

Kobra Formen GmbH, 08485 Lengenfeld, Germany

# Service concepts in the concrete block mould area – overview of classic services

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**How is the term "service" defined for steel moulds for the concrete block industry? What services does the customer expect? What measures should manufacturers take in order to offer comprehensive service? These questions have already been considered in recent issues of Concrete Plant International and backed up with examples. This article looks at Kobra Formen GmbH's service concept in general and is intended to show how these terms are defined and practised by the Kobra team.**

Kobra considers itself not only to be a manufacturer of concrete block moulds, but also a provider of comprehensive services for its products at every stage – from development to use in the concrete block plant. Since every mould is manufactured according to individual specifications and there is therefore no mass production, a product and customer-specific system must be developed that is suitable for the individual case on the one hand and organisationally implementable at Kobra on the other.

Apart from modern workplaces and a well-trained team, it is above all the attitude towards service that is essential. In that sense the term "service" describes individual services that take place in every department and go together make up a comprehensive concept around the development, optimisation and care of the concrete block mould.

## Service building blocks

### Planning phase

With the establishment of a regular cycle for the planning of new products between Kobra and the customer, mould orders can be suitably integrated into the respective production rhythms in the concrete block plant. Through firmly scheduled development steps both the concrete products manufacturer and Kobra benefit from each other. The customer has sufficient space to include new developments in the production and sales planning, to plan his marketing measures and, if ap-

plicable, to pre-produce. Kobra can integrate the manufacture of the desired concrete block moulds into its own processes, distributed over the year in coordination with the customer, issue long-term delivery dates and thus give the customer planning security.

### Development phase

The Kobra designers develop specific products from ideas, sketches or photos in close coordination with the customer. The technical feasibility of an idea is thereby checked and, amongst other things, the following questions are clarified: Is the design of a new stone system producible? Do details have to be adapted so that the functionality of the product in use is guaranteed without destroying the desired design? Can the product be cubed and stacked? Are there any property rights of other customers that need to be considered?

One of the factors that is decisive for the construction of the concrete block mould is the planned type of use of the mould, for example for the production of standard products in large numbers or designed for low cycle numbers within a project. The technology is selected in close cooperation between the customer, the Kobra sales team and the design engineers.

### Continuous product improvement

During the production process in the concrete block plant, problems could occur with the block or the mould whose cause are determined by the Kobra service engineers either directly on-site or in one of the repair centres.

For example, the retrofitting of additional equipment to the mould may make sense in order to increase the product quality of the stone and to decrease the wearing of the mould. This decision is taken together with the design department, carried out on existing products at the customer's request and adopted for follow-up orders. The installation situation of the

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# SERVICE

## IS NOT A DEPARTMENT

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IT IS AN **ATTITUDE.**

**The KOBRA Service Concept:**

We develop specific products from your ideas, find individual design solutions and promote economic use of the concrete block mold during the production process with services directly matched to your processes.

From the outset, we offer you a professional service for every aspect of the concrete block mold. Our designers implement your designs in producible block systems and are there to offer you advice during the development phase. After the production of the mold, our service

team assists you with practical services to extend the life of the mold. At the bauma2019 we will be presenting our enhanced service concept with numerous other modules for every aspect of your mold! We look forward to your visit to **booth 115 in hall B1.**

**TOOLS.**

**Molds. Driven by knowledge.**

**CARE.**

**Service. Powered by experience.**

concrete block mould in the machine and the manufacturing conditions must be observed at the same time. The goal of this service building block is continuous product improvement, which is based on close communication between the customer and the Kobra team.

**Services in the concrete block plant**

The Kobra service team is in operation all over the world and carries out goal-oriented measures to prolong the life of the mould. These include initial commissioning, repairs directly in the concrete block plant or in one of the Kobra repair centres, planned maintenance and repair as well as the replacement of wearing parts and measurements for the reduction of wear in the machine components. These include vibrating bar measurements, high-speed photos or advice on the setting up of the machine by means of vibration measurement. As described at the beginning, Kobra doesn't want to be just a supplier to its customers, but also their partner. That includes services that cover all stages of the life of a mould. For that reason Kobra works continually on extending its range of services in order to be able to fulfil all customer requirements and is presenting the extended service concept at the bauma 2019 with numerous new services around the concrete block mould. ■



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