

BEHIND THE BRAND: **ARTICLE 1 OF 3**

Matching the Right Casing to Every Application

What does Tailored Casings mean in practice? It starts with understanding each application and matching it with the casing characteristics it needs.



Tailored Casings



Read more



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Matching the Right Casing to Every Application

ViskoTeepak has reviewed and refreshed its Brand Cornerstones—a framework that brings together our business model, our products and services, and what we aim to achieve. Taken together, these areas led to our new slogan, Tailored Casings: a clearer expression of what ViskoTeepak does, what we stand for and what customers can expect from us. In Behind the Brand, we explore what this means in practice.

Matching the best casing to any application

One of our core competence is matching the best casing to any application. Doing so requires more than looking at a single product characteristic. It involves understanding how the casing needs to perform throughout the customer's production process and in the finished product.

Requirements differ from one application to another. The right choice depends on the product, production conditions and desired result. Our role is to identify the performance characteristics that matter and use that understanding to guide the casing selection.



Fibrous casing



Cellulose casing



Plastic casing



Collagen casing

From application needs to tailor-made, productive solutions

A productive casing solution begins with the application. By considering the product, process and desired result together, we can recommend a casing suited to its intended use and the customer's production objectives.

Tailor-made does not necessarily mean complex or highly customized. It means applying the right combination of casing knowledge, application expertise and technical support to the customer's requirements. The benefit is not customization for its own sake, but a practical solution designed to support reliable processing, consistent results and productive operations.



Close cooperation makes the difference

Customers understand their products, processes and objectives. ViskoTeepak brings casing and application expertise. Bringing this knowledge together creates a stronger basis for casing selection, technical discussions and resolving challenges that may arise in production.

Staying close to our customers means listening, asking the right questions and working together to understand what the application requires. It also helps us respond when requirements change or when a production challenge calls for a closer technical discussion.

Ambition is one of the values behind this way of working. It is a mindset that encourages our employees to keep developing their knowledge, improving our solutions and looking carefully at what each application needs. For customers, that ambition should be felt through our commitment to finding practical answers and supporting the application over time.

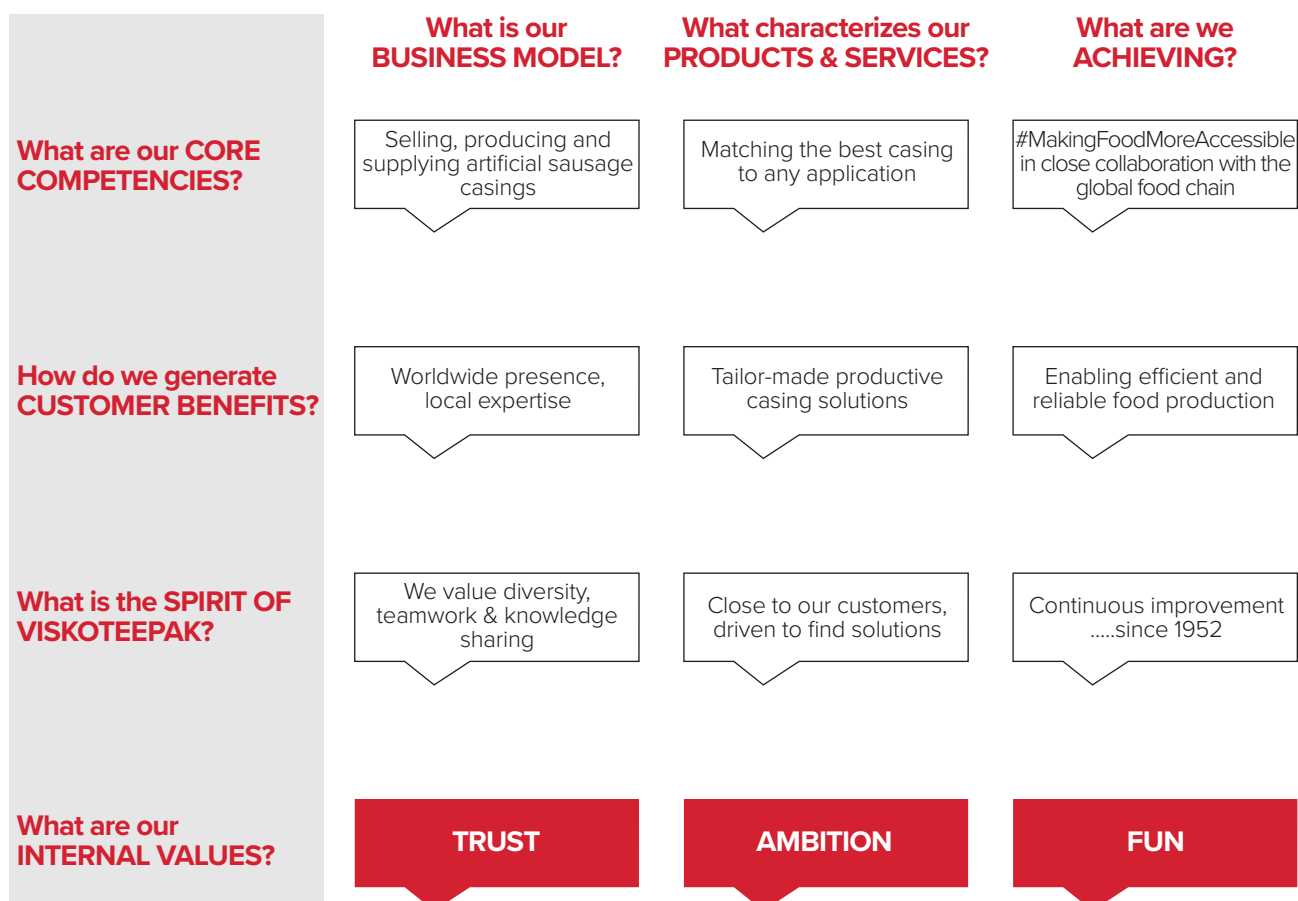


What Tailored Casings expresses

Our previous slogan, always around, highlighted ViskoTeepak's presence and close customer relationships. Tailored Casings builds on that foundation while expressing more clearly what ViskoTeepak does and stands for.

The slogan is not only about customization. It reflects our complete way of working: beginning with the application, selecting or developing the casing around its requirements, and supporting the customer through knowledge, cooperation and ambition.

For customers, the message is straightforward: their application is our starting point. Tailored Casings expresses our commitment to understanding what the casing needs to achieve and applying our expertise to finding a suitable, productive solution.



About Behind the Brand

Behind the Brand is a three-part article series exploring our Brand Cornerstones. This first article focuses on our Products & Services and how we match casing expertise with customer applications. The following articles will explore how our business model supports this approach and what we aim to achieve together with our customers and the wider food industry.



Tailored Casings

