

Our strategy

Employees

- WYON wants to achieve its goals with qualified, motivated employees and as a team.
- We not only want to succeed together, but also have fun together.

Technology

- As a technology company, WYON wants to ensure that development work is done internally as much as possible. In doing so, we want to acquire and protect intellectual property as well as process knowledge.
- We want to keep our dependencies on third parties as small as possible.

Products

- WYON's full attention is focused on rechargeable miniature and micro batteries in the capacity range from 20 μ Ah to 400 mAh.
- Our products should be innovative and convince our customers with unique selling points such as freedom of form, plastic housing, etc. as well as performance and quality.
- In addition to liquid electrolyte batteries, we also want to be able to offer other technologies (such as micro solid state batteries) in the long term.
- Implantable batteries are also part of the strategic development of our product range.

Markets

- We serve markets and customers worldwide who are prepared to pay the corresponding extra price for innovation, added performance and quality.
- We focus on companies that specialize in medical technology.
- We do not develop and produce batteries for military applications.

Capital

- Investments in the development of products and production facilities as well as in sales growth are to be financed from the company's own funds as far as possible.
- WYON wants to be as independent as possible from banks and investors.
- Potential external shareholders must think long-term and support our mission statement and strategy.

Location

- WYON is committed to Appenzell as a location.
- The high level of expertise available in Switzerland in the fields of precision engineering, plastics technology and materials science underline our commitment to Switzerland as a place to work.

People & Environment

- WYON treats resources with respect and uses them in a protective and sustainable way.

Sustainability

- WYON's activities and investments are geared towards medium and long-term economic goals.
- With a balanced growth strategy, we want to generate the necessary earning power to sustainably secure WYON's innovative strength and future.