

Thynk.

For all
your
future
strate-
gies.


“A Thynk tank for future-proof expertise.”

Thynk stands for rethinking your core business.

As technologies, markets and customer expectations are changing rapidly, your future firm will have to deliver even more reliably, adapt faster to new trends and trust in leadership strategies in order to win.

As the former CEO and founder of EM TEST GmbH, I made the company the leading manufacturer and supplier of innovative equipment for EMC testing and measuring. Today I know one thing: only a deep understanding of entrepreneurial challenges, combined with a clear-eyed analysis and a bold vision to succeed, can really be a game-changer. Together we will discover your game changing strategy, explore how the next generation of successful companies will look like – and make you one of them.

Take a closer look of what we've achieved in the past, before we rethink your future business.

A portrait of Uwe Flor, a middle-aged man with dark hair and glasses, wearing a dark suit jacket over a white shirt. He is sitting and looking slightly to the left with a gentle smile. The background is dark and textured.

Uwe Flor

Founder of Thynk and former
CEO of EM TEST GmbH.

1987

**Founding of
EM TEST GmbH
with one vision:**

The worldwide leading
partner for fully compliant
EMC test and measuring
equipment, EMC seminars,
EMC testing services and
calibration.

2011

Sale of the company
EM TEST GmbH

2011–2014

CEO EM TEST GmbH

2017

Founding of Thynk GmbH

EM TEST: A success story.

From startup to a global leader worldwide.

Established a national sales network and EMC seminars

- > National sales network
- > EMC seminars

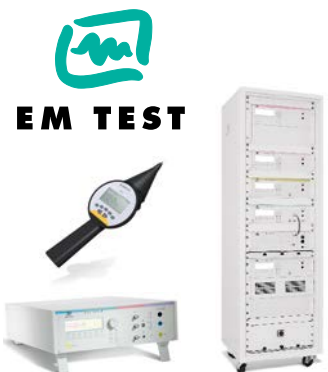
Set up a service laboratory

- > Calibration
- > Customer-specific applications

Membership of standardisation committees:

- > National: DKE, VDE
- > International: IEC, ISO

Breakthrough product design



1987

Founding of
EM TEST GmbH

Initialised a training programme for EM TEST employees

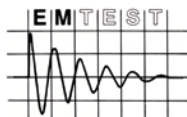
- > for sales staff
- > for technical support
- > for office staff

Set up the software department



Innovative test simulators

- > First fast transient up to 8 kV test voltage
- > First ESD simulator with interchangeable R/C network



Established an ERP and CRM software system



Set up EMC Test Laboratories



Set up the EM TEST representative office in China (Beijing)

Opened an EM TEST Office in Poland (Warsaw)

Opened an EM TEST Office in the USA (Irving, Texas)

Accreditation of EM TEST calibration laboratories ISO 17025



Established an EM TEST office in Malaysia (Kuala Lumpur) for the SEA region

Marketing & communications

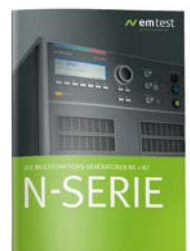
Last but not least, leadership involves making customers interact with your brand – with innovative product designs, catalogues und websites that give more value to our customers.

2011

Sale of the company
EM TEST GmbH

Set up of the international distribution network

emtest



Let's thynk forward together.

Contact us today:

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Internet www.thynk.eu



Business Development

- › Analyse market developments
- › Identify future trends
- › Create new business strategies



Product Marketing

- › Increase products' significance
- › Optimise product design
- › Rethink your advertising strategies



Business Management

- › Act as project manager in your firm
- › Manage the most important key accounts
- › Reorganise your business units



Marketing Strategies

- › Find a brand positioning
- › Develop a go-to-market-strategy
- › Maximise channel effectiveness



Marketing Development

- › Create marketing partnerships
- › Establish sales networks
- › Get new customers involved



Product Development

- › Evaluate product concepts
- › Implement efficient developing procedures
- › Ensure product launch quality



Business Strategies

- › Identify your business goals
- › Research your market
- › Profile your customers and competitors



Sales Strategies

- › Define your key sales
- › Decide on your sales channels
- › Reduce your cost of sale



Sales Trainings

- › Train sales employees and sales representatives worldwide
- › Organise national and international seminars



EMC Expert Knowledge

TESTING & MEASURING

- › Conducted Emission
- › Conducted Immunity
- › Radiated Emission
- › Radiated Immunity
- › RF Shielded Rooms
- › Anechoic Chambers
- › EMC Training

EMC STANDARDS

- › National standards
- › International standards
- › Manufacturer standards

PRODUCT GROUPS

- › Automotive EMC Test Solutions
- › Combination Wave/Surge Generators
- › Conducted LF/RF Immunity Testing
- › Coupling Networks for EMC Testing
- › Current Surge Testing
- › EFT/Burst Generators
- › ESD Generators
- › Harmonics & Flicker
- › Multifunctional Generators (Immunity)
- › Power Quality Testing
- › Programmable AC/DC Power Sources
- › Telecom Surge Generators
- › Voltage Surge Generators

INDUSTRY SECTORS

- › Automotive
- › Avionics
- › Broadcasting
- › Components
- › Industry
- › Medical
- › Military
- › Renewable Energy
- › Residential
- › Telecom



For all your future strategies.

Business Development
Marketing Strategies
Business Strategies
Product Development
Product Marketing
Marketing Development
Business Management
Sales Strategies
Sales Trainings
EMC Expert Knowledge

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