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PRESS RELEASE

WITTMANN Interactive

WITTMANN relies on digital solutions as additional options for contact with customers

Due to the restricted possibilities for direct personal contact, digital platforms to support sales are being discussed everywhere. At WITTMANN, too, much thought has been given to the best possible way of reaching and supporting customers and partners during this difficult time – and beyond. WITTMANN Interactive is the solution.

By using modern media technology, WITTMANN Interactive makes it possible for the specialists at WITTMANN and WITTMANN BATTENFELD in Austria and Germany to stage online demonstrations of their machinery and equipment. Live transmission is established by using a head camera to provide a function for interaction with the customer via a streaming platform. The head cameras are supplemented by mobile lighting and camera technologies. These are plug-in modules equipped to provide lighting, sound and video pictures, which can also be used as additional mobile sites for web conferences right next to injection molding systems.

Of course each online appointment with a customer is generally organized by the salesperson responsible for that particular customer. In this way, it is also possible to stage interactive machine acceptances, technology presentations and training sessions comfortably online, as well as traditional appointments with customers.

Rainer Weingraber, Managing Director and CEO of WITTMANN BATTENFELD, is confident that with WITTMANN Interactive the company has an instrument providing added value for sales not only during the time of restricted personal contact options, but also beyond.

In WITTMANN BATTENFELD's technical lab in Kottlingbrunn, which has recently been remodeled, the machines currently available for demonstrations include a *MicroPower 15/10H/10H COMBIMOULD*, an all-electric *EcoPower 55/350* and an *EcoPower 110/350*, as well as a *MacroPower 1100/12800* with the structured foam technology *CELLMOULD®* and the internal gas pressure technology *AIRMOULD®*, a

servo-hydraulic *SmartPower* 120/350 with AIRMOULD[®], a *SmartPower* 120/350 with LSR, a *SmartPower* 25/130, a *SmartPower* 240/750H/210S COMBIMOULD, and a vertical *VPower* 120/130H/210V R1300.

In the technical lab in Meinerzhagen / Germany, AIRMOULD[®] internal gas pressure technology can be shown on a servo-hydraulic *SmartPower* 120/525. This machine is also fitted out for demonstrating WITTMANN 4.0 technology. Additional demonstration models available are a *SmartPower* 35/130 with AIRMOULD[®] technology, a *MacroPower* 700/8800 equipped with AIRMOULD[®], WITTMANN 4.0 and CELLMOULD[®] structured foam technology. A high-speed *EcoPower* Xpress 300/1100+ with a SONIC 143 robot from WITTMANN to minimize removal cycle times with a mold for a thin-walled application stands ready for demonstrations to customers from the packaging industry.

The corporate premises in Nuremberg currently provide the opportunity to view the demonstration of a *SmartPower* 60/210 Ingrinder, a machine model with a sprue picker and a granulator integrated in its UNILOG B8 control system. A *MacroPower* 400/3400 equipped with condition monitoring system, AIRMOULD[®], CELLMOULD[®] and WITTMANN 4.0, including HiQ application technology software packages, can be shown there as well.

And of course the product specialists at WITTMANN Technology in Vienna will be glad at any time to demonstrate the functions of the latest robot models and auxiliaries to their customers with the help of media technology from WITTMANN Interactive.



Fig. 1: Head camera with app for control via Smartphone

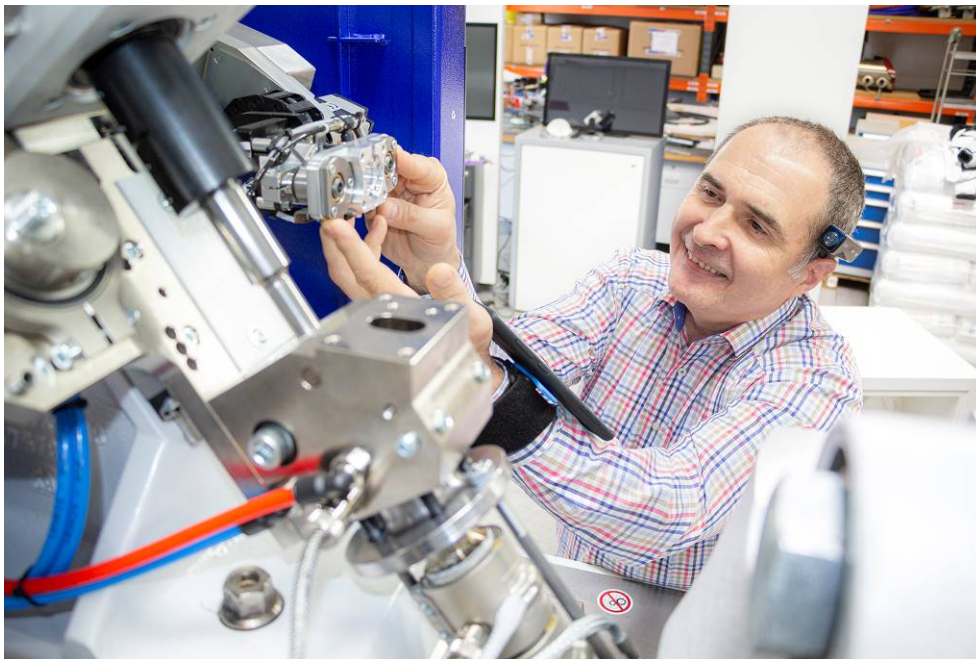


Fig. 2: Christian Glück, WITTMANN BATTENFELD salesman, explains to his customers via an online connection the WITTMANN Scara robot on the *MicroPower* machine installed in the Kottingbrunn technical lab.

The WITTMANN Group

The WITTMANN Group is a globally leading manufacturer of injection molding machines, robots and auxiliary equipment for processing a great variety of plasticizable materials – both plastic and non-plastic. The group of companies has its headquarters in Vienna, Austria and consists of two main divisions: WITTMANN BATTENFELD and WITTMANN. Following the principles of environmental protection, conservation of resources and circular economy, the WITTMANN Group engages in state-of-the-art process technology for maximum energy efficiency in injection molding, and in processing standard materials and materials with a high content of recyclates and renewable raw materials. The products of the WITTMANN Group are designed for horizontal and vertical integration into a Smart Factory and can be interlinked to form an intelligent production cell.

The companies of the group jointly operate eight production plants in five countries, and the additional sales companies at their 34 different locations are present in all major industrial markets around the world.

WITTMANN BATTENFELD pursues the continued strengthening of its market position as a manufacturer of injection molding machines and supplier of comprehensive modern machine technology in modular design. The product range of WITTMANN includes robots and automation systems, material handling systems, dryers, gravimetric and volumetric blenders, granulators, temperature controllers and chillers. The combination of the individual areas under the umbrella of the WITTMANN Group enables perfect integration – to the advantage of injection molding processors with an increasing demand for seamless interlocking of processing machines, automation and auxiliaries.

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