

Dear friends,

We hope your 2021 is off to a great start and that, thanks to the deployment of several COVID-19 vaccines and the return of consumer confidence, the pain and disruption of the last nine months will soon be in our rearview mirror.

Looking forward, 2021 will be a year of transition. After a year of living in a highly volatile environment and planning day-by-day with limited visibility, individuals and businesses are ready to take charge again and are looking forward to shaping their future. The sentiment in the news, as well as the economic outlook trends, predict that 2021 will be a year of economic rebound, with strong growth opportunity.

“Opportunity never favors the unprepared”, as we state in the Altix [Amplifier for Industry Champions video](#). In this first newsletter of the year, we are proud to share exciting news about Altix and about industry champions who have prepared for the economic rebound.

In “One-on-One with Greg Schulte”, President & CEO of Bonfiglioli USA, you will learn how Bonfiglioli mobilized early on in the pandemic to prepare for the post-crisis economic rebound by launching their e-commerce platform to transform the way Bonfiglioli delivers value to its customers.

For Bonfiglioli as for many companies and industries, Covid-19 revealed the vulnerability of globalization and complex supply chains. To address the fact that disruptions are not that unusual and can be predictable and manageable, the first Altix Le Cercle virtual executive roundtable of 2021 brought together a select group of industry leaders from North America, Europe and Asia to learn, benchmark, and exchange on how to design and build a resilient and sustainable supply chain to minimize risks and optimize performance.

As companies chose to nearshore or reshore production, manufacturers turn to Industry 4.0 to offset labor-cost differential between low labor-cost countries and the United States. In a podcast by award winning journalist Michelle Segrest, Yannick Schilly discusses what small to medium size companies can do to embrace Industry 4.0 and the factory of the future.

While Covid-19 created challenges for international growth, industry seems undeterred by the impact of Covid-19. To serve our customers seamlessly, Altix continues to grow, welcoming new partners, launching our German-language website, and expanding with our first international acquisition.

Enjoy the read!

Anne Cappel
Chief Marketing Officer – Altix Consulting Inc. 2/19/2021