

JPB Système

Identifying new applications through technical expertise

Whilst Cetim may not immediately spring to mind when one thinks of market research, its technical expertise has enabled JPB Système to find out concrete opportunities for diversification.



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OUR CUSTOMER

Corporate name
JPB Système

Business activity

Founded in 1995 on the basis of a patent for a self-locking nut for aircraft engines, JPB Système designs and manufactures self-locking mechanical solutions and loosening sensors. Deployed in critical areas, its products reduce assembly and maintenance times, whilst sustainably improving the reliability and availability of equipment.

As a specialist in anti-loosening mechanical solutions, JPB Système offers patented self-locking and self-braking devices. These prevent any loosening under extreme conditions (vibrations, temperature fluctuations, chocs, etc.), whilst remaining easy to remove for maintenance, thereby reducing intervention and downtime.

As a significant proportion of its turnover comes from the aerospace sector, the company has embarked on a diversification strategy. Preliminary studies ruled out certain markets due to access constraints or the presence of established players. “We needed to go further to

identify specific applications and define concrete avenues for prospecting,” explains Julien Chevalier, marketing manager at JPB Système. “Cetim provided us with its technical expertise and access to contacts we could not reach on our own.”

A common language to better target needs

Cetim put together a multidisciplinary team comprising an expert in mechanical assemblies, a specialist in technology watch, and a technology marketing partner: Quadrium. Based on more than 200 identified contacts, personalised and targeted interviews were conducted with complete objectivity. Analysis of these confirmed certain hypotheses, revealed unexpected needs, and highlighted high-potential markets, along with their technical and economic constraints. “As an inde-

pendent organisation, Cetim provided an outside perspective to deliver a structured study. The team’s technical expertise enabled them to ask the right questions to obtain relevant answers”, emphasises Julien Chevalier.

Today, JPB Système is working on the development of a product tailored to several identified markets, incorporating the innovative features of its solutions.

Cetim's asset



The ability to combine technical expertise with an analysis of usage patterns in order to assess market opportunities. Its network of technical contacts facilitates highly detailed discussions. As an independent organisation, its feedback is objective and can be directly applied to industrial strategy.

