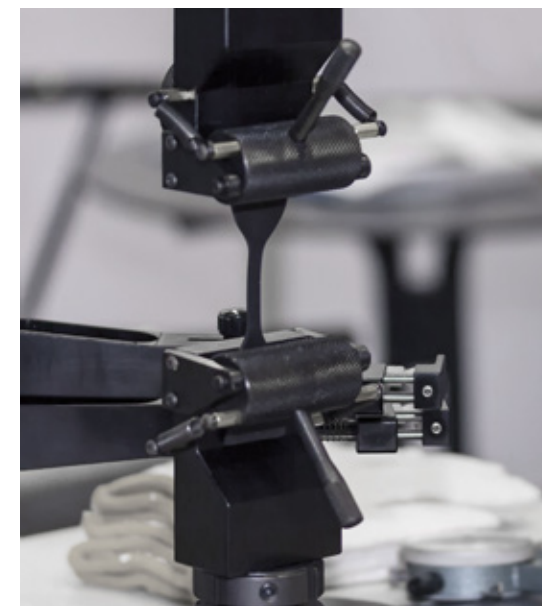
Fusing sustainability and smart solutions with optimal quality standards and high marketability, for a positive ecological footprint.



## trs Intelligent Compounding®

### HIGH STANDARD QUALITY CONTROL

Our products and production processes conform to strict standards synonymous with Swiss quality and precision around the world. We drive both quality control and assurance to meet the stringent product requirements our clients demand.

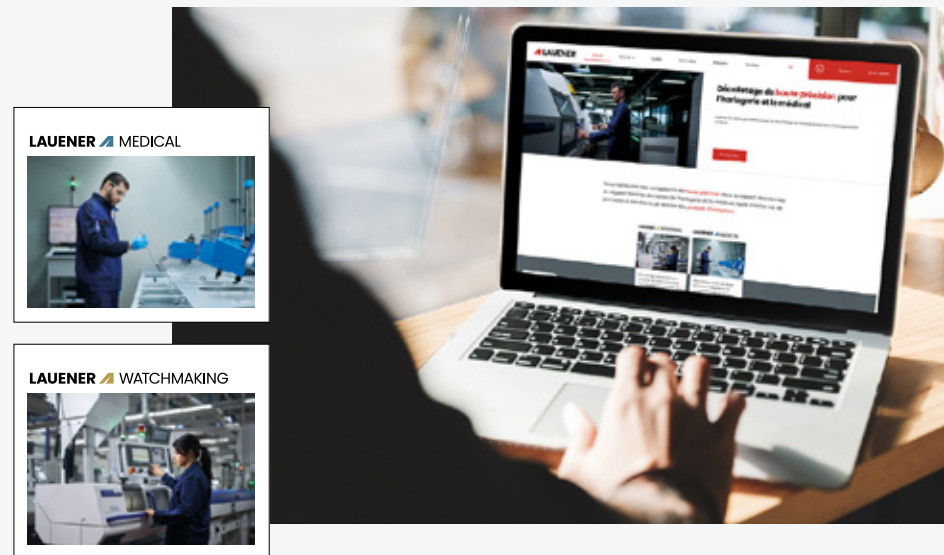


# LAUENER EXCELLENCE INDUSTRIELLE

## UNE APPROCHE CENTRÉE SUR LA SATISFACTION CLIENT POUR CONSOLIDER UNE POSITION D'EXPERT

**CONTEXTE** L'entreprise Lauener SA souhaite renforcer sa position d'expert en décolletage de haute précision dans tous les domaines microtechniques. Cette démarche de repositionnement consiste en un renforcement identitaire, une reformulation de la marque ainsi que le développement d'une stratégie de communication. Ce repositionnement doit permettre à la marque de consolider sa clientèle existante et d'augmenter sa notoriété.

**SOLUTION** La mise en application de notre méthode iBS a eu pour objectif de développer une approche centrée sur le client et ses besoins (Customer Centric). Le résultat consiste en une nouvelle méthodologie de travail, un cercle vertueux impliquant l'ensemble des collaborateurs et partie-prenantes : CARE Customer Acknowledgment Results to Excellence. Cette nouvelle approche est soutenue par une communication segmentée par marché afin d'adapter les messages aux domaines spécifiques de l'horlogerie et du médical.



AVANT

LAUENER

APRÈS

**LAUENER**  
Swiss Turning Excellence

## WE CARE

We are **constantly attentive** to our **customer service provision**, to the **quality of the project** and the **on-time delivery** of finished products.



Excellence is the result of  
**Continuous improvement**

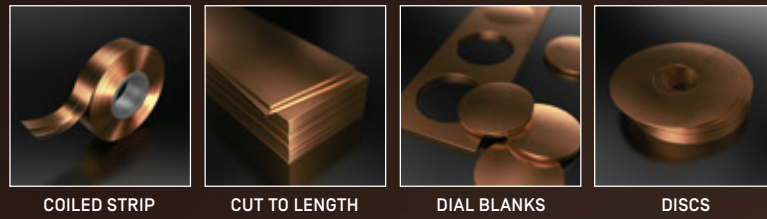
We are continually improving efficiency by simplifying production flows and monitoring the quality of provided delivery and services.

We improve on  
**Quality, delivery and services**

We are a **strategic partner** for our customers and contribute to their development through our ability to meet **high technical**, logistical and quality standards.



# ENGINEERED METALS FOR PRECISION INDUSTRIES



COILED STRIP

CUT TO LENGTH

DIAL BLANKS

DISCS

## OUR TECHNOLOGY



COLD ROLLING

SLITTING

LEVELLING

HEAT  
TREATMENT

QUALITY  
CONTROL

## ONE SPECIFIC ALLOY FOR YOUR APPLICATION



WATCH  
INDUSTRY

MEDICAL

AUTOMOTIVE

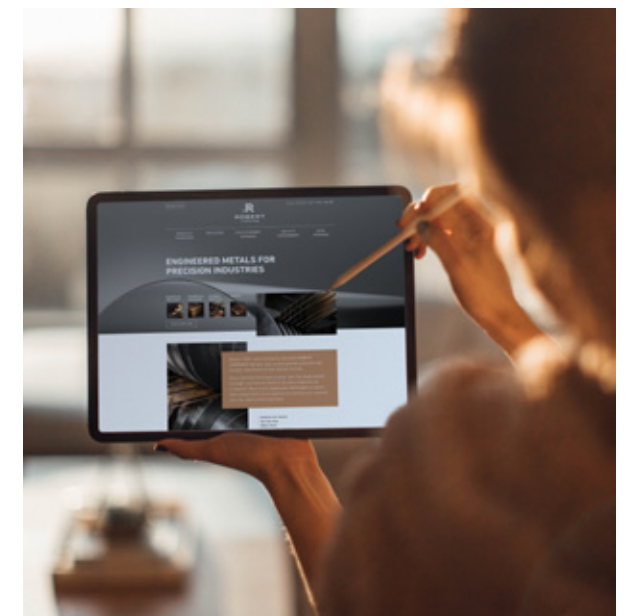
AERONAUTIC

ELECTRONICS

MEMBRANE  
SENSORS

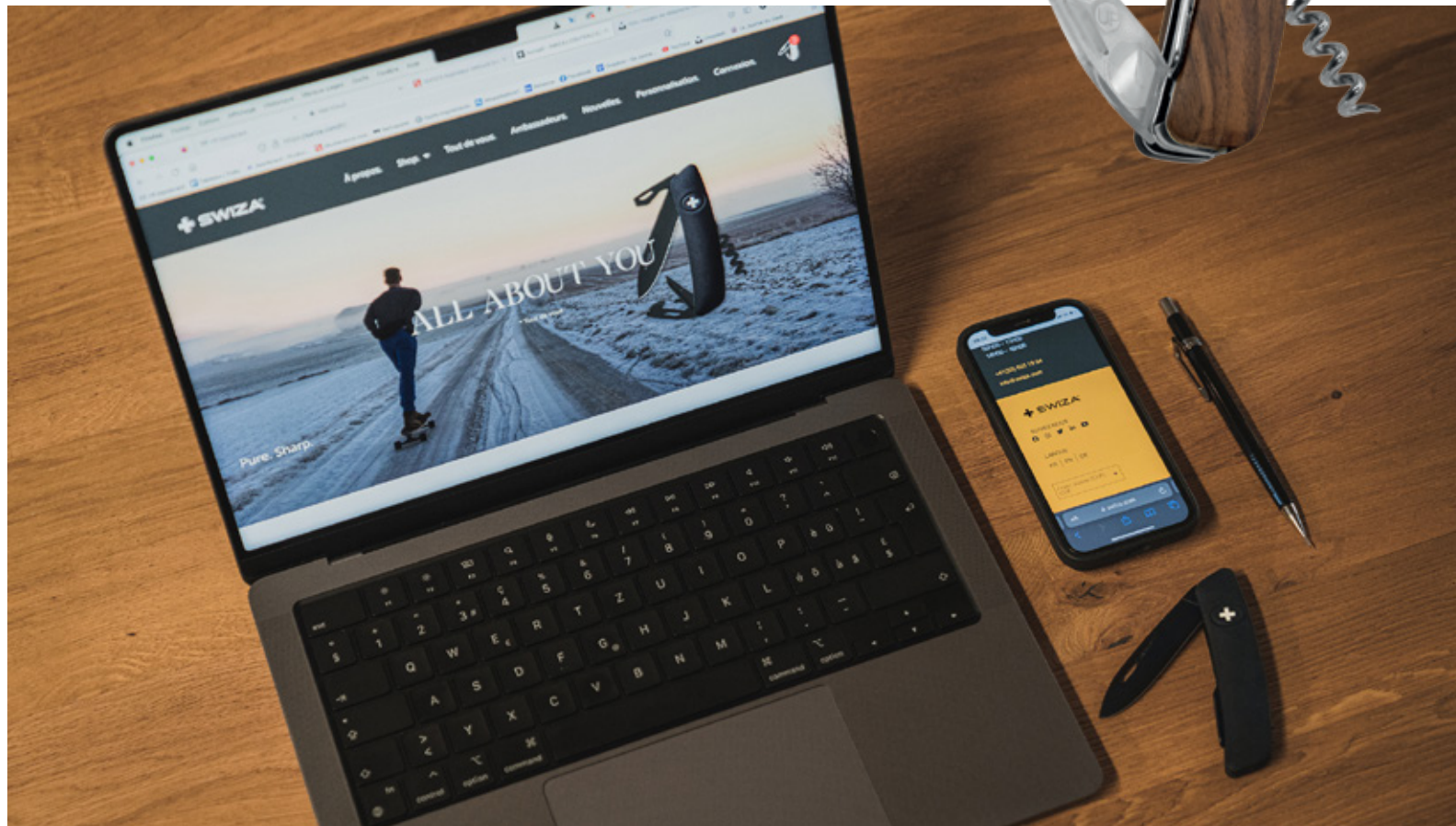


KEEP  
ROLLING  
KEEP  
INNO  
VATING

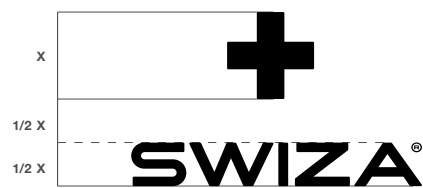
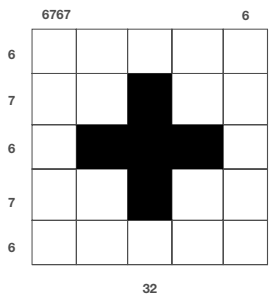
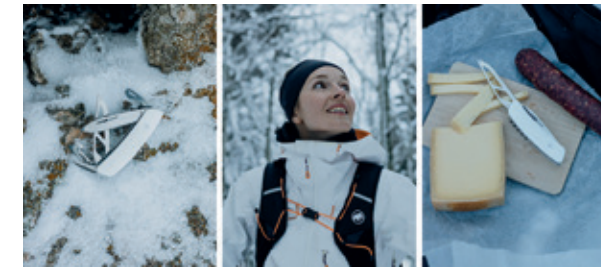


# SWIZA THE SWISS KNIFEMAKER

Inox Communication a accompagné SWIZA dans son repositionnement stratégique. En collaboration avec le client et l'agence TOAST, nous avons élaboré une stratégie de marque complète, puis accompagné le client dans la création de ses supports de communication.



# ALL ABOUT YOU



**Pur.**

Swiss Jura made  
Durabilité  
Authenticité



**Affûté.**

Justesse  
Précision  
Qualité



**Habile.**

Personnalisation  
Versatilité  
Agilité



**Audacieux.**

Innovation  
Non-conventionnalité  
Entrepreneuriat

## SIGNATURE COLLECTION



Sincerely Made  
in Swiss Jura



**SWIZA**

# INHOTEC PROGRESSER CONSTAMMENT

www.inhotec.ch



INHOTEC  
manufacture de précision

ACCUEIL À PROPOS SAVOIR-FAIRE PARC MACHINES CONTACT CARRIÈRE

INHOTEC  
VA VOUS SURPRENDRE ...  
Découvrez notre site

Une Manufacture de précision au service des marques horlogères

### SAVOIR-FAIRE

"Progresser constamment, c'est l'essence même de notre philosophie. INHOTEC, c'est avant tout des hommes et des machines en perpétuelle évolution, le fruit de plus de 10 ans d'investissements continus."

Alexandre EME, Directeur

RECOUVRIR TOUT MON SAVOIR-FAIRE  
TÉLÉCHARGER LA BROCHURE

### À PROPOS

Fondée par Alexandre EME en 2011 au Locle, dans le canton de Neuchâtel, INHOTEC propose aux marques horlogères un service personnalisé de production de composants horlogers et d'ébauches destinés à être assemblés dans les mouvements Haute Horlogerie réalisés Swiss made. Réassemblant tous les corps de métiers, INHOTEC se positionne comme partenaire stratégique des marques horlogères suisses.

EN SAVOIR PLUS

### PARC MACHINES

- Meulage
- Fraisage 3 et 5 axes
- Electronique à fil
- Laser
- Découpe machine
- Mécanique
- Garnissage
- Polissage

RECOUVRIR

INHOTEC  
manufacture de précision

INHOTEC SA  
RUE DE FRANCE 10 - 1280 LOCLE - SUISSE  
TEL. +41 78 811 10 10

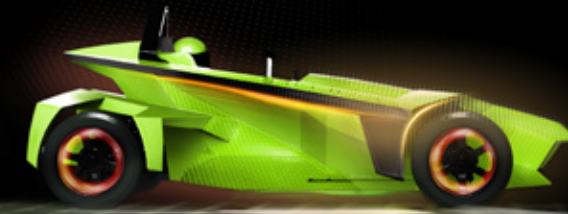
CONTACT  
SAVOIR-FAIRE  
PARC MACHINES  
CONTACT  
CARRIÈRE

**INHOTEC**  
manufacture de précision

# AVENTOR PURE RACING



BREAKTHROUGH ECONOMIC ADDED VALUE. NO PAINT,  
NO CHEMICAL TREATMENT, ZERO DIRECT EMISSIONS,  
ONLY DEGRADABLE MATERIALS,  
TOWARDS 100% RECYCLABLE



Aventor motorsport is born.  
300 kg, electrical propulsion bio  
polymer and advanced composites  
architecture





www.singersa.ch

**SINGER**  
MANUFACTURE DE CADRANS SOIGNÉS

La Manufacture



# GRAND OPENING DOORS

Enorme succès pour l'inauguration de Microcity, nouveau fleuron de la microtechnique neuchâteloise !

L'inauguration officielle du bâtiment Microcity sur le Pôle d'innovation – Neuchâtel s'est tenue le 8 mai en présence de nombreux représentants des milieux politiques, économiques et académiques. Le canton de Neuchâtel joue un rôle majeur dans ses domaines d'excellence. L'implantation de l'EPFL en terres neuchâteloises vient renforcer le réseau de compétences microtechniques et contribue au rayonnement du canton au niveau national et international.

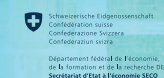


## MICROCITY NEUCHÂTEL ACCUEILLE L'EPFL DANS LE NOUVEAU BÂTIMENT «Microcity»

**ne.ch**  
RÉPUBLIQUE ET CANTON DE NEUCHÂTEL

PORTES OUVERTES  
ANIMÉES PAR:  
EPFL, NEODE, ERNE – BAUART  
—  
10 MAI 2014 – 10h à 17h  
—  
Maladière 71  
2002 Neuchâtel

AVEC LE SOUTIEN DE:



[WWW.MICROCITY.CH](http://WWW.MICROCITY.CH)

ACCÈS AU SITE

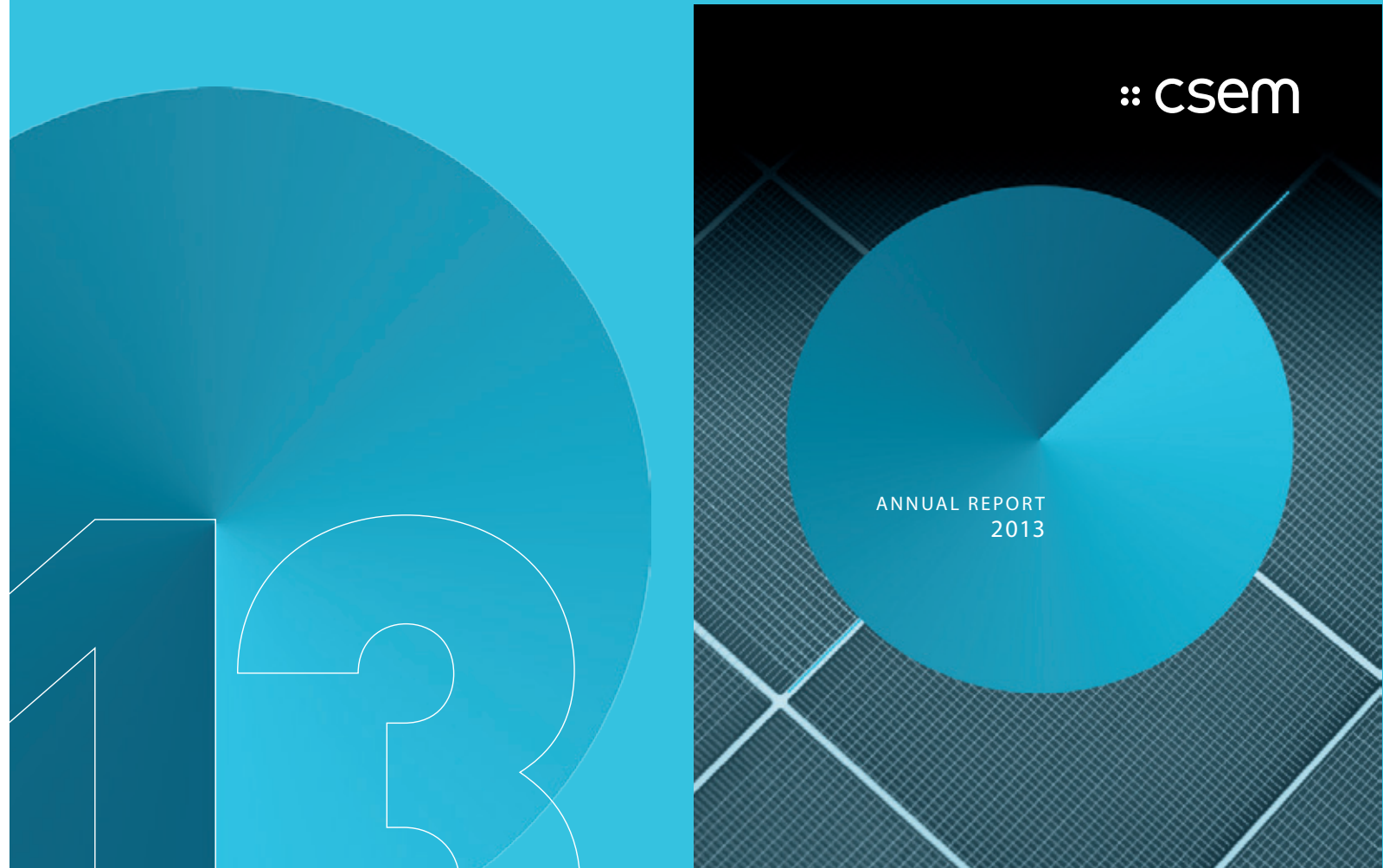
TRANSPORTS PUBLICS:  
LIGNE 101 – ARRÊT GIBRALTAR-CPLN

VOITURE:  
PARKINGS DE LA MALADIÈRE  
ET DU NID-DU-CRÔ

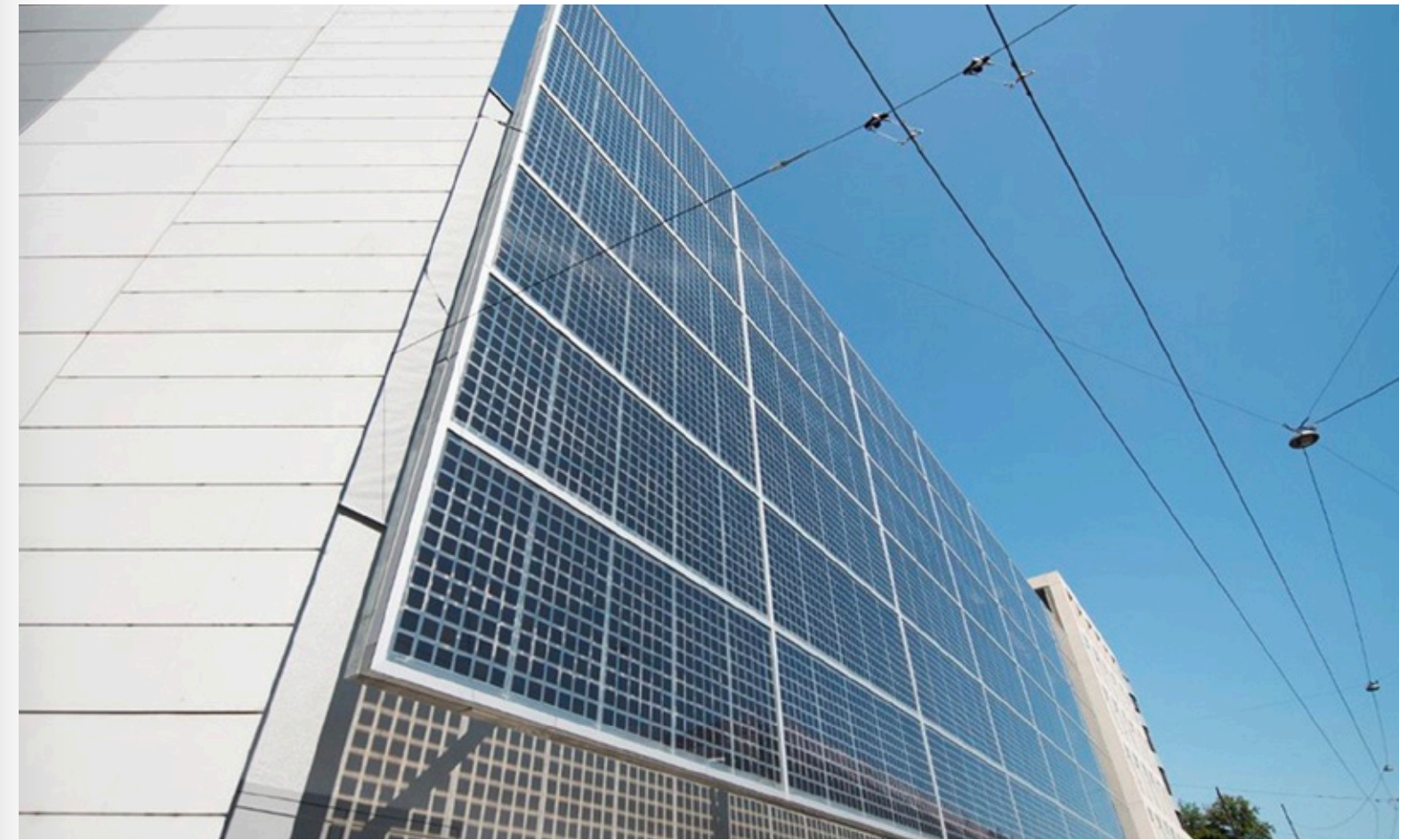
PÔLE D'INNOVATION - NEUCHÂTEL



# SWISS LEADERSHIP IN INNOVATION



A new corporate identity that embodies CSEM's positioning, in terms of quality, service, technology, and excellence, as a leading Swiss Research and Technology Organization (RTO). All the new corporate identity elements reflect CSEM's commitment to bringing their clients the added value and the guidance they need to empower their businesses and meet the challenges of the future. The new baseline emphasizes Swiss leadership in innovation married with the Swiss tradition in microtechnology, in the current context of a rapidly changing world.



1

### Interview with the Chairman and the CEO

2

### Mechanical testing for the body's soft tissues

3

4





## INTEGRATED GROWTH & MARKETING STRATEGY

### NEUCHÂTEL

Bureau du 111. Pl. Numa-Droz 2  
CP 2511. CH-2001 Neuchâtel  
+41 32 727 70 70

### LAUSANNE

Chemin Renou 2  
CH-1005 Lausanne  
+41 21 926 79 79

[www.inox.com](http://www.inox.com) | [f](#) | [in](#) | [@](#) |

PROUD FOUNDING PARTNER OF

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**compáz**

[www.compaz.art](http://www.compaz.art)

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[www.111.ch](http://www.111.ch)

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