



# FACTS & FIGURES

## FOUNDERS



Lisa-Marie Bittner



Moritz Bittner

## SIZE OF THE TEAM

**25**  
Employees

## FOUNDING

**September  
2021**

## CUSTOMER SEGMENTS



## DOMICILE

**Backnang**  
Near Stuttgart

## MACHINE PARK

**500**



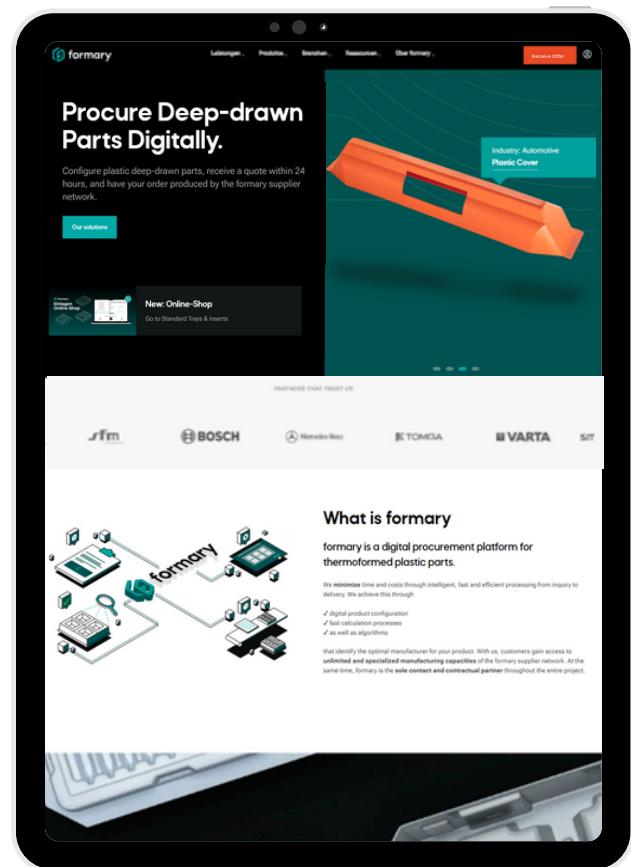
# COMPANY PROFILE

## **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### **Thermoforming: Cutting-edge in Production, Outdated in Customer Experience**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 50 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 continues to evolve: In addition to new technical features in its configurator, the start-up has launched a customer portal that allows users to check order and delivery status at any time. The team is also developing machine learning algorithms to automate and accelerate the inquiry, quoting, and pricing processes.

Another milestone is the launch of an online shop for standard inserts – a centralized hub for high-quality inserts and inlays, precisely designed to fit common container sizes like Euro containers and small load carriers. This makes the safe storage and transport of components significantly easier. With this expansion, formary strengthens its position as a customer-focused platform and offers even more flexible solutions tailored to individual customer needs.

formary's goal: To become one of the highest-revenue plastic thermoformers in the DACH region through its platform model. "We want formary to be synonymous with thermoforming and to establish ourselves as the number one contact across all channels," says co-founder Moritz Bittner. At the same time, the start-up remains true to its roots: combining a start-up culture with the values of a family business, formary is committed to fair partnerships with both 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/)
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