



# FACTS & FIGURES

## FOUNDERS



Lisa-Marie Bittner



Moritz Bittner

## SIZE OF THE TEAM

**25**  
Employees

## FOUNDING

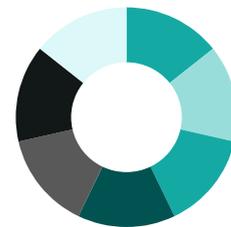
September  
**2021**

## CUSTOMER SEGMENTS

Agriculture & Horticulture

Aerospace & Defense

Robotics & Electronics



Mechanical Engineering

Automotive

Medicine & Pharma

Industrial Solutions

## DOMICILE

**Backnang**  
Near Stuttgart

## MACHINE PARK

**500**



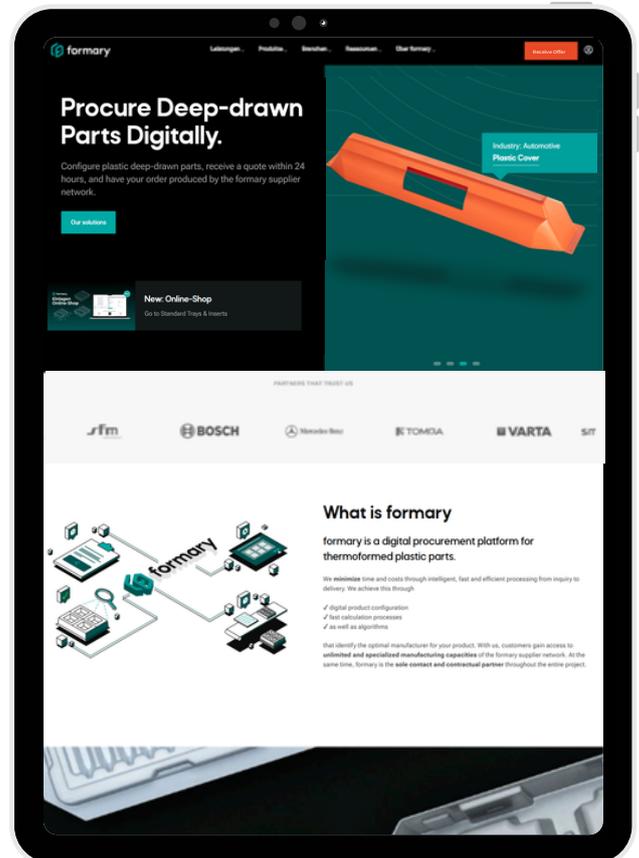
# COMPANY PROFILE

## formary: The First Digital Platform in the Thermoforming Industry

### Thermoforming: Cutting-edge in Production, Outdated in Customer Experience

Process optimization, digitalization, and a streamlined customer journey – these have yet to fully take hold in the thermoforming industry. Thermoforming (also known as vacuum forming) is a plastic processing method. Thermoformed parts are custom-made and individually developed for a wide range of customer applications.

From a hardware perspective, the procurement of thermoformed parts is well-positioned with modern machinery and automated manufacturing processes. However, there's a fundamental issue: project execution often still relies on phone calls or fax, making order processing inefficient. As a result, customer service and accessibility are frequently unsatisfactory. Additionally, the market is fragmented and lacks transparency. It's often difficult to identify which manufacturer has the required materials in stock, the appropriate machinery, and can offer competitive pricing.



### Save Time and Costs in the Procurement of Thermoformed Parts

The start-up formary aims to make the entire inquiry process for customers simpler, faster, and more flexible. To achieve this, sibling founders Lisa-Marie and Moritz Bittner have developed a digital platform that connects end customers with a growing network of over 100 suppliers and provides access to a professional machinery pool with more than 500 systems.

Using formary closely resembles an e-commerce purchasing experience – but in the B2B sector. After submitting a request via the digital configurator, formary assigns each order to suitable suppliers within its network and works with the customer to design the thermoformed part. This eliminates the time-consuming search for suppliers of B- and C-parts, reduces effort, and allows customers to focus on their core business.

For suppliers, partnering with formary means access to new orders without sales or marketing expenses – a valuable advantage in times of heightened uncertainty due to the war in Ukraine and ongoing recession. formary also simplifies order handling by taking over customer consulting and coordinating product development. “We handle the entire value chain – except for the actual manufacturing. That’s left to the true professionals,” says co-founder Lisa-Marie Bittner.



## From Family Business to Start-Up

For Lisa-Marie Bittner and her brother Moritz, a career in the thermoforming industry was never part of the plan. After completing their studies, both had set their sights on digital start-ups and investment banking. But when their father — also the managing director — fell seriously ill, everything changed. They took over the day-to-day operations and kept the company running. “But our main priority at the time was fighting for our father’s life, visiting doctors all over Germany,” says Moritz Bittner. Sadly, their efforts were in vain.

In 2017, the siblings faced a major decision: sell the business or unexpectedly step into the family company, which had been founded in 1985. They chose the latter. They began analyzing the portfolio and markets — and quickly recognized the untapped platform potential in thermoforming. Although the company had already been

active in the field, it was only one of several business areas. “At first, we weren’t sure if customers in this industry would actually embrace a platform model,” says Lisa-Marie Bittner. The founders developed an MVP (minimum viable product) of their platform and launched it in September 2021. Success followed quickly: the first customer inquiry came just two days after launch.

## Becoming the Leading Thermoforming Platform with the Largest Machinery Network

formary is continuously evolving: In addition to new technical features in its configurator, the start-up has introduced a customer portal that allows users to track delivery status and orders at any time. The team is also working on machine learning algorithms to automate and accelerate request, quotation, and costing processes. The offering is further complemented by digital engineering tools: The 3D Tray Generator enables users to derive tray concepts in a 3D viewer based on uploaded component data. The DfM (Design for Manufacturing) analysis automatically evaluates CAD data of thermoformed parts for feasibility, supporting more efficient product development.

Another milestone is the launch of an online shop for standard inserts. It provides precisely fitting trays and inlays for common container sizes such as Euro containers and small load carriers, facilitating the safe storage and transport of components. With this, formary expands its platform with standardized solutions and additional digital services. formary’s goal is to become one of the highest-revenue thermoforming platforms in the DACH region. “We want formary to become synonymous with thermoforming and to establish ourselves as the number one point of contact across all channels,” says co-founder Moritz Bittner. At the same time, the start-up remains true to its roots, focusing on long-term and fair partnerships with customers and suppliers.

## Links

-  <https://www.formary.de/>
-  <https://www.linkedin.com/company/formary/>
-  <https://www.youtube.com/@formary>
-  [https://www.instagram.com/formary\\_de/](https://www.instagram.com/formary_de/)
-  <https://www.facebook.com/formary.de>
-  [https://x.com/formary\\_de](https://x.com/formary_de)