

Convincing results thanks to a convincing corporate culture

The priomold founders on satisfied employees, authentic values, and healthy growth

"Employees are our most valuable asset" - this or a similar phrase that can be found on many company flags has almost taken on the character of an obligatory clause in the general terms and conditions. "However, the employees at the heart of the company often feel that this is just an empty phrase. Not so for the people behind priomold, who can rely on a sustainable corporate culture in their daily efforts to achieve tangible results. Founders Thomas Schönbacher and Moritz Zumdick describe their philosophy and why they are convinced that growth only works together.

The fact that employees are a company's most valuable asset is communicated in an inflationary manner for a reason. You can't do anything without people, even in an increasing digitalisation and automation age, which has long been a reality at priomold.

"However, we don't want to see the people in our company as capital, but rather as growth drivers, companions and pathfinders," emphasises Thomas Schönbacher. Together with Moritz Zumdick, he founded priomold in 2015.

Zumdick adds: "From the very beginning, it was important to us to create identification with priomold within the team and a respectful, appreciative atmosphere. If you feel comfortable with your colleagues, enjoy your work and have corporate and personal goals and opportunities in mind, then common growth - characterised by satisfaction and real motivation - is almost pre-programmed".

"In our opinion, that's the only way to be successful," adds Schönbacher.

Like the expertise, the culture is tangible, reliable and authentic

Speed is a key aspect in industry, and especially in prototyping it is a top priority. priomold has proven time and again to numerous customers and to itself that time flexibility and top quality performance are compatible at the Schömberg production site.

Thomas Schönbacher knows: "Speed cannot be forced in the long run, especially not with high precision and reliability at the same time. All of this has to come from commitment, and this in turn cannot just be empty words or simply expected of the employees".

"We founded priomold with deep conviction and a lot of heart and soul. We love what we do and want to enjoy our daily work as much as we want our employees to enjoy it. This is only possible in a well-rehearsed team, pulling together, on the same wavelength. That's why we attach great importance to communicating and actively living our convictions," says Moritz Zumdick.

Think + Act = Real Values

Growth is an important driving force - every team member knows that. Developing and consolidating our position in a highly competitive market secures the future of each and every member of the priomold team of around 70 people.

Therefore: No half measures - neither in performance nor in people. Zumdick and Schönbacher have a holistic view of corporate culture, from the training of junior staff to

retirement: "It is important to us that new team members immediately feel they are in good hands, both personally and professionally. We welcome junior staff and career changers with open arms and provide them with intensive training.

In addition to professional competence and an appreciative team atmosphere, employees at priomold benefit from many "little" amenities. "We provide modern mobility with electric cars, charging stations and company bicycles. We also attach great importance to efficient catering with freshly cooked lunches, fruit and other catering offers for the team. We express our appreciation and gratitude with measures such as a company pension scheme. None of this goes without saying, but we don't take our employees' excellent performance for granted. We appreciate these gestures and we get a positive response.

Looking to the future with satisfaction

"We can look back on many success stories from our colleagues that encourage us on the path we have chosen and give us drive for the future," says Schönbacher.

Zumdick cites the example of an employee whose internal career is something to be proud of: "When he joined us a few years ago, the situation did not seem very promising. But we were happy to give the father of two a chance to prove himself, and he gratefully took it. He recently completed his training as a plastics technologist and has demonstrated the potential we saw in him even then. We regard him as a highly motivated and hardworking part of our company and a great person.

Another example shows the commitment at priomold, especially against the background of the great shortage of skilled workers. A long-time colleague from the finishing and dispatch department has developed a real passion for the metalworking profession during her career at priomold. "We are pleased that our enthusiasm is catching. Of course, we didn't hesitate for a long time to pave the way for our determined employee and we are happy to have her with us as of September 2023 in her training as a tool mechanic".



Bildmaterial: priomold GmbH

About priomold GmbH

The fairly young company, founded by [Thomas Schönbucher](#) and [Moritz Zumdick](#) in 2015, specializes in the rapid delivery of plastic injection molded parts, offers mold construction (over 500 new molds per year) for prototypes and small series, as well as engineering support in the field of plastics. In the meantime, the company has grown to over 75 employees and is continuing to expand. What essentially sets priomold apart is its short delivery times for molds, injection molded parts and additively manufactured components. The fastest project was completed in two working days; on average, a new mold is ready within two to three weeks. Multiple awards as Growth Champion and TOP100 for Innovation 2022 are the confirmation of priomold's development.

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