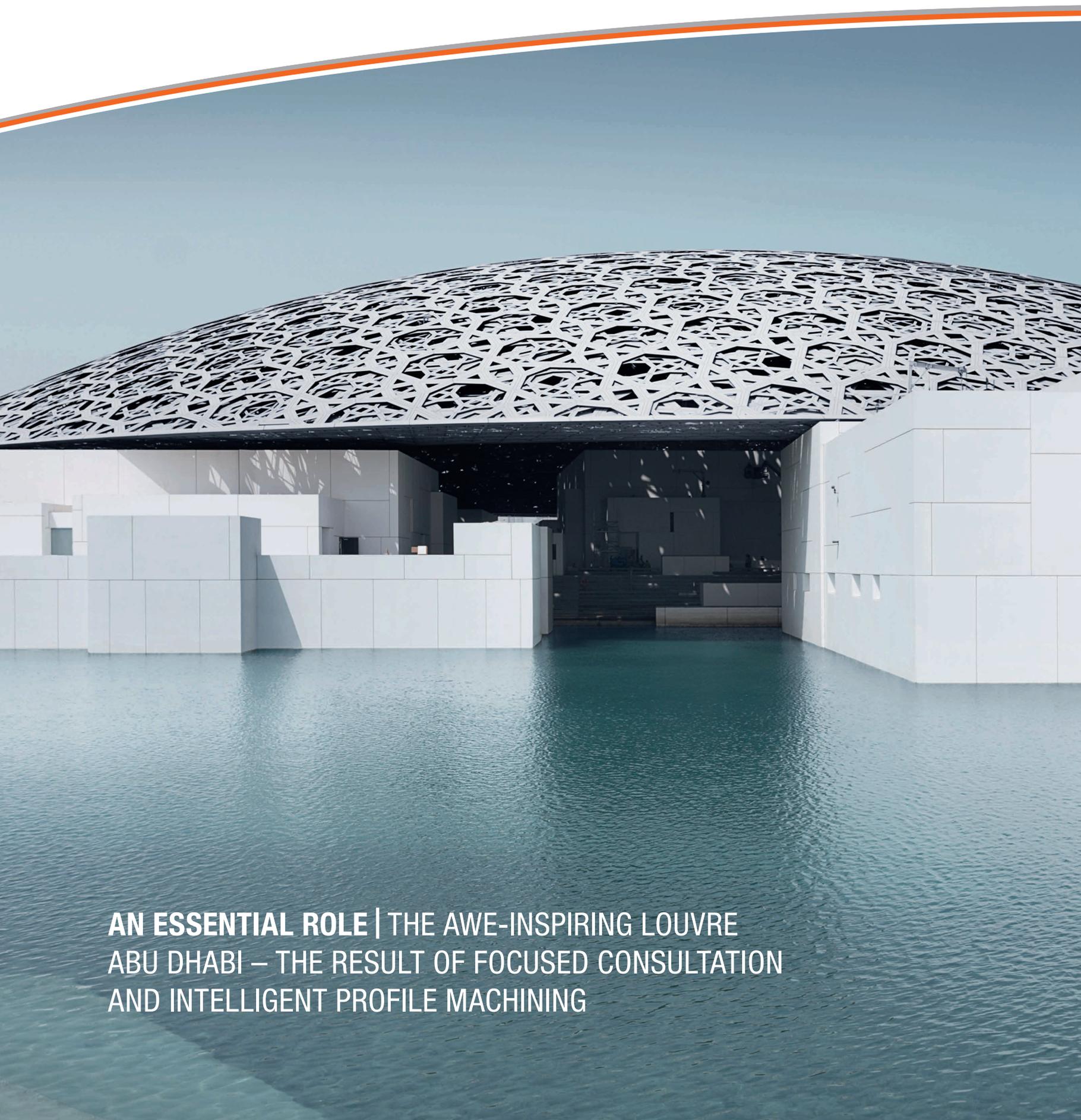


# 360°

**90** *elumatec*  
YEARS

THE ELUMATEC AG MAGAZINE | ISSUE 7 | 1-2018



**AN ESSENTIAL ROLE | THE AWE-INSPIRING LOUVRE  
ABU DHABI – THE RESULT OF FOCUSED CONSULTATION  
AND INTELLIGENT PROFILE MACHINING**

# EDITORIAL



Ralf Haspel  
CEO elumatec AG

## Dear customers, business partners and friends of the elumatec Group,

New year, new look: welcome to 360°, which has been completely redesigned and revamped for this latest issue. Our hope is that this will bring our company, the work we do and the people behind our success closer to you in an even more exciting way. While the use of our machines and products at various sites around the world inevitably makes the biggest waves, we believe that what our employees achieve on a daily basis deserves just as much attention. This is why we've made the design changes – I look forward to your feedback!

A further aim of our customer magazine is to give a clear and entertaining insight into the nature and details of our work. The cover story for this issue is a particularly impressive example of this: we can scarcely imagine a better project to accompany the revamped 360° than the Louvre Abu Dhabi. The imposing dome above the museum complex, built using intelligent profile machining technology from elumatec, brings together advanced machinery, architecture that generates an emotional response and the people who are passionate about its design and construction. The process of building the dome also demonstrates the qualities that have made us strong for 90 years: proximity to our customers and tailored consultation are key principles in our search for innovation.

For more on this and the history of elumatec, see our anniversary article. This issue also explores the development of our successful 6xx family of profile machining centres and gives you a comprehensive preview of our appearance at the Fensterbau Frontale 2018 trade fair in Nuremberg. I hope we will see you there, and please enjoy leafing through, reading and experiencing our new 360°.

Ralf Haspel

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The seemingly weightless dome of the Louvre Abu Dhabi is a masterpiece of intelligent profile machining technology.

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From disk grinding machines to eluCloud, as we celebrate our 90th birthday we showcase the wealth of our innovation.

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### Legal notice

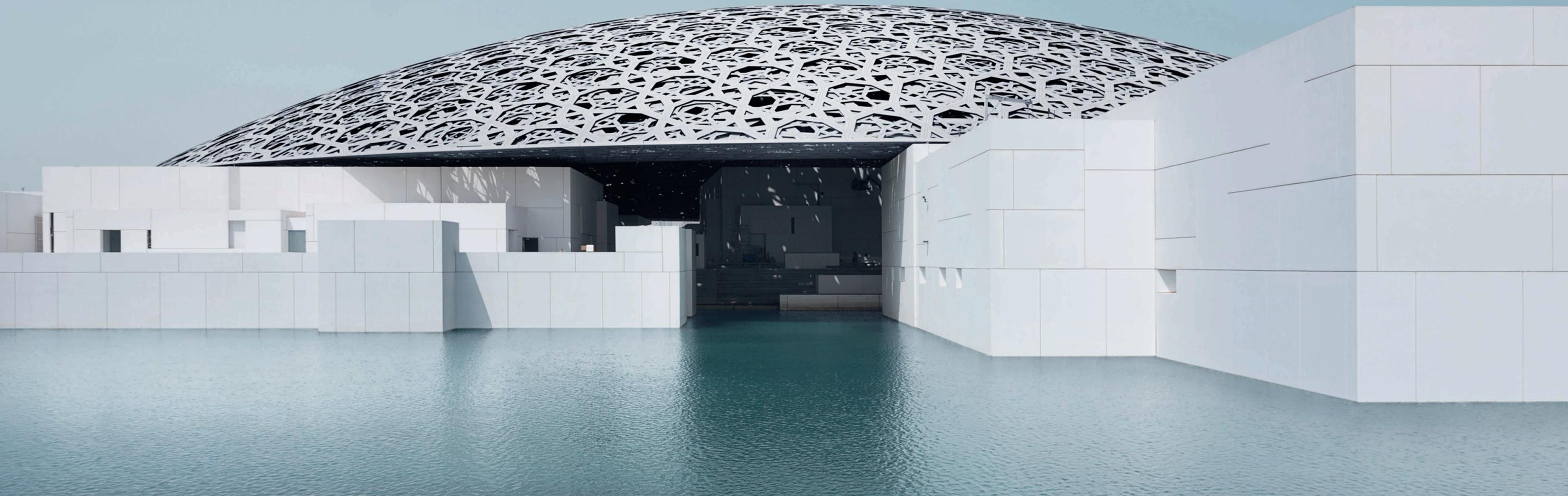
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### Baldachin with 7,850 stars

The dome of the Louvre Abu Dhabi museum spans 55 buildings. Made primarily from steel and aluminium, our profile machining technology helped transform this baldachin with a starry sky from architectural sketches to reality. ► P. 4-9





# AN ESSENTIAL ROLE

The awe-inspiring Louvre Abu Dhabi – the result of focused consultation and intelligent profile machining

55 buildings spanned by an imposing dome with a diagonal dimension of 180 metres: Inaugurated in November 2017, the Louvre Abu Dhabi is a museum of superlatives and the seemingly weightless dome is a masterpiece of intelligent profile machining technology from elumatec.

The design for the museum complex with its futuristic appearance was delivered by Jean Nouvel. The French architect is a winner of the Pritzker Architecture Prize given to distinguish the world's best in the field. His form language underscores a desire the United Arab Emirates (UAE) and France share: to see the Louvre Abu Dhabi draw all cultures together, unifying them in its function as a universal museum.

The museum's collection spans a correspondingly broad spectrum reaching from antiquity into the 21st century. The architectonic masterpiece covers a total area of 24,000 square metres. Of this, 6,000 square metres are for permanent exhibits and 2,000 are for special exhibits.

Plenty of space for culture and exciting encounters. Those who wish to visit the Louvre must travel to Saadiyat Island, located directly on the coast of the Persian Gulf. The island with its 26.32 square kilometres is not an artificially raised land area as are the palm islands in Dubai. The grounds of the museum have a natural sand core in the mangrove zone.

This core was stabilised and enlarged through supplemental filling. The island thus represents an expansion of both construction land and beach areas, which have grown scarce in Abu Dhabi with its one million plus inhabitants.

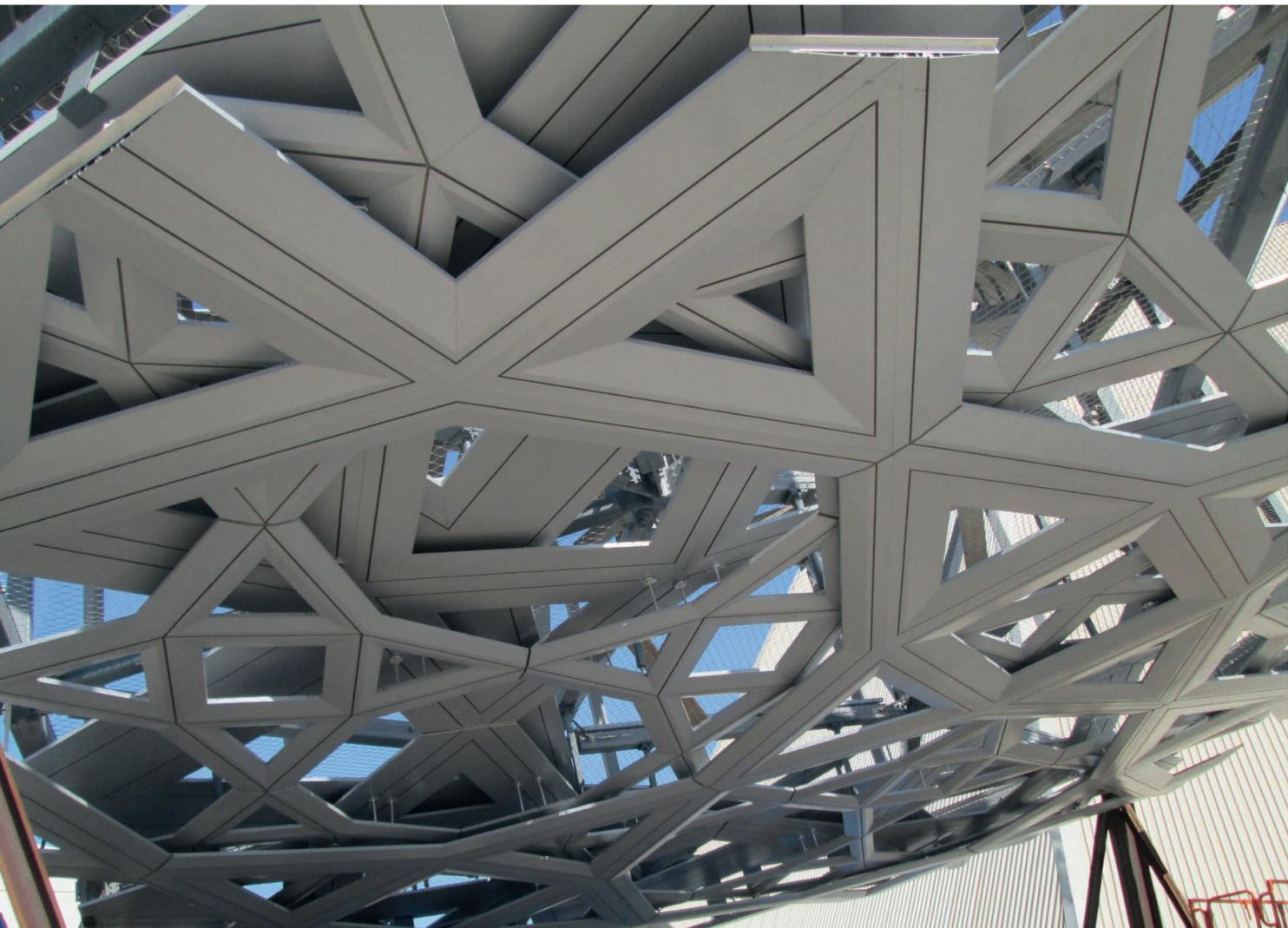
## The dome combines Arab tradition with humanity's cultural heritage

In composing the freestyle form of the museum, Jean Nouvel was guided by a few elementary observations: Light and shadow, reflection, motion and rest. Both climate and nature are also reflected. The interaction of light and shadow below the dome are reminiscent of a palm grove, says Nouvel.

Domed structures have a long tradition in the Arab culture and exert an intensely symbolic influence. This is evidenced by mausoleums, mosques and madaris. The latter are schools in which Islamic sciences are instructed.

The Louvre Abu Dhabi –  
Museum complex between  
land and sea





Photos: Mohamed Somiji



Saadiyat Island ("Island of Happiness") lies about 500 metres east of Abu Dhabi's port.

On Saadiyat Island, this symbolism is reinterpreted by Jean Nouvel. The structure of the dome with a diameter of 180 metres rests on four supports which are arranged at a distance of 110 metres from each other. The highest point lies 40 metres above sea level.

**Comprehensive support in execution planning and job preparation – a standard service from elumatec**

Nouvel predominantly used two modern construction materials: steel and aluminium. The most fascinating part of the dome with this unique construction is the spellbinding drama of light and motion.

At night, the dome forms a canopy with a total of 7,850 stars which differ in terms of size and angle and remain visible from the inside as well as the outside. This is made possible by the design: the starry sky is created by eight levels of offset steel and aluminium modules.

There's no question that this is an exceptional structure and the project development was carried out by a steel construction firm known for its uncompromisingly high standards, Waagner Biro in Vienna. elumatec also quickly became involved in the project: the manufacturing order for the dome's structural elements was awarded to our partner company, White Aluminium, situated in Abu Dhabi. Moving the outstanding architectural design from the drawing board into reality required very close cooperation between the responsible players.

The arrangement of the geometrical openings is reminiscent of overlapping palm leaves (top). The dome consists of eight structural levels (bottom).

One key role was played by the project developers in Austria's capital and another by elumatec and their partner company. Our know-how as a manufacturer of intelligent profile machining centres was, of course, in special demand.

We assisted our partner company in many different ways. We put together the necessary manufacturing solutions and set them up. Moreover, our team supplied comprehensive technical services.

The support provided for the Louvre Abu Dhabi encompassed the entire manufacturing process. It ranged initially from virtual interface management and digital data reduction right through to the test phase. Finally, we recommended the most suitable profile machining centre for the highly demanding task and took care of the logistics. Occasionally, we also provided assistance on site at the customer's premises. There, along with the actual profile machining, the final assembly of the individual elements for the construction of the impressive dome was carried out.

**eluCad – The user-friendly software interface between design and production**

For the execution of this spectacular architectural project, our mechanical engineers set up two identical SBZ 151 Flexium+ profile machining centres at White Aluminium in Abu Dhabi. This is a 5-axis profile machining centre designed for economical and efficient processing of aluminium and thin-walled steel profiles.

All operations of the SBZ 151 Flexium+, such as routing, drilling, tapping, thread milling, notching and sawing, are performed while the profile bar is stationary to protect the profile surfaces. When doing so, all six of the profile's sides are machined simultaneously.



There is a 3D view integrated in eluCad which realistically displays the parts on the monitor as designed.

For info on eluCad see: [www.elumatec.com/products/software-and-production-planning/software-elucad.html](http://www.elumatec.com/products/software-and-production-planning/software-elucad.html)





Three countries, three companies, one joint project: The outstanding nature of the international cooperation on one of the most ambitious projects in the world was evidenced impressively in Abu Dhabi.

The on-board tool magazines of the SBZ 151 Flexium+ ensure that tool changing times are kept short, thereby optimising machining cycles. The SBZ is controlled with the eluCad software. This is the intelligent software solution developed by our subsidiary, elusoft, for efficient, machine-neutral programming. The user-friendly software is designed so that users do not have to program using ISO code, but must simply enter their data in a logically structured graphical user interface. An automated CSV interface is used for programming.

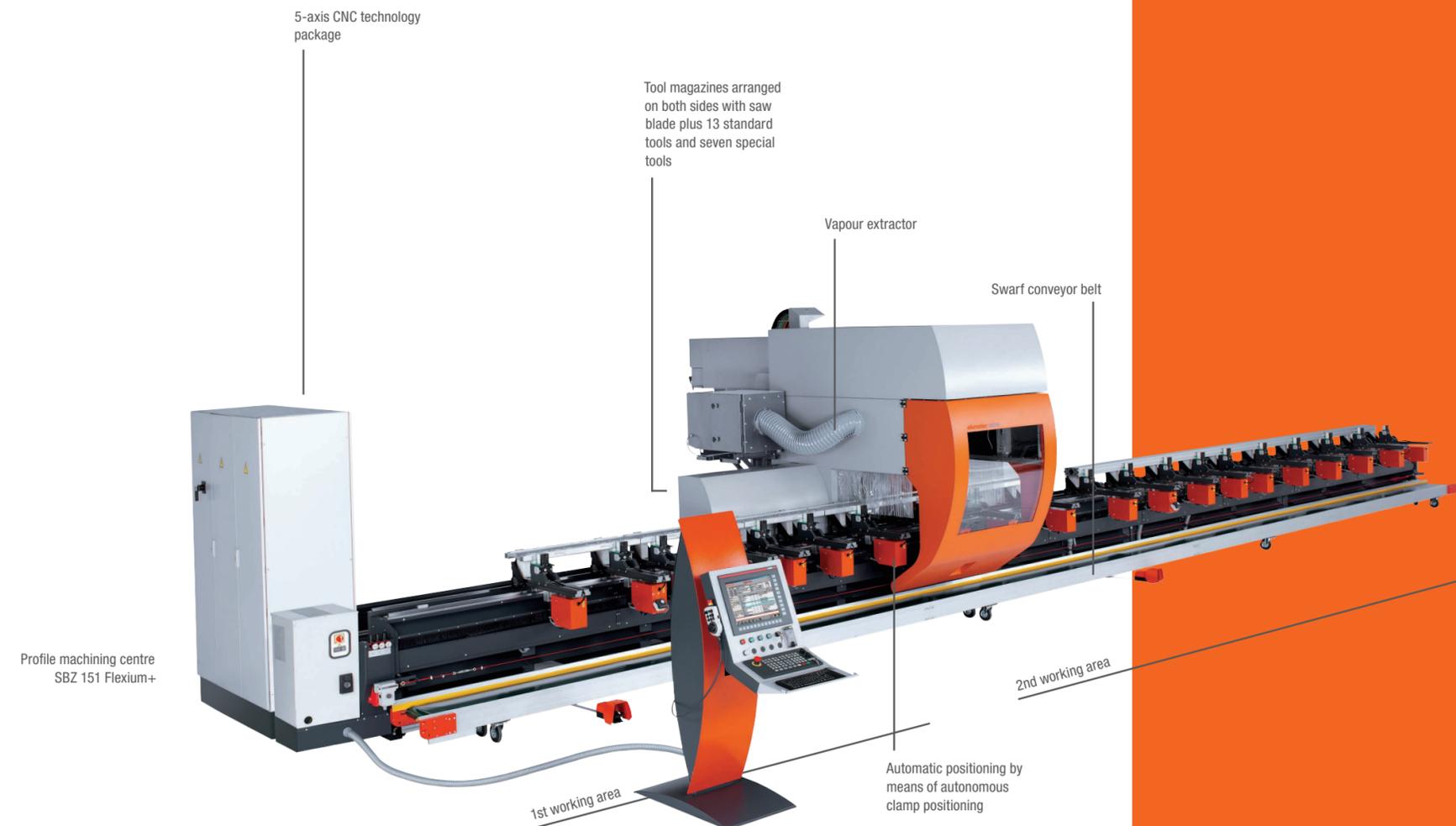
For the execution planning and subsequent job preparation, the project developer provided the necessary CSV files from which the relevant parameters were then taken by elumatec.

Based on this input, a total of 21 master files were generated and the production data for about 500,000 profile parts was transferred to the eluCad program. After a test phase at the Mühlacker site, the job preparation measures were set in motion and it was subsequently possible to begin the implementation phase.

The new Louvre Abu Dhabi with the unique starry dome is one of the most ambitious construction projects in the world. With it, the Emirate of Abu Dhabi has sketched out a vision for the culture and science of the future. At the same time, the Louvre and its dome are symbolic of the impressive and outstanding collaboration between the project partners, Waagner Biro in Austria, the elumatec partner company White Aluminium in the United Arab Emirates and our German site in Mühlacker. ■

# >>> We delivered a masterpiece for a masterpiece.

Ralf Haspel, CEO elumatec AG



Profile machining centre SBZ 151 Flexium+

# THE EVERGREEN SBZ 6 SERIES

Continuous and innovative enhancement since 1998

The success story of our 6 series profile machining centres begins with the SBZ 610/03. We have continuously and intensively developed the 6 series ever since, making it the favourite option for many customers.

Aluminium, PVC, window, door and curtain wall manufacturing: we have used our compact and robust profile machining centres for profile machining since 1998.

Whether for small craftsmen or heavy industry, the constant enhancement of the 6 series is driven by the need for efficient profile machining. Our profile machining centres are designed and built so that the largest possible number of machining tasks can be included in the automated process and do not have to be done manually.

This has proved the recipe for long-term success: the SBZ 6 series is one of our longest-running products, with some 1000 profile machining centres sold. ■



**SBZ 608 & SBZ 615**

The first downstream centre, the SBZ 608, was launched in 2003. This profile machining centre allows both PVC machining as well as drilling and screw driving through reinforcement steel with the PVC profile to be carried out.

In the same year the ultra-fast SBZ 615 PVC sawing and machining centre was developed.



**SBZ 610/03**

The success story of the profile machining centres began in 1998 with the SBZ 610/03 cut-to-length centre. This profile machining centre was the first on the market to work independently of the profile type without support blocks, a design which enables profiles to be changed over or retrofitted quickly and conveniently. The SBZ 610/03 was developed with a number of different variants, including as a sawing centre (SBZ 610/13) with an upstream machining station which can also be used for aluminium machining.

**SBZ 630**

In 2006 the high-performance SBZ 630 profile machining centre was developed specifically to meet the high demands of the aluminium market. Produced in a solid cast design, the profile machining centre can also be used when different profile sizes and shapes are required thanks to a saw unit which can tilt and swivel.



**SBZ 628**

Maximum versatility: in 2015 we combined the pass-through principle with a tension device in the machining station to develop the SBZ 628 profile machining centre. This produced an enormous range of potential uses, paired with fast speeds and high levels of accuracy. The rotating assembly, high-power router motor and the large machining area make the SBZ 628 ideally suited for windows, curtain walls and the industrial sector. With over 100 units installed in just two years, the SBZ 628 has proved a big success.



**SBZ 616, SBZ 617 & SBZ 618**

2011 saw the arrival of a whole family of new profile machining centres, starting with the versatile SBZ 616 sawing centre. The SBZ 617 is a machining centre for PVC profiles with a ring module which allows machining from all sides. The SBZ 618, a combination of SBZ 616 and SBZ 617, completes the family. For those starting out with automation, it opens up a wide range of potential applications.



**SBZ 628 with cutting unit**

The SBZ 628 profile machining centre was enhanced with the addition of a horizontal cutting unit in 2017, making it even more versatile for sawing and notching. This means it is perfect for the highly complex requirements of commercial construction and curtain wall manufacturing.

**SBZ 609**

In 2007 we developed the evergreen SBZ 609 profile machining centre for PVC. It is capable of running a 4-head welding and corner cleaning production line. The profile machining centre with an external reinforcement screwdriver system is designed so that it can be connected to an SBZ 610 to form the patented SBZ 620.



**SBZ 631**

In 2012 the SBZ 630 profile machining centre was developed into the SBZ 631 and a notch unit was added.



1998

2003

2006

2007

2011

2012

2015

2017



# REVOLUTIONISING TODAY'S TECHNOLOGY

Taking on the challenges of the future: the history of elumatec.

At elumatec we do not know the meaning of standing still. While our machines have always set the standard, we have never rested on the laurels of our success. Our main focus is on constantly perfecting our products, making proven technology even better and guaranteeing quality and durability for our customers. Whether copy routers, double mitre saws or profile machining centres, at the core of all our machines remains the original idea, adapted to the requirements of today's market.

**1928**  
Company founded by Eugen Lutz

Eugen Lutz Senior founds the Eugen Lutz Foundry in Dürrmenz (today a district in the town of Mühlacker). The company manufactures light-metal sand-cast parts.



**1960s**  
Aluminium business begins – copy routers corner the market

**1928 – 1965**

**MT 1 elu disk grinding machine revolutionises the world of carpentry.**

**1930:** Production of elu machines begins in Mühlacker-Lomersheim with the MT 1 elu disk grinding machine as the first series product, representing a genuine technological revolution for the world of carpentry.

**1951:** Our design teams develop new wood-working machines and power tools. The MOF 11 motorised manual overhead router with a high-performance universal motor takes the European market by storm.

**1959**  
Establishment of the first foreign subsidiary in France.

**1966:** The aluminium machining era begins. Starting with the SAL 54, the very first generation of copy routers is launched, allowing door and window profiles to be machined more efficiently than ever before. Lock cases and fascias no longer need to be routed by hand, and a template ensures greater accuracy and speed to make working easier.

**Still in use today**

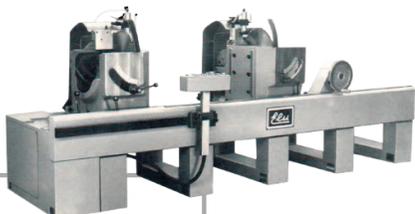
In the 1960s the AS 70, AS 72 and AS 170 arrived as successors to the SAL 54, and all three are still in use today. The KF 78 now has two spindles. The KF 178 3-spindle copy router is and remains the ultimate copy router, allowing profiles to be machined simultaneously from different sides.

In 2004 the SLK 118 template-free copy router is launched. Instead of a template, a control system is used for positioning.

**1970s**

**Double mitre saw: a powerful duo for aluminium construction**

Automation continues its development as two unbeatable saws take elu machine production to the next level: the DG 102 and DG 104 double mitre saws. They enable very wide and very high profiles to be cut at various different angles. They remain **THE saws for aluminium construction** for over 10 years and make machining quicker and more efficient.



The new generations of saws are still being sold today, and they remain as popular as ever in the industry. Even after all these years it is the quality of our products that makes them so successful: we can be proud that many of our customers still primarily associate our company with double mitre saws.

**1984**  
"elu" becomes "elumatec"

The elu power tool range and woodworking machines are sold to Black & Decker and the company brand is changed from "elu" to "elumatec".



**elumatec**

**1990s**

**Profile machining centres become all-rounders**

**1992:** elumatec develops the first profile machining centre, marking the start of automatic machining. The SBZ 130 is a leader in its class. As yet it can still only carry out routing operations and not sawing, and it is used together with a double mitre saw. But this is to change with its successor. The first SBZ 130 is still in use today, another example of how our products stand out both in terms of durability and high quality.



**One of today's stars of the SBZ family: the SBZ 151 Edition 90 ▶ P. 17**

The first 5-axis profile machining centre from elumatec can perform routing, drilling, tapping, thread milling, notching and sawing operations and can be machined from 6 sides. Its enormous range of potential applications has made it popular not just in Germany but in the international market as well. The construction of the dome for the Louvre Abu Dhabi, which opened in 2017, is a perfect example of this machine in practice. ▶ P. 4–9

# 2000s



## elusoft: IT expertise for the future of mechanical engineering

Everything from a single source: elusoft GmbH is founded in 2000 as a 100% subsidiary of elumatec. One of the main aims behind it is to develop the eluCad programming software for our profile machining centres. This software automates the entire production process, eliminates sources of errors and ensures a secure data flow.

A key element of our identity is constant product optimisation, and as a result there are numerous ways in which we make things easier for our customers. For example, since 2004 we have entered into a number of partnerships which allow data to be imported from external window manufacturing programs.

In 2009 a new 3D converter model is launched which further simplifies programming of the profile machining centres: 3D models can now be imported, while machining operations are automatically recognised and programmed.

Following feedback from our customers, we are working on updating our software solutions and adapting them to individual customer needs. As a result, in 2010 a brand new interface for our eluCad programming software is launched, making it considerably easier to use.

### eluCloud: innovative optimisation

Our latest product is eluCloud, the joint solution from elumatec and elusoft for the acquisition and analysis of machine data. The data gathered by eluCloud and the real-time processing and analyses show what is taking place in production and what has already been accomplished. The data comprises machine, part and production data, automatically giving the company information for future optimisation.



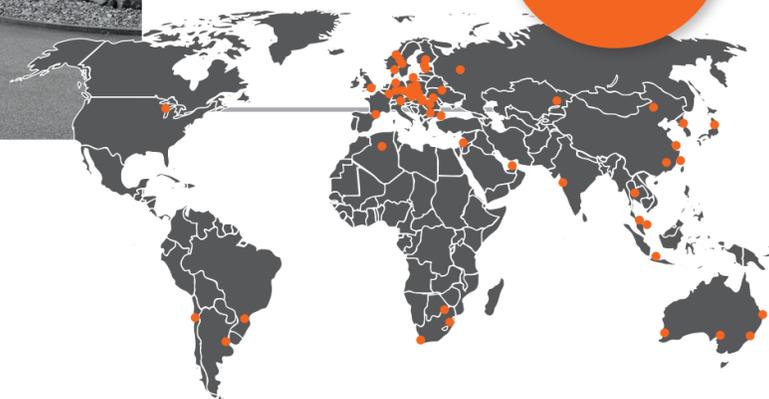
# TODAY

Looking ahead to the future

Today we are not only a permanent player in the market, but also an initiator of new developments. elumatec stands for high quality, technological leadership and service. To ensure that this remains so in the future, we are constantly working on improving our products in every way possible. Therefore we continue to invest in our staff and equipment as well as in R&D. This enables us to initiate and actively shape important change processes.

With 720 employees as well as our subsidiaries and dealers in over 50 countries worldwide, we are always just around the corner from you. Impressive references, numerous patents and inventions, over 28,000 customers and more than 5,000 profile machining centres manufactured are the results of our many years of work and serve as our inspiration for the future.

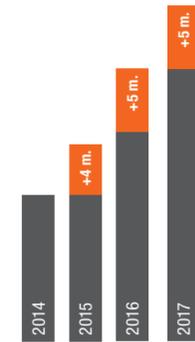
### elumatec locations:



Want to find out more about our history? Visit [www.elumatec.com/the-company/history.html](http://www.elumatec.com/the-company/history.html) for more information.



## CONTINUOUS GROWTH FOR THE ELUMATEC GROUP



In elumatec's first year as a PLC ("elumatec AG") in 2014, total turnover was almost 116 million euros. A year later the company broke through the 120 million euro barrier, and in 2016 turnover was around 125 million euros. Turnover for 2017 is expected to be around 130 million, representing a further increase compared with the previous year.

The European and Asian markets showed particularly strong growth in 2017, a positive trend which was largely the result of the new SBZ 122 and SBZ 628 developments, although demand also increased for double mitre saws. Further exciting developments in 2018 include the SBZ 141 and, in the second half of the year, the SBZ 151 Edition 90. ■

## SELIM HADIDI JOINS THE ELUMATEC TEAM AS A DEALER IN ALGERIA

Selim Hadidi's office is located in Algiers, the capital of Algeria, which is also where the majority of our Algerian customers are based. His work also focuses on Oran, a city with a

population of over a million people on the north-west coast of Algeria. So far, Selim has supplied equipment to four customers in Algeria, ranging from aluminium manufacture for window



construction to a large project with a curtain wall manufacturer. Two of his customers are now using elumatec machining centres, and preparations are under way for a government social housing project, with further orders already being processed. Selim is given technical support by our French subsidiary, from quote preparation through to machine commissioning and in

customer service. His aim is to increase the number of orders to the extent that founding a subsidiary or a local branch becomes a viable option. ■

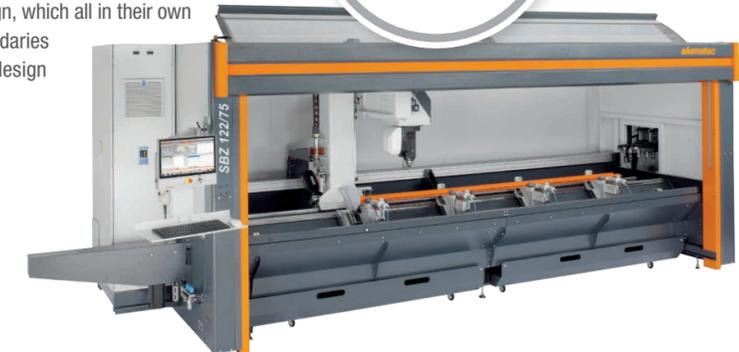


## ELUMATEC WINS DESIGN AWARD

Our SBZ 122/75 5-axis profile machining centre has won the German Design Award 2018. The new SBZ 122/75 from elumatec allows economical and efficient machining of aluminium, steel and PVC profiles and is unique in its class. It stands out with its ultra-high precision, unbeatable versatility and figures for speed and acceleration which have never been achieved before in this market segment.

The German Design Award is the prestigious international prize awarded by the German Design Council. Its aim is to discover, publicise and recognise unique and innovative design trends. Every year, high-quality submissions are received from the world of product and communication design, which all in their own way break new boundaries in the international design landscape. ■

Operations such as routing, drilling and tapping are performed while the profile bar is stationary to protect the profile surfaces. The SBZ 122/75 is extremely compact with a minimal footprint, while innovative drive and control technology reduces energy consumption by up to 30 percent compared to previous models.



## & FACTS FIGURES

# 81.4%

Equity ratio achieved by elumatec in 2016 (previous year: 76 %). Sales revenue grew by 3 % to 124.5 million euros.

### Software investment

# 750,000

euros invested by elumatec in new software, including SAP expansion, a new PLM system, a document management system and an international consolidation tool.

Experience elumatec:  
Stand 512,  
Hall 3A

# FENSTERBAU FRONTALE 2018: THE HIGHLIGHTS

90 years of elumatec – what you can expect at the trade fair

A special anniversary model and optimisations for series products: from 21 to 24 March 2018 we will be at the Fensterbau Frontale trade fair in Nuremberg, demonstrating a wide range of our products.

In Nuremberg we will be celebrating 90 years of elumatec, and users can discover everything they need to know about our innovations for efficient, automated and versatile profile machining in aluminium, steel and PVC. “We want to take this opportunity to demonstrate the advantages of our products in detail at one of the most important trade fairs in the industry,” says elumatec CEO Ralf Haspel. On the occasion of the company’s 90th anniversary, he emphasises that we always view proximity to customers as the number one factor for success: “In all sectors, we develop solutions which are exactly in line with the needs of our worldwide users. This approach has proven itself and is becoming even more important in times of complex applications.” At Fensterbau Frontale, trade fair visitors will be able to see for themselves what this all entails: in addition to the machines on display, touchscreens will allow visitors to explore the entire elumatec product range.

**An overview of trade fair highlights:**

- Special anniversary SBZ 151 Edition 90 profile machining centre model: the all-rounder redesigned, eluCloud ready and with a new-generation control system, ergonomic control unit and optimised clamping

- 4-axis profile machining centre SBZ 141: The new top model in the SBZ 14x series comes with an improved machine bed and autonomous clamp positioning
- German Design Award Winner: The SBZ 122/75 5-axis profile machining centre for metal construction companies and industrial applications attains speeds and acceleration values that have not yet been seen in this market segment
- SBZ 122/71 profile machining centre: The 3-axis variant of the SBZ 122 family delivers economical and efficient machining of aluminium, PVC and steel profiles
- 90 years of elumatec: exciting new products and a look back at the history of our company

Visit Stand 418 in Hall 3A to get insights from elumatec and our partner firm Stürtz into the various degrees of automation for PVC profile machining. Our After Sales team will also be on hand in Nuremberg. ■

**“We’ll demonstrate the advantages of our products in detail.”**

01



**Special anniversary SBZ 151 Edition 90 profile machining centre model**  
The all-rounder redesigned, eluCloud ready and with a new-generation control system, ergonomic control unit and optimised clamping.

02



**SBZ 141 4-axis profile machining centre**  
The new top model in the SBZ 14x series comes with an improved machine bed and autonomous clamp positioning.

03



**German Design Award Winner**  
The SBZ 122/75 5-axis profile machining centre attains speeds and acceleration values that have not yet been seen in this market segment. ▶ P. 15

04



**SBZ 122/71 profile machining centre**  
The 3-axis version from the SBZ 122 family delivers economical and efficient machining of aluminium, PVC and steel profiles.

05



**90 years of elumatec**  
Insights into the company’s history

# TECHDAYS 2017

Innovative solutions are in demand – because the world is changing

Over 1300 visitors from all over the world – the elumatec TechDays, focusing on practice and the needs of our customers, continue to capture the imagination. A wide range of solutions, innovations and ideas for Profile Machining 4.0 were on display as we held the second of our TechDays. As one visitor said: “The TechDays show us how to survive in the market. This makes them unmissable for us.”



**Missed the TechDays?**  
For more info and impressions visit:  
[www.elumatec.com/trade-fairs-news/trade-fairs/exhibition-review/2017.html](http://www.elumatec.com/trade-fairs-news/trade-fairs/exhibition-review/2017.html)

At the TechDays our customers discovered first hand the technologies that will shape the future. With the slogan “You have to see it to believe it”, we showcased the latest developments in technology, software and services, and visitors had the opportunity to discuss everything related to profile machining with our team on site. Customers from countries as far afield as Korea, Namibia, Japan and Chile accepted the invitation, and overall visitor figures were up by more than 500 compared to the first TechDays in 2015.

Our customers were looking for answers to complex questions that meet their individual requirements, such as: how can they optimise and increase the versatility of their manufacturing cycles without compromising on quality?

**SBZ 141 and SBZ 628 prototypes: innovative solutions to ensure success in dynamic markets**

“The key is customised, highly automated machines and networked manufacturing steps”, says Ralf Haspel, CEO of elumatec AG. For him it was important that the TechDays demonstrate the latest solutions to ensure success in dynamic markets, such as the innovative SBZ 141 and SBZ 628 machines.

**“The TechDays are on everyone’s lips.”**

In addition to the software solutions for Industry 4.0, both machines were the stars of the show during the many factory tours:

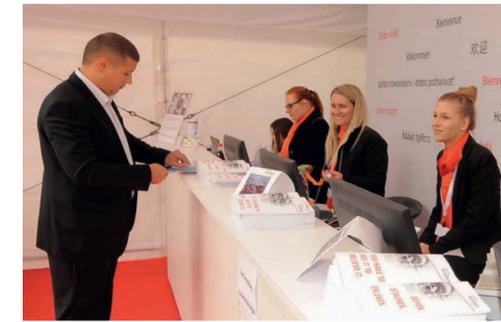
- The SBZ 141 4-axis profile machining centre comes with high-performance features to round off the product family. We have made the machine bed more stable, given it a more ergonomic design and built in autonomous clamp positioning. This allows more efficient cycling of the machining steps, which accelerates pass-through times.
- The SBZ 628 for automated non-stop machining of aluminium profiles is now even more versatile.

A horizontal saw unit has been added, giving users new cutting options. This will particularly benefit customers manufacturing curtain wall elements and sliding systems.

**Visitors gathered information, took inspiration, shared experiences and exchanged ideas**

There were even more live demonstrations for TechDays visitors in our PVC Showroom, where individual machines and whole production lines could be seen in action. We demonstrated how we are constantly accelerating the production process with our products, whether for cutting, profile machining or hardware installation. Visitors were impressed by the SBZ 609 and 610, as well as products from our partner Stürtz, with their ability to carry out a wide range of profiling procedures involving both automated and, in some cases, parallel running processes.

Our software partners elusoft, CAMäleon, Orgadata, CAD-PLAN, KKP, Klaes and Vóilap offered additional exciting insights into Profile Machining 4.0. eluCloud, developed by elusoft and elumatec, showed how simple and useful networked working processes can be. It enables customers to access relevant real-time information such as machine and tool use, process times and production status of an order via an app, where an API interface allows the information to be transferred to downstream systems and programs.



All smiles at the TechDays 2017 (left).

Over 1300 visitors came to Mühlacker to find out more.



How does Profile Machining 4.0 work? Our software partners explained its background and applications.

While numerous factory tours allowed visitors to gather information and take inspiration, these live demonstrations were accompanied by presentations and information stands for the Design, After Sales and other departments where an intensive sharing of experiences and exchange of ideas took place. Feedback was overwhelmingly positive, with customers valuing the opportunity to discover new solutions and opportunities in one location and at their own pace, information which will allow them to improve their market position in future. ■



Factory tours offered a glimpse behind the scenes.



The PVC Showroom was one place where visitors could get their hands on the new technology (left).

You had to see it to believe it: live demonstrations showed visitors what our products can do.

# SUCCESS ON THE INTERNATIONAL STAGE

Trade fair highlights 2017: Dubai, France and India

As an international company we are delighted to have the opportunity to showcase ourselves and our products abroad and to make new contacts. We take a look back at three of our most successful trade fair appearances of last year – Dubai, France and India.

Three trade fairs, one focus: window, door, curtain wall and aluminium construction were at the heart of our trade fair appearances. For many of our customers we were the stars of the shows in Dubai, India and France.

**Mumbai: of great significance**

At the ZAK Doors & Windows Expo in Mumbai, India, a large number of visitors found their way to our stand with its design that generated a positive response across the board. In intensive discussions, the elumatec team successfully conveyed the advantages of elumatec machines. The DG 104 and DG 142 double mitre saws, the SBZ 122/71 profile machining centre and the AS 170 and AS 70 1-spindle copy routers sparked particular interest. According to our customers, these products are popular in India primarily because they deliver a higher cutting capacity than comparable machines. The ZAK Doors & Windows Expo 2017 is especially exiting for us because it is attended by many B2B customers. The trade fair enjoys great attention in the Indian market and consequently provides a correspondingly broad reach.

**Dubai: strong partnership**

We have a special relationship with the Windows, Doors & Façades trade fair in Dubai. Not only is it the only trade fair in the region featuring the area of façade construction, we are also a founding partner and played a key role in establishing it in the trade fair calendar. Located at the centre of the hall, our stand makes clear the significance of this partnership.

Although the political and economic situation meant there were no visitors from Qatar in 2017, over the three days of the trade fair we enjoyed an excellent response to our appearance in Dubai. Visitors came from Nigeria, Lebanon, India, Sri Lanka, Oman, Kuwait, Saudi Arabia, Cyprus, Bahrain and the United Arab Emirates, and the SBZ 122/74 and SBZ 122/75 profile machining centres were in high demand.

**Paris: visitor numbers up**

Batimat in Paris, one of the world's leading construction trade fairs, is almost a home game for us. Visitors to our stand were very impressed with where and how we presented ourselves in 2017, and numbers were up by a third compared to the previous year. In addition to visitors from France, we also met interested parties from Algeria, Lebanon and Israel.

The French market offers a large number of exciting projects for curtain wall manufacturers in particular, with double mitre saws and profile machining centres proving especially popular. Consequently, the SBZ 122/75 became the star of the show alongside our eluCloud concept. Customers in France still remember and appreciate that we continued to attend trade fairs during and after the 2009 economic crisis. Not only do customers come directly to us with specific projects, our stand was also visited by many potential new customers. ■



**DUBAI** Windows, Doors & Façades 2017



**INDIA** ZAK Doors & Windows Expo 2017



**FRANCE** Batimat 2017

# LOCAL OPTIMISATION

Behind the scenes: the Business Development department (BDM)

The success of a globally active business depends on a dynamic sales structure which can adapt quickly to changing economic conditions. 360° went behind the scenes with Joachim Zaulig, Head of the Business Development department, expert in international sales and long-serving elumatec employee.

**“Establishing and expanding markets.”**

**Mr Zaulig, what role does your BDM department play in the company?**

Essentially we look after the subsidiaries of elumatec AG around the world. We also work on opening and expanding new markets for the future. Using the business data from each individual subsidiary, and on the basis on in-depth discussions with their employees, we establish how well equipped a subsidiary is to face its future challenges, whether and what additional support it requires, and where new markets may be opening up. With this knowledge we then focus on creating a catalogue of appropriate measures to be taken, agreeing them with the board, and subsequently implementing all points ourselves at each location.

**That's a lot on your plate. How is your department set up to handle it?**

I don't do anything – I leave it all to the others (laughs). No, of course we divide ourselves up to focus on different things. Bülent Köksal, Anja Schopp and I analyse the local subsidiaries to see whether and how they can be optimised. This is a global process and frequently takes a considerable amount of time. We also implement these measures ourselves at these companies. Here at elumatec, Jasmina Baier collects the data, analyses it and takes responsibility for activities such as planning business trips. Last but not least, the measures we implement at the subsidiaries have to be overseen and managed, and Sandra Kienzle is the person responsible for that here.

**Which elumatec AG subsidiaries is your department focusing on at the moment?**

I am supporting Anja Schopp as she looks after and manages our subsidiary in Australia, where she is initiating restructuring measures. South America is also part of her remit, although in the short term the economic outlook there is not particularly promising. Bülent Köksal has been responsible for Turkey for around a year now, where he took over the role of CEO, and Iran and Azerbaijan are still closely linked to Turkey. I myself have been busy in India and South Africa in recent years, and now that the process of implementing our measures there is complete I am heading for new shores.

Images: pro-studios-GmbH



(left to right) Bülent Köksal, Anja Schopp, Sandra Kienzle, Joachim Zaulig, Jasmina Baier

**Could you give us a practical example of what you do?**

Many of the structures in and around our subsidiaries developed for historical reasons. In some cases, they maintain partnerships with various service providers which haven't been scrutinised for some time. We analyse the costs and how they are incurred, align them with market prices, and consequently are often able to help the subsidiaries reduce their costs.

**“We help reduce costs.”**

**To what extent are you responsible for the results of the subsidiaries you look after?**

We get involved when subsidiaries are looking to restructure, when they need local optimisation or when markets need to be built up again from scratch. Basically, whenever something new needs to be created. This means we enjoy a greater degree of freedom than normal. On the other hand, in each country we are responsible for all activities and their consequences, given that we manage the projects independently to a large extent. This includes personnel, operating equipment, structures, sales and customer service, administration etc. The job is really like that of a transitional business manager or founder of a small business, making sure the business stands on its own two feet as per the expectations.

**What does the future hold for your field of work?**

As you can see in the news every day, at the moment we are exposed to a lot of unstable economic and political situations around the world, and this naturally has a big influence on all businesses operating in these places. This means that, more than ever before, a key requirement for businesses in the affected regions is the ability to constantly adapt, and adapt more and more quickly for the most part. As a result, many export-oriented businesses will almost certainly anchor our area of responsibility even more firmly in your company in future. ■

## **Legal notice**

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