



INFINISERVICES

SERVICE CATEGORY | INNOVATION & MARKETING

Unleash your team's full potential and turn challenges into opportunities through collective intelligence!"

INNOVATE WITH OUR INFINITY WORKSHOP

The Infinity Workshop is a premium collaborative session designed to transform your technical or business challenges into actionable opportunities.

By leveraging creativity and collective intelligence, we help you look at your products, processes, and markets from a fresh perspective and generate innovative solutions with real business impact.



► This service is ideal if you need to...

- **Generate innovative solutions** to solve a technical or commercial challenge
- **Boost creativity and teamwork** around a strategic project
- Gain **fresh insights** into your products, processes, or market positioning
- **Accelerate idea generation** to stay competitive and attractive to your customers

► Service description & methodology

1. **Challenge identification**
2. **Needs assessment & audit**
 - Initial discussion with your team to define the key challenges
 - Analysis of your technical and market context
3. **Tailored proposal**
 - Recommendation of the most suitable workshop format
 - Identification of key participants and co-creation of the session plan
4. **Infinity workshop – the collaborative session**
 - A full-day immersive, interactive session
 - Guided by creative problem-solving and divergent/convergent thinking
 - Cross-functional collaboration (R&D, Production, Marketing, Procurement...) to spark innovation
5. **Debrief & post-workshop follow-up**
 - Delivery of a concise report with ideas, innovation opportunities, and recommendations
 - Optional support for implementation of the proposed solutions & project management



INFINITY



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► Key benefits

- **Time-saving:** Accelerates the emergence of actionable solutions
- **Fresh perspective:** Provides new insights into your products and processes
- **Team-building:** Strengthens cross-department collaboration
- **Munksjö expertise:** A chance to leverage our technical and market know-how
- **Tangible innovation:** Generates concepts and solutions ready for exploration or development



► Prerequisites



A **clear, strategic challenge** identified beforehand



Preliminary exchanges are key to success. There must be interactions before the workshop with information exchanged.



5 to 10 participants with diverse profiles to maximize creativity



Workshops can be held on **your premises, at our Arches site/R&D center** (with optional plant tour or technical training the days before/after)



Credits : Munksjö - 03/2026

► Service delivered by

The **marketing team**, in close collaboration with **technical, commercial, and cross-functional experts**, depending on the challenge.

► Customer feedback

- **Average satisfaction score: 4.6/5**
- "A collaborative experience that opened up new product perspectives."
- "The workshop allowed us to identify concrete improvement opportunities in just a few hours."
- "A unique way to engage our teams around a key business challenge."

Price

Upon request – premium INFINITY service offering - contact your sales representative