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Case study IRIOBRONZE
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Summary IRIOBRONZE

MERCK is a global business group of the chemical-pharmaceutical industry with its chemical group focused on “pigments”.

The products from the pigment division are sold to several markets and different industries like cosmetics or printing.

MERCK’s product IRIOBRONZE could innovate the printing technology if the company could establish IRIOBRONZE as an ingredient for the bronzing technique. The areas of application of the bronzing technique are wide and include amongst others for example tags for beer and wine bottles as well as packaging for candies or coffee. But the technique requires a special bronzing machine which is only supplied by a single manufacturer that currently has close ties to MERCK’S direct competitors.

Other factors will also play an important role in establishing IRIOBRONZE in the printing and packaging industry. Convincing all affected market stages of the benefits of IRIOBRONZE such as relative eco-friendliness could propel sales for MERCK. Affected market stages include producers of branded goods, retailers and consumers. MERCK is also trying to find ways to address legal institutions and third parties such as designers and advertising agencies in its marketing strategy.

MERCK is a newcomer in the kind of application of the IRIOBRONZE and only holds a market share on the pigment market of less than 2%. However, in consideration of all the given facts MERCK needs to find a way to target all relevant market stages and market influencers in a concerted marketing strategy.

For the complete case study including facts and figures please contact

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