



**HOBRO-BASED COMPANY RECEIVES PRIZE FROM THE CONFEDERATION OF DANISH INDUSTRY FOR MAKING ROBOTS FOR EVERYONE**

Technicon A / S has grown at record speed since the two study partners, Casper Hansen and Jakob Rømsgaard, founded the company in 2014. In the last two years alone, the company has doubled its staff from 30 to 60 people. Behind Technicon's success lies a burning desire to "democratize the robots". They want to make automation an integral part of the production of in all manufacturing companies of Denmark. Today, the company was honored with the Initiative Award 2021 from Confederation of Danish Industry in Aalborg.

- *What gets me up in the morning is the desire to make robots available to all employees and companies regardless of size or industry. Our goal is to put an end to degrading jobs and streamline and maintain production in Denmark. And we want to create the digitalisation that is necessary to implement the green transition.* the CEO Casper Hansen says.

The ambitions are great. Both on their own and on behalf of the entire industry. And Technicon is well on its way to fulfilling them. Among other things, they have established a comprehensive webshop, where the customer gets an overview of more than 400 flexible automation solutions, which you simply "put in the basket" and subsequently have delivered and installed at the factory.

- *For us, it is about making it easy and simple to access and benefit from the new technology. Whether you are a micro-brewery with three employees, or whether you are Vestas,* Casper Hansen continues.

**RECEIVES A PRIZE TO SECURE THE FUTURE OF DENMARK**

According to Franz Cuculiza, who is director of Aage Vestergaard Larsen A / S and deputy chairman of DI Aalborg, Technicon can be crucial for Denmark's future.

- *Technicon succeeds in making advanced technology accessible to all. It is almost the same development we have seen with the computer and later the mobile phone. That technology is becoming more and more advanced, but also more widespread. That development is really being pushed for here at Technicon in Hobro,* says Franz Cuculiza and continues:

- *It has a huge significance. We must not underestimate what a company like Technicon already has, but also in the long run they may have significance for Denmark as a catalyst for continued development of the industry. It is absolutely crucial that we exploit and implement the technological opportunities in the future. Crucial to our economy, which must finance society and welfare. Crucial to work environment and health. Crucial to support the green transition. It is simply crucial for our future that technology is pushed out to all companies, and that is exactly what Technicon can do.*



**THE KEY IS COMPETENCES AND COOPERATION**

To the question of how a young, North Jutland company succeeds in creating such great success, Casper Hansen is in no doubt:

- *We often enter into close relationships in all parts of the value chain and work in a broad spectrum - both with universities, small and medium-sized companies, suppliers and business clusters. This gives us a broad input, and this means that we can purposefully develop value-creating projects. It is also often the way we get access to competencies and new employees,* he says.

There are many examples to cite. Casper Hansen highlights, among other things, an example where Technicon in collaboration with the Danish Technological Institute has developed a solution for Daloon, which removes the cabbage stalks automatically.

- *It was a physically difficult and demanding task for employees at Daloon. By combining different automation solutions, we created a solution that both reduces food waste, promotes competitiveness and reduces the strain on employees' joints, so this is one of the examples we are really proud of.*

Technicon focuses on both the highly educated and the skilled. There are always more apprentices in automation technology going on. Then they can run with staggered school stays, so there is always one apprentice at the company. At the same time, there are always two to four engineering interns going on.

- *We constantly need new people, and if we can not get them, we will not move on. That is why we do a lot to have apprentices and collaboration with students. And we make sure to create an attractive environment. When someone chooses us and offers them their skills to us, it is our responsibility to offer a good job and a good career path,* concludes Casper Hansen, who despite the massive pressure on the labor market is pleased that the automation company is still able to attract skilled employees.

The award was presented by Deputy Chairman of DI Aalborg, Franz Cuculiza, and Mayor of Mariagerfjord Municipality, Mogens Jespersen. All employees were invited to tapas on the occasion of the award ceremony.



**FACTS ABOUT INITIATIVE AWARD 2021**

Every year, The Confederation of Danish Industry's 18 regional associations award an initiative prize to one of the area's small or medium-sized businesses. The award is a tribute to the companies that have shown particular initiative, growth and enthusiasm.

The award recipients are companies that can be highlighted for good growth initiatives and appear as inspiring role models for other companies.

The 18 winners compete to win the nationwide Initiative Prize, which is awarded at DI's annual SME Day in March 2022.

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