

PRISMA

The WILD Group
magazine

PRISMA
ISSUE 1 • 2026

INTELLIGENT VALUE ANALYSIS:

CUTTING COSTS THROUGH VALUE MANAGEMENT

Sustainability starts
in the supply chain

6

Digitalisation:
Sharper focus, fewer tools

7

New lathe: technology
to expand our scope

8

▼ **WILD**
▼ **PHOTONIC**

COURAGE TO FOCUS ON WHAT'S ESSENTIAL.



Michael Reissig
Head of Development

Innovation needs more than a good idea. To achieve it, you need the courage to radically rid products of ballast. At WILD, we therefore question the value of a product not only at the start of a project but on a permanent and systematic basis.

To this end, we dissolve the boundaries between disciplines in highly efficient workshops. Be it in development, supply chain or manufacturing, all experts sit at the table together with you and our suppliers to establish what a product must really be capable of and what it may cost. From a holistic perspective, without „thinking in a box“. Together with Manfred Ninaus, we have developed „FAST TRACK Value Engineering“, a method that applies radical transdisciplinarity and smart software tools to pave the fasted path to serial production.

It's not about being a know-it-all, but rather it is our intention is to put your business case through its paces together with you. We question functions for as long as it takes to reach a solution that is both technologically robust and economically lean. In this issue, we report on the cases in which we successfully applied this methodology and on the potential cost savings.

This willingness to achieve greater efficiency reflects our sense of responsibility for the future. The ultimate objective is to consistently reduce the "ecological rucksack" of our products. Our environmental experts have already managed to lower the Group's CO emissions by 26% and continue to work on further optimising our climate footprint. Our new Traub TNL20-9 demonstrates how the link between precision and efficiency in manufacturing works: by simultaneously machining of complex geometries, it saves valuable time and guarantees strict compliance with delivery deadlines.

This progress is mainly attributed to our digitalisation strategy, which focuses on core applications to allow a seamless flow of data and tangibly enhance agility for our customers.

Let's work together to dissolve boundaries and redefine the value of your projects.

Michael Reissig



- 3** — Trend Scout.
- 4-5** — Why true innovation often lies in omission.
- 6** — Lighter luggage.
- 7** — Our digital nervous system.
- 8** — More torque for your projects.



TREND SCOUT.

The AAO in Orlando is seen as a worldwide barometer for innovations in ophthalmology. Franz Aigner, Medical Technology Head of Sales at WILD, was there to assess the latest developments.

What impressions do you bring back from the US?

Franz Aigner: "Ophthalmology is more dynamic than ever. We are particularly proud of having been directly involved in the creation of various products and assemblies on display there. WILD enjoys a reputation of being an expert among key players. Be it in retina tomographs (OCT), digital phoropters, or accurately positionable stands, our experience from successfully implemented product series gives us a technological edge that benefits customers in the form of faster market maturity and cost efficiency."

Which trends are dominating the industry?

"The biggest game changer is AI. When it comes to imaging, e.g. in the case of OCTs or fundus photography, AI can sometimes analyse retina images more precisely than experts. Robotics will also have a massive impact on surgical precision in the future, though much of that is still in a development stage. In addition, western providers are increasingly focusing on high-end quality to set themselves apart from their Asian competitors, e.g. through extremely high resolutions and faster image acquisition."

Which point-of-care developments were evident at the fair?

"Handheld and wearable devices for initial analysis at the optician or in primary care centres must become more robust without losing precision. Since WILD covers optics, mechanics

and electronics technologies, we are the ideal partner for these compact all-in-one solutions. Moreover, optics must always be calibrated before delivery. Should those fine adjustments suffer during transport, manufacturers will need expensive specialists on site to recalibrate those devices. We develop products that are so stable, however, that they can survive transport unscathed and can be immediately put into operation without significant effort."

Since 2025, new import tariffs are weighing on the US market. How are customers reacting to that?

"Due to the tariffs, but also due to bureaucracy and high energy costs in Europe, many European customers are thinking of establishing production sites in the US, at least for individual components. For them, our FDA certification is a key argument. Those who want to be successful in this important market need partners who can deal with the regulatory requirements. In addition, we are currently increasing our support for our customers through value analysis projects to help them save additional costs in other areas."

YOUR CONTACT:

Franz Aigner
Mail: franz.aigner@wild.at





INTELLIGENT VALUE ANALYSIS

WHY TRUE INNOVATION OFTEN LIES IN OMISSION.

Those who use their resources more efficiently survive longer, and not just in nature. The WILD Group’s special “FAST TRACK Value Engineering” approach perfects this principle of the intelligent evolution of products: A targeted purge of processes helps create high-tech solutions that make economic sense and boost performance.

Today, global competition pressure is like a surgical knife relentlessly carving away at the manufacturers’ profit margins. Be it in industrial engineering, optics or medical technology, those opting for overengineering will ultimately lose out in dynamic markets.

But how can you reduce manufacturing costs without jeopardising quality and safety? A closer look at the WILD Group’s work approach reveals that the trick is to think in terms of assembly parts, not functions, i.e. those that are really needed.

THE WILD DIFFERENCE:

FAST-TRACKING TRANSDISCIPLINARITY

“What fundamentally distinguishes us from others in the area of value engineering is our rejection of isolated optimisation attempts. While many companies regard value analysis as a lengthy internal project, we take a consistent interdisciplinary and transdisciplinary approach”, says Michael Reissig, Head of Development at WILD. Orchestrated processes not only connect internal experts but also bring customers and suppliers directly to the table.

This approach thrives on genuine team work and a holistic nature: Only when all requirements - from development through manufacturing to procurement - are shared in a transparent manner will a common understanding emerge across all the Group's divisions. Communication is the decisive key for radically questioning functions and exploiting all available potential.

In collaboration with VMN value manager Manfred Ninaus, WILD condensed the classic 10-step work plan into a highly efficient workshop format - a benchmark-setting method known as "FAST TRACK Value Engineering". Since WILD is itself a manufacturer, feedback from assembly and production flows directly into the design. This approach simultaneously bundles all competencies in the shortest possible time - from the choice of technology and production-ready design to material selection. This results in integrated concepts free of lengthy feedback loops.

DIGITAL INTELLIGENCE INSTEAD OF EXCEL CHAOS

An decisive success factor is the unique VMCoach® software platform. "Collaboration drives cost effectiveness" is the credo of this digital tool, which brings together all core methods of value engineering. "VMCoach® is a genuine game changer: Our software also uses AI functions in function analysis and idea generation, which dramatically boosts performance", stresses Manfred Ninaus. This massively reduces the workshop effort while increasing the achievable cost savings. "Our platform allows us to intentionally ignore restrictions at the start, thus revealing potential often hidden in conventional processes. The more freedom given to all those involved, the greater the potential success."

THE BIGGEST LEVERS

Experience has shown that the most significant cost savings do not come from cheaper small parts but rather through radical rethinking in construction design. WILD focuses on a targeted qualification of customer requirements to avoid expensive overengineering. Additional levers include strategic shifts in materials, consistent strategies for carry-over parts, and a production-ready design in collaboration with suppliers. The objective is always a functionally brilliant, yet economically optimised product.

“While many companies regard value analysis as a lengthy internal project, we take a consistent interdisciplinary and transdisciplinary approach

Michael Reissig, Head of Development, WILD Group

NUMBERS THAT SPEAK FOR THEMSELVES: SUCCESS STORIES

The latest product successes are a testimony to the effectiveness of this approach. Together with semiconductor specialist FormFactor, WILD was able to identify a 25% cost-down potential for a microscope with a minimal

workshop effort already during the concept stage. This was achieved above all through a successful reverse engineering of purchased assemblies, a huge reduction in the number of individual parts in the superstructure, and a simplification of the housing cover, despite an attractive design.

"From projects like this we have learned that one should not impose too narrow constraints at the beginning of the value engineering process. Ultimately, the more freedom and assurance you give to the transdisciplinary project team to use it, the greater the potential success", stresses Stefan Werkl, Head of Sales Optical Technologies. This is also attested by Enrico Wöhe, Head of Technical Procurement at FormFactor: "The cooperation with WILD and its partners was very positive. Our project expectations were even exceeded by their professional approach."

OPTIMISATION FOR EXISTING PRODUCTS

In an ideal scenario, value engineering begins at the same time as product development. Reality, however, often presents a different picture: Customers approach WILD with products that have performance issues already on the market, or with finished prototypes that need to go into serial production at competitive prices. VMCoach® delivers particularly efficient support here: it reads part cost lists and product information without any effort, develops cost-down scenarios and tracks according to a parts index – until the products are fully competitive again.

YOUR CONTACT:

Michael Reissig
Mail: michael.reissig@wild.at



LIGHTER LUGGAGE.

The WILD Group's CO₂ rucksack has shed a lot of weight. The focus has now shifted to the major levers in the supply chain.

In high-tech manufacturing, the ecological footprint has become hard currency. This is an area where WILD has achieved measurable success: From 2023 to 2024 alone, the Group's CO₂ emissions declined by 26%. This is the result, among other things, of energy reduction projects, more efficient machinery and the conversion to a local pellet heating system. All Austrian sites now obtain 100% of their energy from renewable sources.

We push decarbonisation through technology but the key is awareness in each and every one of us

Mario Girstmair, Corporate Environmental & Sustainability Manager, WILD Group

More importantly, though, is the following realisation: "Our in-depth monitoring shows that our production processes themselves - with the exception of power generation - hardly produce any CO₂. At 85%, the largest share of the company's CO₂ rucksack comes from indirect emissions in the upstream and downstream supply chain", explains Corporate Environmental & Sustainability Manager Mario Girstmair.

In future, this is where the greatest lever lies. "Although, as a contract manufacturer, we largely depend on the nature of the customer products, we use every available opportunity to reduce the footprint within these requirements in an economically reasonable manner", says Girstmair. In-depth knowledge about its own CO₂ drivers allows the company to eliminate emissions already during the concept phase, through targeted material selection and smart production design. "True to the motto 'a network of ideas is stronger than a single thread', we actively involve our supplier network and promote recycling and sustainable materials." The result: There is a measurable decrease in the ecological baggage of the final product.

Inside the Group, WILD intends to achieve significant effects by using efficient ventilation systems including heat recovery, or by expanding its fleet of electric vehicles. "As of mid-2027, our electricity will come exclusively from renewable energy sources", stresses Girstmair, who has been at the helm of environmental management since the beginning of 2026. He is building on the strong foundation created by his predecessor, Alfred Michalek, who successfully established the environmental management system and will be advising Girstmair during an intensive transition phase until his retirement in the summer.

QUALITY PLEDGES WITH A SOLID FOUNDATION

As part of its multi-site audit in April 2026, the WILD Group will be incorporating sustainability in its core operating business. The joint recertification of quality management (ISO 9001), medical devices (ISO 13485) and environmental management (ISO 14001) combines ecological responsibility with technological precision. Customers are thus given the certainty that highest standards go hand in hand with resource-efficient processes.

"We push decarbonisation through technology but the key is awareness in each and every one of us", Girstmair believes. "After all, every contribution towards a better world for future generations counts."



OUR DIGITAL NERVOUS SYSTEM.

When designing high tech, you need to speak the language of data. Therefore, WILD sees digitalisation not as an IT project but as a digital competence in every division. An intelligently networked process landscape strengthens individual responsibility and delivers maximum agility.

At WILD, precision begins long before the first lens is polished or a casing is assembled. It begins the moment data starts to flow – seamlessly, without interruptions and in real time. In the world of optomechanics, too, digitalisation is the invisible nervous system that stabilises numerous processes.

STRATEGIC FOCUS INSTEAD OF TOOL PROLIFERATION

The WILD Group's digitalisation strategy opts for a radical focus. Instead of concentrating on a variety of historically evolved individual solutions, WILD focuses on carefully selected high-performance core applications. "We can't have complete mastery of all systems. Therefore, reduction is a key success factor", believes Jürgen Spitzer, Head of IT at the WILD Group.

The approach involves scaling down from over 30 individual systems to a maximum of ten core applications – from ERP and CRM to quality and process management, work and service management, and business intelligence. According to the best-of-breed principle, WILD uses only market-leading software that undergoes continuous improvement. "Once established, systems determine work approaches for several years. This is why we choose our digital tools with utmost care", says Jürgen Spitzer. Instead

Wir verknüpfen unsere Expertenteams mit effizienten, digitalen Workflows, um Fehlerquellen zu minimieren, noch bevor sie entstehen

Jürgen Spitzer, Head of IT, WILD Group

of taking purchased products and "bending" them with elaborate in-house developments, WILD relies on configuration and established market leaders. The objective is a seamless digital flow that eliminates media discontinuity and improves agility in cooperation with customers.

DATA AS A STRATEGIC RESOURCE

By consistently dissolving data silos and connecting all systems to central interfaces, the company creates genuine "data enablement", a tangibly shorter time to market and utmost process stability. "We link our expert teams with efficient, digital workflows to minimise errors before they even occur", says Spitzer.

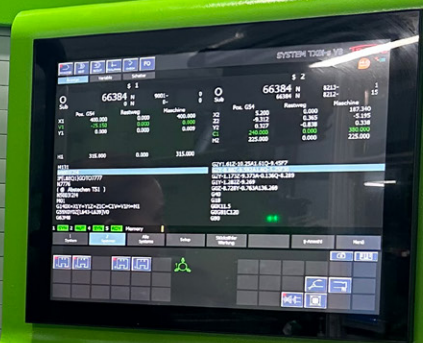
THE DIGITAL SAFETY NET

Measures that have already been implemented such as the establishment of a uniform work and service management and the digitalisation of process and quality management are having an impact: Today, key figures can be retrieved directly from the systems. In addition, by standardising terminal equipment and IT security processes, the company has enhanced operational security in daily work routines. As a result, the WILD Group has created the necessary agility to continue implementing projects with the accustomed precision, punctuality and top quality in the future.

TRAUB



TRAUB TNL20



More torque for your projects.

With a brand-new Traub TNL20-9 and plans for another Hermle machining centre, WILD is laying the groundwork for even greater manufacturing efficiency and capacity.

PRODUCTION

8

Requirements in medical technology are unforgiving. When dimensional accuracies of 0.02 mm and utmost process stability for complex control valves are required, standard equipment is stretched to its limits. The WILD Group's reaction to this is a targeted investment: a Traub TNL20-9.

The sliding/fixed headstock automatic lathe is more than just a capacity enlargement. "Through simultaneous machining with two tool carriers, a main and a counter spindle, the machine can handle geometries that previously required several work steps", explains team leader Marko Mert. In addition, its efficiently used workspace and minimised process steps significantly optimise lead

time and create additional space for growing volumes. A technical detail with a great impact: The change from emulsion to cutting oil brings a more stable quality and longer tool life. In addition, shifting approximately 2,260 manufacturing hours to the new lathing centre frees valuable resources in the milling section. To further bolster capacities in this area, WILD is already planning the next step: The company plans to purchase a state-of-the-art Hermle C 32 machining centre in 2026. This will create additional space for new, even large-volume customer projects in the long run, thus securing WILD's accustomed reliability in meeting delivery deadlines.

PUBLISHING INFORMATION

Owner and publisher: WILD Group, Wildstrasse 4, 9100 Völkermarkt, Austria
T +43 4232 2527-0, E-Mail: sales@wild.at

Responsible for the content: CTO Wolfgang Warum

Editorial staff: Press office WILD, Andrea Patterer & Sabine Salcher

Photos: WILD Group, Adobe Stock

THE WILD GROUP

The WILD Group is comprised of the WILD brands which are established in Völkermarkt and Wernberg (Austria) and Trnava (Slovakia), as well as Vienna-based PHOTONIC. The technology partner develops and produces optomechatronic systems for medical and industrial applications as well as optical technologies exclusively on behalf of its customers. Approximately 500 staff members are always the first choice whenever precision and reliability are called for and wherever innovation takes place.