

2025 COMPETITIVE ANALYSIS



Market Players	Product Breadt/Mix	Product Quality	Spec Position	Market Coverage	Price	Lead Times	Technical Expertise	Marketing	Ease of doing business
FRÄSCH	+	+	+	+	+	+	=	+	+
3Form	-	+	=	-	-	-	=	-	-
Acoufelt	-	+	-	-	-	-	+	-	+
Arktura	+	+	+	+	-	-	+	+	-
Armstrong Feltworks	-	=	+	+	-	-	+	+	-
Autex	-	+	-	-	-	-	=	-	+
Baux	-	+	-	-	-	-	=	-	-
Buzzispace	=	+	=	-	-	-	+	-	-
USG Ceilings Plus Colortex	=	+	+	+	=	=	+	+	-
Eureka Lighting	-	+	-	-	-	-	+	-	-
Ezo Bord	-	=	-	-	-	=	=	-	-
FACT	-	=	-	-	+	+	+	-	+
Felt Right	-	=	-	-	=	=	-	-	=
FilzFelt	-	+	+	=	-	-	-	-	-
Focal Point (lighting)	-	+	+	+	-	-	-	+	=
F-Sorb	-	=	-	-	=	=	-	-	-
Genesis	-	=	-	-	-	-	-	-	-
Impact Acoustics	-	=	-	-	=	-	=	-	-
J2 Systems	-	=	-	-	+	=	-	-	+
Kirei	+	+	-	-	-	=	=	=	-

 Frequent Competition

Rate the Impact to Growth
 + = Superior - = Inferior == Comparable

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Light Art (Lighting)	-	+	-	-	-	-	+	-	-
Loftwall	-	=	-	-	-	=	-	-	=
Luxxbox (Lighting)	+	+	+	-	-	=	+	-	-
Maxxitt	=	=	-	-	=	+	=	-	-
MBI	-	=	-	-	=	=	=	-	-
MDC Zintra	+	+	+	=	=	=	+	+	+
Mergeworks	-	=	-	-	+	=	-	-	=
Momentum	-	=	-	+	-	=	-	-	=
Muuto	-	+	-	-	-	=	-	-	=
Navy Island	-	=	-	-	=	=	=	-	=
Novawall Systems	-	+	-	-	-	=	-	-	-
Polysonic	-	=	-	-	=	=	-	-	=
Sky Acoustics	-	=	-	-	=	=	-	-	-
Snowsound	-	+	-	-	-	=	+	=	=
Soelberg	-	=	-	-	-	-	-	-	-
USG Colortex	-	+	+	+	-	=	=	=	-
Wood Veener Hub	-	=	-	-	=	+	=	+	+
Zilenzio	-	+	-	-	-	-	-	-	-
Rank relative Importance (1-9)	3	2	1	3	2	6	4	4	1

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