ASTA EDER
Composites Consulting

Consulting

Asta Eder Composite Consulting (AECC) is located in Vienna, Austria. She was born in Finland,the roots of her childhood enveloped in the Finnish woods. She studied forestry in Austria and did her PhD on market opportunities of innovative wood based composites in the German speaking area.

Within the Wood K plus programme at the University of Natural Resources and Life Sciences Vienna Asta Eder worked in WPC research and development for 10 years and during this time was in charge of numerous WPC market research projects. She has written several market studies and articles on WPC. Since 2005 she is part of the scientific committee of the French WPC congress and is an active member of the Austrian WPC forum.

Services

Consultation through international WPC market knowledge

During a consultation meeting, undiscovered innovation potentials of your company in the field of WPC can be disclosed and evaluated by means of a SWOT analysis.

AECC possesses special know-how concerning methods of market research, to ensure the successful market launch of your WPC product already during its development stage. We can help you to discern the unspoken needs of your future costumers. Our market knowledge enables you to define your exact market positioning in relation to competitors and imports.

We offer well-founded reports as a basis of decision for your next innovation measures. According to the costumers wishes these can be based on idea workshops, focus groups, personal or online interviews and internet research as well as lead-user-analyses and conjoint analyses.

We offer comprehensive market consulting for composites from raw materials up to end products. Picture: Left wood-plastic composite granules, Above composite and timber decking profiles. Pictures: www.burgerfoto.com

We support you with informed business models at planning the first steps of your production and offer you extensive consultation concerning market launch, business development and the search for distribution channels.

Our core competence lies within the WPC sector, but we also welcome inquiries concerning other composites.

ASTA EDER COMPOSITES CONSULTING

Foundation

- 2011

Key services

- All involved in the development and production of composites

Key materials

- Natural fibre composites (e.g. WPC)

Contact

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