

System partnership is key to success: Demag sharpens its strategic positioning

“Success needs partners” is the motto of Demag's new strategic positioning as a system partner. What it implies is a most valuable concept for moulders: Demag has complemented its standard machine range by adding solutions for specific industry sectors to enable customers to keep up with the ever growing trend towards specialisation in targeted markets.

Author: Ansgar Jaeger



Production cell with EL-EXIS S 150 injection moulding machine, Waldorf-make high-speed parts-removal robot, and Kebo-make IML mould

For numerous reasons, many processors are increasingly concentrating on specific industry sectors and applications. The close collaboration arising out of this specialisation brings rewards in that the partners get to know each other very well, work together in thorough coordination, and are able to make optimal use of synergies.

Demag Plastics Group has been fully aware of this and already at its in-house fair in May 2006 presented its new strategic positioning aligned to this policy: complementing its existing machine portfolio and targeted to various industry sectors or tailored to specific applications, Demag's offerings will in the future feature total solution proposals.

The focus is not on the IM machines only. It is rather on the totality of different, but matched up, components which, apart from the machines, also include the mould, automation, peripherals and the raw ma-

terials. In other words, Demag acts in the role of a development partner who together with its customers conceives and realises solutions for intricate production tasks. The first few projects have been aimed at the automotive, packaging, medical devices and electrical sectors.

The new structure, however, must not be looked upon as a straitjacket. On the contrary, Demag's offering will be flexibly expanded – in response to concrete projects – to cater for upcoming trends. The rationale is that many of the technologies used can perfectly well be translated as modules to other applications.

Benefit from synergy effects, translate solutions to other applications

Just a look at the industry sectors enumerated will give an idea of the synergy potential that lies in this strategy. Take clean-room technology, for example, which is mandatory for many medical products; it is gaining ground also in other sectors, say, for high-grade surface decoration in the automobile sector. Or take the optical systems incorporated in many total solutions for dimensional inspection which are finding increasing acceptance for other applications.

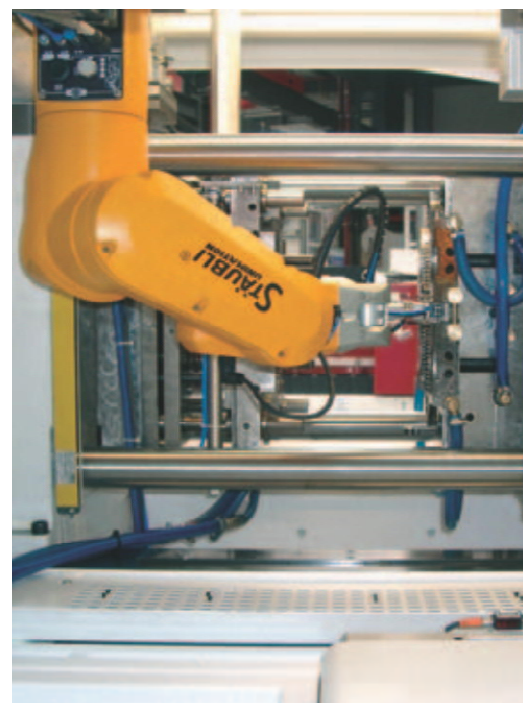
Another example relates to the miniaturisation of many products: Demag is a leading supplier of equipment for the manufacture of small and micro-connectors for automotive electrical systems. The know-how gathered in this context in the field of micro-injection moulding is increasingly proving useful also for other sectors.

Strategic partnerships and networks

In order to be able to furnish its customers with proposals for best solutions, Demag Plastics Group has established partnerships with companies in the fields of mould-making, automation, peripheral equipment and raw material manufacture. This efficient network is backed by spe-

cialists in engineering, training and service. Experience has shown time and again how important it is for technical and economically optimal problem solutions to bring in the various disciplines at an early stage.

In order to provide the best possible customer benefit, Demag has also established a sector-oriented project management which takes responsibility for consistent project progress and early integration



The parts removal robot is integrated into the machine and clean-room equipment

of skills. It is axiomatic that, any synergies accruing in practice notwithstanding, confidentiality vis-à-vis the customers will be strictly observed.

Over and beyond the machine proposal, it is part of Demag's mission to provide its customers with a complete and economical solution. Basically, this also includes a broad services offering extending from special field service and maintenance facilities through to leasing and financing contracts.