

Kobra Formen GmbH, 08485 Lengsfeld, Germany

New system for short delivery times of products with replaceable parts

At the Bauma 2016 Kobra Formen GmbH presented a system for the fast delivery of products with replaceable parts – Operate Premiumpartner™ – that is completely new in the industry. For the market introduction the product was offered exclusively in conjunction with Boltline3™ moulds. Following a successful start-up phase it has now been opened up for further Kobra technologies.

■ Stefanie Schaarschmidt,
Kobra Formen GmbH, Germany ■

The Operate Premiumpartner™ system

Operate Premiumpartner is an instrument for the flexible planning of production processes, since it guarantees fast delivery of spare parts for concrete block moulds. On conclusion of a Premium partnership, Kobra customers acquire the entitlement to preferential treatment of their wearing parts orders and their prompt use on and in the mould.

All premium moulds for the respective company are visible, sorted according to location, on the specially programmed website premium.kobragroup.com, which is part of

Kobra's Premiumpartner programme. In addition, individual construction documents are created, which can also be downloaded from the website. This results in specific spare parts lists containing all exchangeable shaped parts. These can be selected and saved on the website and can also be sent as an enquiry directly to the responsible Kobra sales employee. In the next step, Kobra contacts the customer's person in charge in order to clarify all product details and draw up a quotation. Following the placement of the order, the shaped parts are manufactured. The system is rounded off by a great deal of additional information, for example assembly instructions or explanation videos about mould technology, which are also available online.

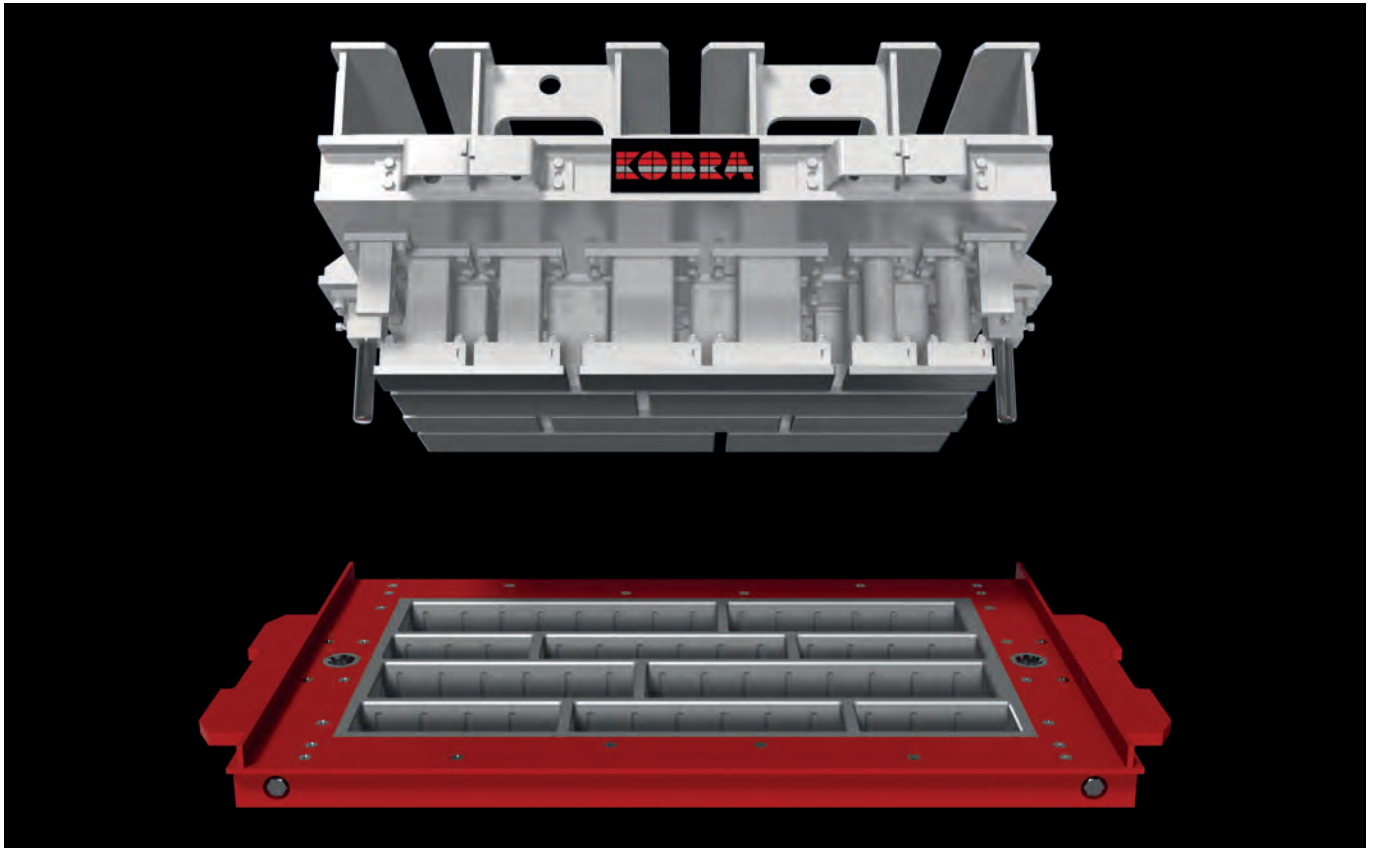
Technologies eligible for Premiumpartner

"At the world premiere at the bauma 2016 we consciously restricted Operate Premiumpartner to our Boltline 3 moulds in order to make the system known on the market. In the meantime we have had numerous enquiries about other technologies and customer-specific solutions. Therefore we have decided to expand the Premium partnerships to include high products too", says Holger Stichel, managing director of Kobra.

Boltline 3 is Kobra's brand name for large paver moulds which, like the entire Boltline series, are based on a bolted construction that enables the fast and uncomplicated mounting of wearing parts. With the expansion



Boltline 1 – kerbstone mould



Boltline 3 – large slabs

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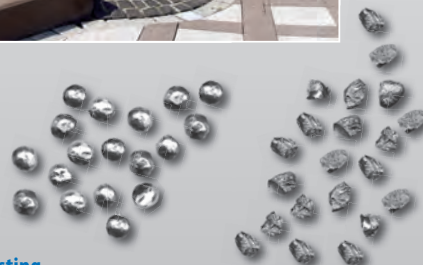
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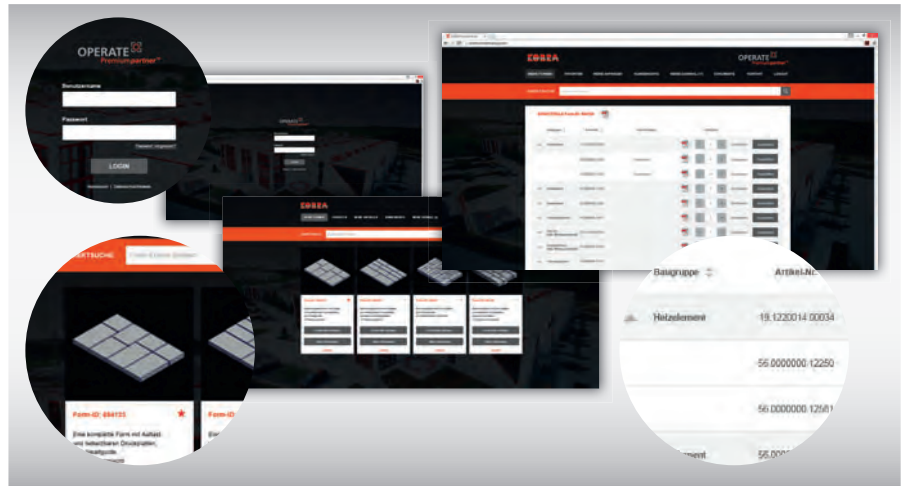
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Overview of the website for Operate Premiumpartner™

sion of the Premium partnership to include high concrete block moulds, all Boltline 1 technologies will now also be integrated into the system. These can be used to manufacture solid blocks or kerbstones, amongst other things.

Customer-specific solutions

The aim of Operate Premiumpartner is to expand the planning possibilities in the manufacture of concrete products. Kobra is therefore reacting to individual enquiries from its customers regarding a Premium partnership and finding individual solutions.

Numerous European and American companies are now Premium partners of Kobra. With the expansion to include Boltline 1 moulds, sales regions with a high percentage of high concrete block products can now also be integrated. Growing demand proves that Kobra was right in correctly analysing the need in the market for flexible delivery times and developing a suitable instrument for that.

Further information on Operate Premiumpartner can be obtained directly from the Kobra sales employees, on the CPI channel and at www.kobragroup.com.



FURTHER INFORMATION



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