

# NONPROFIT REPORT 2024

Swiss  
House  
of Brands



Creating great brands  
& Prosperous businesses

Message from the President  
Some interesting discoveries with our customers  
Integration into the BCorp Community  
Support for the Tech4Regen Program  
Training: AI Workshop with Prometee  
Conferences: PRINS IP & Security Perimeter  
Pro Bono 2024: Bottle Back  
Quantum Alignment Strategy  
2025 Goals

Entreprise



Certifiée



NONPROFIT REPORT 2024

# MESSAGE FROM THE PRESIDENT

2024 has been a year full of challenges, transformation, and innovation for us.

- We were happy to receive the B-Corps certification and join this community, which is a source of inspiration and progress
- We developed a Business Engineering division necessary for the business deployment of our brands in the digital realm.
- We invested in custom GenAI training tailored to our activity, which has changed how we work, allowing us to dedicate more time to creativity and introducing new perspectives for our company and our clients.
- Beyond our historical clients, we are increasingly moving towards private equity, whether with investors or large companies seeking firms capable of building successful brands and businesses from scratch or managing brand portfolios.
- Among the great adventures of 2024, we had great satisfaction in participating in the TECH4Regen startup program at EPFL Innovation Park as mentors and facilitators of a workshop on branding and business development.

**Thank you to all our clients, partners, consultants, associates and entire ecosystem for this wonderful year 2024**





THANK YOU TO OUR CLIENTS FOR WHOM EVERY PROJECT IS A NEW JOURNEY

# SOME DISCOVERIES

DISCOVERING THE POWER OF  
DIETARY SUPPLEMENTS ON OUR  
WELL-BEING WITH A BRAND MADE IN  
SWITZERLAND.

THE CHALLENGES OF SECURING  
THE DIGITAL BRAND PERIMETER

CIRCULAR ECONOMY AT ITS PEAK  
WITH THE WASHING OF GLASS  
BOTTLES

HOW TO DEPLOY A BRAND  
ON THE AFRICAN  
CONTINENT

A NEW CONCEPT OF PHYSIO-FITNESS FOR  
OPTIMAL PHYSICAL AND MENTAL  
CONDITION

DIVING INTO MAXILLOFACIAL  
ARCHITECTURE, WE WILL NEVER SEE  
SMILES THE SAME WAY AGAIN

A FINANCE SECTOR AWAKENING  
WITH A FEMININE TOUCH

INNOVATING WITHIN THE  
AUTHENTIC UNIVERSE OF A  
HISTORIC GENEVA PRINTING HOUSE

INNOVATION IN THE  
TRIPARTITE UNIVERSE OF  
"SUPPLY CHAIN FINANCE"

INTEGRATION INTO THE BCORP COMMUNITY

# ACHIEVEMENT OF BCORP CERTIFICATION

At the beginning of 2024, Swiss House of Brands achieved BCorp certification and joined this outstanding community of innovative and passionate entrepreneurs. We took part in the Swiss Impact Day 2024 in Bern, an immersive day dedicated to sustainability topics.

[View SHB's BCorp Score & Profile](#)



## Swiss House of Brands Sarl

Pour la date de fin d'année fiscale : 31 Dec 2024

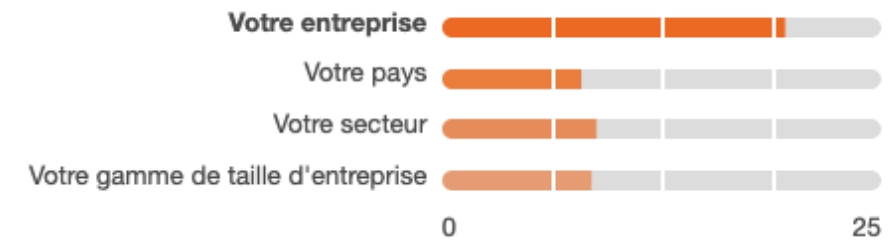


### Gouvernance

Découvrez ce que votre entreprise peut faire pour améliorer des pratiques et politiques qui se rapportent à sa mission, son éthique, sa responsabilité, ainsi que sa transparence.

QUESTIONS RÉPONDUES SCORE GLOBAL

17/17 19.5

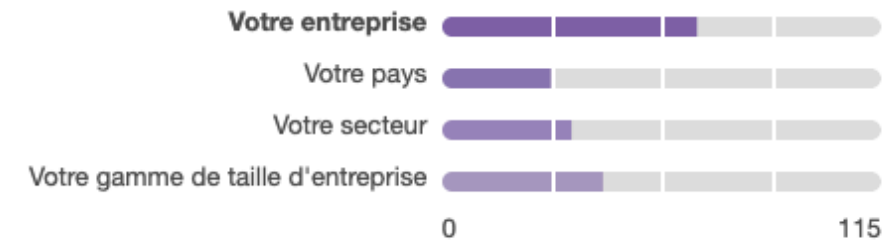


### Collectivité

Découvrez ce que votre entreprise peut faire pour contribuer au bien-être social et économique des communautés dans lesquelles elle opère.

QUESTIONS RÉPONDUES SCORE GLOBAL

36/36 66.7

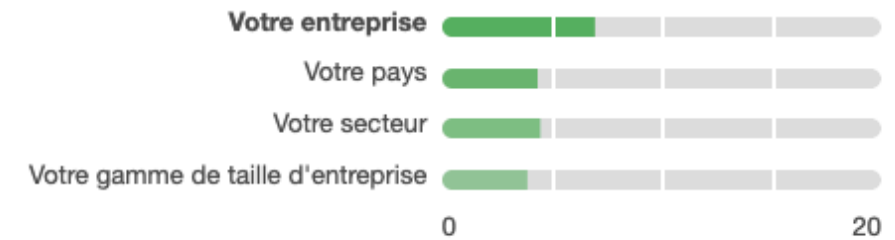


### Environnement

Découvrez ce que votre entreprise peut faire pour améliorer sa gestion environnementale globale.

QUESTIONS RÉPONDUES SCORE GLOBAL

28/28 6.9



### Clients

Découvrez ce que votre entreprise peut faire pour améliorer la valeur créée pour les clients direct et les

QUESTIONS RÉPONDUES SCORE GLOBAL

5/5 3.2



SUPPORT TO DISRUPTIVE STARTUPS

# SUPPORT FOR THE TECH4REGEN PROGRAM BY EPFL INNOVATION PARK

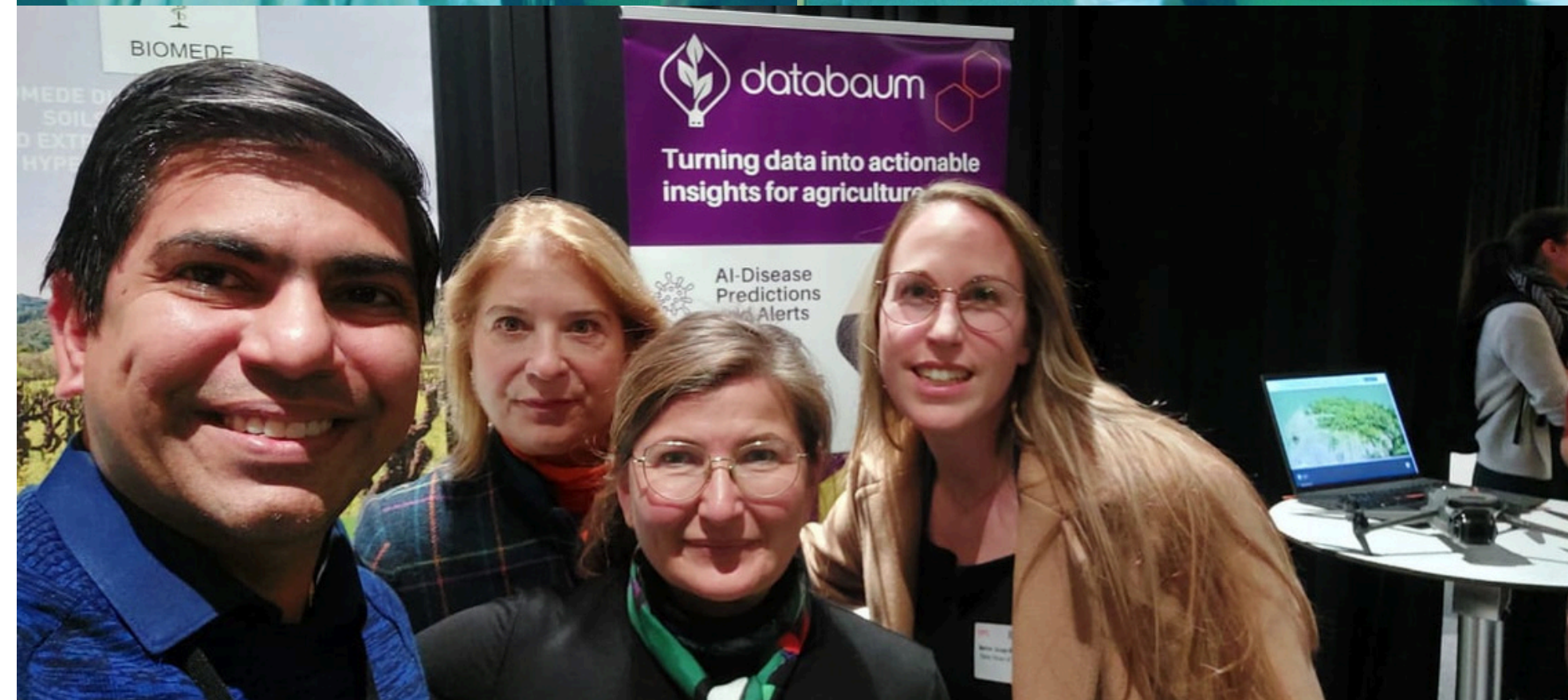
“Tech4Regeneration fosters collaboration among various stakeholders to support disruptive startups in deploying and scaling their technologies through regenerative business models and strategies. Founded and managed by EPFL Innovation Park, this acceleration program aims to gather a critical mass of talented and skilled leaders, partner institutions, and companies to accelerate the widespread adoption of regenerative solutions.”

[Discover the Program](#)

## SHB'S SUPPORT FOR STARTUPS

- Brand Workshop Day with Startups from the Tech4Regen Program
- Year-Round Mentoring

TECH4  
REGEN





THIS YEAR, OUR COMPANY COULD NOT AVOID GENAI TRAINING

# TRAINING WITH PROMETEE

In the magnificent premises of the Unlimitrust campus in Lausanne, we explored the potential of GenAI specifically for our activity.

The real challenge lies in surpassing the limits of what we think we can ask. There is truly a "before" and "after."

Improved efficiency, automation and time savings, enhanced creativity, innovation in differentiated services, strengthened competitiveness—we are continuing to develop the potential of this tool.

Thank you to the Prometee team!



PROMETEE

Empower Your  
Business With  
Generative AI



CONFERENCE WITH CHANTAL BAER

# CONFERENCE HOW TO SECURE A BRAND IN THE DIGITAL WORLD

- The Security Perimeter of a Brand in the Digital Era is Built on Several Layers
- The purpose - positioning, differentiated brand name, and content
- Intellectual property
- Purchasing a perimeter of domain names and keywords

Sécuriser le lancement d'une marque dans l'univers digital

Mardi 29 octobre 2024



**17h00**  
**Chantal Baer**

« De l'ancrage de la marque digitale dans le verbe »



**17h45**  
**Patrick Hauss**

« La marque dans le monde digital : un parcours semé d'écueils »



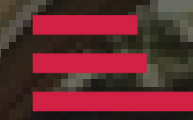
**18h15**  
**Chantal Koller**

« La marque enregistrée et son usage dans un monde digital »



**19h00**  
**Apéritif**





## BOTTLE BACK: THE FIRST PROJECT IN FRENCH-SPEAKING SWITZERLAND LED BY A TEAM OF WINEGROWERS TESTING THE RETURN OF A COMMON WASHABLE WINE BOTTLE OVER TWO YEARS

Why Break Perfectly Good Wine Bottles?

We are eight winegrowers from Vaud, united by the belief that the wine bottle of tomorrow should be washable, reusable, and sustainable. Simply reusing a bottle instead of discarding it after a single use helps save energy, reduce overexploitation of raw materials, and lower the carbon footprint of the wine industry, all to protect our environment.

Bottle Back is the first initiative in French-speaking Switzerland led by a group of wine producers testing the reuse of a common, washable (75cl) Burgundy-style bottle over two years. A total of 80,000 bottles have been put into circulation as part of this pilot project, which is subsidized by the Service de la promotion de l'économie et de l'innovation (SPEI) of the canton of Vaud.

## SCOPE OF THE PRO BONO PROJECT

- Brand Strategy & Go-to-Market
- Visual Brand Identity
- Digital Deployment
- Global Communication Campaign 2025-26

La bouteille de demain est



lavable réutilisable durable



# PRO BONO PROJECT 2024





YEARLY INTERNAL SEMINAR

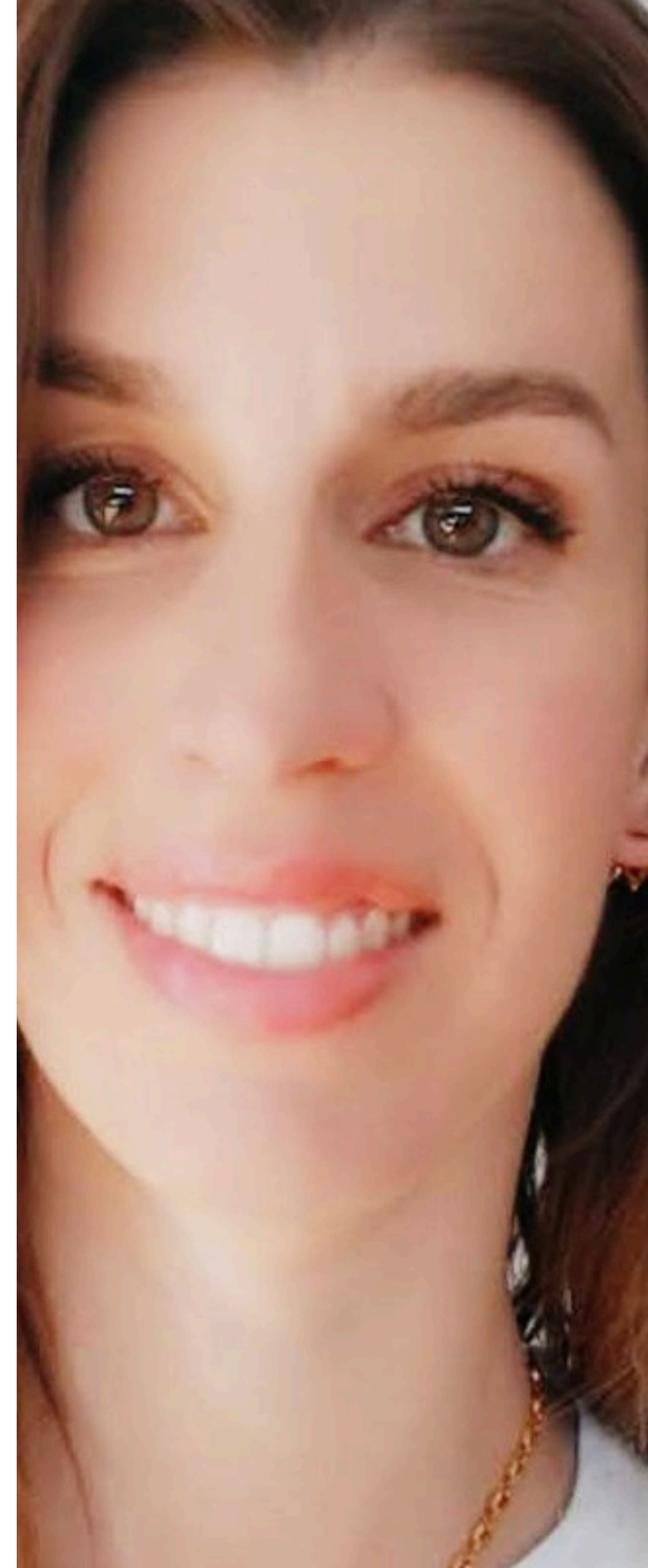
# QUANTUM ALIGNMENT STRATEGY

Our year usually begins with a quantum alignment strategy seminar led by Carole Da Silva, an expert in this field.

This two-day seminar takes place in an isolated location high in the mountains to gain perspective.

The objective is to focus on harmonizing human, technological, and organizational dimensions to achieve an optimal balance between efficiency, innovation, and well-being.

This stimulates sustainable growth and helps set clear objectives for each year.



FOR 2025

# OUR GOALS

As the brand has become the central and transversal element of the company, we deepen our expertise **every year around three pillars:**

- The strategy of the brand, its positioning, and its business development in the digital era.
- Sustainable commitment in the three areas: environmental, social, and economic (governance).
  - Technological innovation and AI as a performance tool.

To continue building and transforming our clients' brands toward greater performance, efficiency, and global awareness.

We are **strengthening our support for the EPFL Innovation Park - TECH4REGEN with our workshops and the awarding of the SHB Prize**, which offers a startup from the program comprehensive support in building its brand and developing its commercial and digital strategy.

**Our book of the year is: "The New Nature of Business"**

by André Hoffmann and Peter Vanham,

because this work clearly explains and describes the reasons why sustainability awareness within companies is today the only path to prosperity and efficiency.

We continue to be inspired **by exchanges, conferences, and connections with our B-Corp community** to build successful and sustainable brands today and tomorrow.



# THANK YOU

FOR BEING PART OF THE JOURNEY

[SHBRANDS.CH](https://shbrands.ch)