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New system for short delivery times of products with replaceable parts

A company's strategic product development should be oriented to the practical requirements and the customers' needs. Fundamentally speaking, it's about value creation – both for the customer and for the company – in order to generate added value in the co-operation and the efficient organisation of all connecting processes. This article makes reference to the article published in CPI 02/2016 on the innovative work of Kobra Formen GmbH in the field of mould construction, in which manufacturing variants, technologies and features for product improvement are illustrated. All of the further developments mentioned refer to the concrete block mould itself. This article discusses a new product that is not integrated in the concrete block mould, but instead represents a useful service and celebrated its world premiere at the bauma 2016 – Operate Premiumpartner™.

■ Holger Stichel and Stefanie Schaarschmidt,
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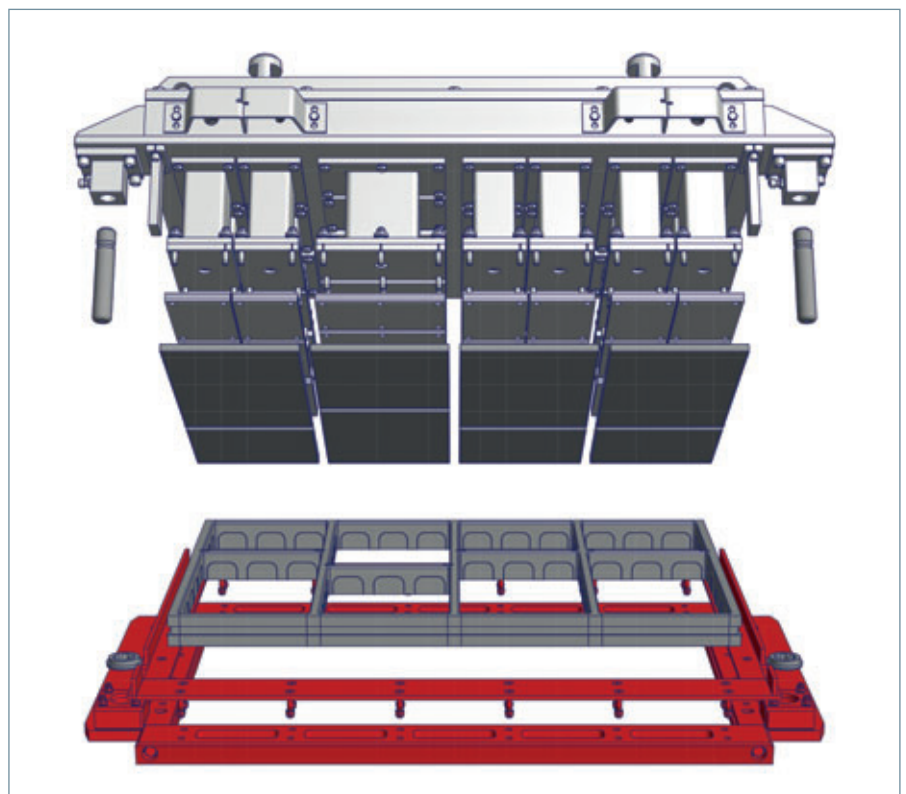
Innovations in modular mould construction

The worldwide number of manufacturers of high-quality moulds for the concrete block industry is rather modest – concrete block moulds are a niche product. As in every industry there are fundamental corporate philosophies that can have a direct influence on the product to be produced. In the case of concrete block moulds, a clear line can be drawn between welded and bolted technologies.

The modular construction of concrete block moulds has numerous advantages that cannot be realised with the same mould types in a welded version. Kobra established the modular construction method in the market and has remained one of the global market leaders with this system to the present day. Kobra offers an extensive service with regard to moulds, from the block development to after-sales services. Kobra has created an all-inclusive offering over the last 25 years and its worldwide presence proves it right.

Availabilities that can be planned – reliable on time supply provides for planning security

The continuous tapping of new markets and the associated growth of the company also meant the constant expansion of manufacturing capacities. Today, Kobra is present all over the world and co-operates closely with its customers. That also applies, for example, to the ever growing number of projects for which the required moulds have to be delivered on time. Several years ago Kobra established an internal system for achieving the corresponding delivery reliability.



Exploded view of a concrete block mould

bility. This ensures that binding manufacturing deadlines are met and gives the customer a high degree of planning security. Kobra takes responsibility for that part of the production process that it is able to control. Directly related to delivery reliability are delivery times, whose shortening also represents one of the market's major concerns.

Operate Premiumpartner for shortened delivery times of spare parts

Kobra's highlight at the bauma 2016 therefore wasn't a new technology for moulds, but for shortened delivery times – Operate

Premiumpartner. This completely new system enables the fast delivery of spare parts for bolted mould constructions. On introduction to the market the Kobra Premiumpartner will be offered for all Boltline3™ technologies. Following a successful start-up phase, further technologies are to be added gradually to the premium partner system.

With the purchase of a Kobra mould, a chargeable upgrade can also be purchased that guarantees the fast delivery of spare parts for the premium mould. All premium moulds can be seen in the respective customer area on the specially developed website premium.kobragroup.com.



1500

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940

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MADE IN CHINA(German Design)

- German design Machine
- Extremely cost efficient to get into concrete business
- Able to produce almost all kinds of concrete blocks and paving stones

CHAMPIONS MADE IN GERMANY

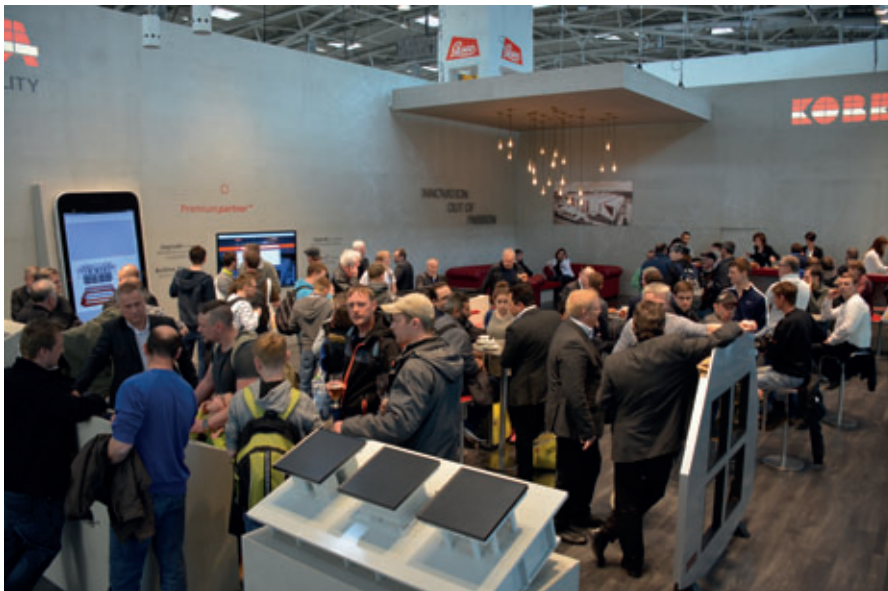
We Provide Integrated Solutions For Block Making



Operate Premiumpartner™ works on all mobile devices

Watch a video about Operate Premiumpartner™ from Kobra:

Simply scan the QR code with your smart phone and watch the video!
www.cpi-tv.com



Kobra's highlight at the bauma 2016 wasn't a new technology for moulds, but rather for shortened delivery times – Operate Premiumpartner™.

Individual documents covering the construction of each mould and its replaceable components are created and are available online. The list of spare parts integrated in the website offers an overview of all replaceable mould parts. Enquiries about the parts can be made with a few clicks. The website is not based on a shop system, so there is no danger for the customer with regard to incorrectly ordered components

or quantities. The spare part enquiry is sent directly to the advisor responsible for the respective sales region, who checks it and starts the handling process as usual. Once the order has been confirmed, the manufacturing of the mould parts begins. Various rights can be linked to the mould overview when logging in to the website. For example, the central purchasing of a group of companies can get an overview of

FURTHER INFORMATION

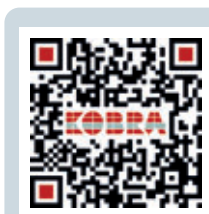


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all premium moulds, while the respective plant manager can see the moulds at his location. The issuing of rights can be individually agreed with each customer company.

In addition to a detailed list of spare parts, the customer is provided with further information on the premium mould and the installation of the individual components and assemblies.

Kobra struck a chord with the industry with the presentation of Operate Premiumpartner at the bauma, because the topic of shortened delivery times and fast availability of mould parts is always current. Kobra has thus expanded its portfolio by a service that enormously facilitates the organisation of the customer's production processes. Further information on Operate Premiumpartner can be obtained directly from the Kobra sales employees. ■



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