

3Button Group

Fund
Alder III

Acquired
2025

Ownership
67.2%

Turnover 2025
252.3 mSEK

The intelligence between start and stop

The world is becoming increasingly automated and global demand for robotic production is on the rise. But these technologies can be highly energy-intensive, at a high environmental cost.

3Button Group (3BG) differentiates from competitors by meeting demand and enabling innovation while reducing emissions and increasing energy efficiency. They serve cutting-edge industries offering automation technologies across picking and packing, machine tending, injection moulding, lifetech and AGVs.

A new chapter with impact in focus

We've been building 3Button Group (3BG) since 2011, adding companies and competencies to create a specialised offering within robotics and automation. By 2024, we'd reached a point where we needed fresh expertise and financing to take the company to the next level. And in 2025, Alder took this role as majority owner.



Thomas Rosell
CEO, 3Button Group

Applying Alder's handprint criteria helped us articulate to customers how the efficiency of our systems enables customers to reduce energy use, material consumption, waste and associated CO₂ emissions.

More than just ownership

Alder's hands-on approach was exactly what we were looking for. Beyond governance support, Alder's experience in scaling industrial-tech companies has helped us define a long-term growth path, both organically and through acquisitions, in niche automation segments. But their ownership model offers even more, given its focus on green growth. Sustainability has always been embedded in our business, but this was the first time we clearly defined our customer proposition in terms of climate impact. Applying Alder's handprint criteria helped us articulate to customers how the efficiency of our systems enables customers to reduce energy use, material consumption, waste and associated CO₂ emissions. While many customers may not yet proactively request data, quantifying energy and material savings gives us a stronger sales position and prepares us for a future of even greater awareness and effort to manage resources and emissions.

Measuring success

Since joining Alder this year, we've established a solid baseline to set goals for reducing our scope 1, 2 and 3 emissions and increasing our positive impact. We're also proud of the rollout of Green Know – a supplement for our machines that measures energy consumption, air pressure, energy leaks and more. It makes spotting optimisation opportunities simple. When a customer recently ordered Green Know for one of their three machines this year, we saw an opportunity for a comparative analysis.

The result was 800 kWh of energy saved per year on the machine with Green Know. We can now use this insight in future customer discussions, where the market increasingly demands solutions that combine productivity improvements with measurable CO₂ and cost reductions.

The pros of reuse

In recent years, we've changed our approach to using and selling refurbished robots in projects. We've seen that when we make it really clear to customers that while they might save some costs, the main saving is from a sustainability perspective, we get traction. This year, we delivered 5 used robots to a customer. While we haven't calculated the exact material and energy savings, you can imagine that it's significant.

As we move forward into our first full year with Alder's ownership in 2026, I see some exciting developments ahead. We will continue to calculate the emission savings our products can deliver to customers and find ways to communicate them transparently. We're also very hopeful about applying the natural capital way of thinking to our products, so we can help customers see the tangible value of investing in add-ons like Green Know – where energy and waste savings can also yield financial benefits.

Handprint

3Button Group's solutions enable more energy-efficient automation for its customers.

Natural Capital Framework areas

Resources saved



Energy saved



2025 actions

- Initiated ESG onboarding and integration with Alder's framework.
- Advanced sustainability-relevant automation solutions improving industrial energy and material efficiency as part of the green transition.
- Participated in RaSP (Resilient and Sustainable Production) project supporting circular & resource-efficient production systems.

Handprint data 2025

Customer case and potential kWh savings:

Approach

3Button group partnered with a customer for a real-world test. They used two identical robotic installations to perform the same task:

- * One optimised with 3BG technology
- * One without optimisation

Result (validated baseline)

800 kWh energy saved per year = EUR 80,000 natural capital saved (per robot)
 ≈ 186 kg CO₂ emissions avoided
 ≈ 8 full EV charges (100 kWh battery)
 ≈ 4,000 km EV driving

Why it matters

Enables Alder to estimate ongoing Natural Capital savings across all future deployments. Demonstrates how optimisation translates into tangible environmental benefits

Dimension	Unit	2025
Green sales	mSEK	252
Growth of green sales	%	-

Footprint

Dimension	Unit	2025
Scope 1 & 2 emissions	kgCO ² e/mSEK turnover	15,74
Scope 3 emissions	kgCO ² e/mSEK turnover	29,389
Energy consumption	kWh	253,696
Renewable energy consumption	%	81
Water consumption	m ³	1,425
Hazardous waste produced	kg	0

Footprint graph is not presented as less than three years of data is currently available.

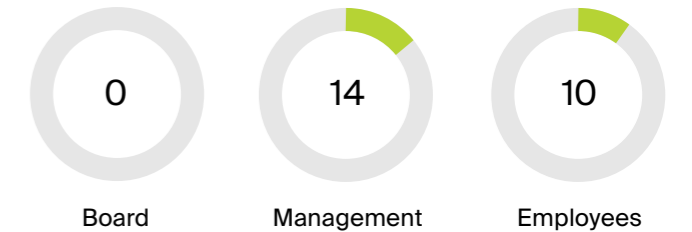
Governance

	Completed ✓	In progress ✓
Materiality analysis	✓	
Risk management process		✓
Value chain mapping		✓
Sustainability policy	✓	
Code of conduct	✓	
Supply chain risk assessment		✓
Whistleblowing channel		✓
Management system		✓
Board accountability	✓	

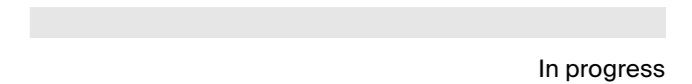
People

Number of employees **60**

Gender balance, % women



Customer satisfaction



Employee satisfaction



All figures on the page are based on 90% of total revenue.