

# FROM PUMP TO CONSUMER

Streamlining processes, reducing costs, optimising procurement – these are the challenges faced by all machinery and plant manufacturers. OEMs who work with a partner for everything concerning hydraulic line systems – from coordinated components to supplying complete assemblies – simplify their internal processes significantly, in procurement as well as in design, dimensioning and production.

**M**achinery and plant manufacturers often have the objective of reducing the number of suppliers. The requirement is then to offer as many components as possible from a single source, technically coordinated and with a high level of quality. “Machinery and plant manufacturers also want to increasingly focus on their core skills,” explains Jörg Deutz, CEO of the Stauff Group. “They want contacts who can take on the responsibility for entire line systems.” Stauff Line was developed with this in mind: From components to systems – that is how the services bundled in this concept can be described, from design and dimensioning to manufacturing and assembly or pre-assembly of ready-to-install hydraulic lines as a complete assembly. To offer this type of collaboration worldwide, Stauff works with accordingly qualified companies within its international network of dealers. In the Stauff system partnership, the skills of regional partners are linked to those of the internationally active manufacturer. “This allows us to ensure that we are close to our customers, no matter in which markets and at how many international locations an OEM is active.” One of the newly

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**01** Stauff system partners take on all assembly steps on request

associated Stauff system partners is Kroning, a trade and service company for industrial and agricultural equipment in Bremen (Germany).

### THE COMPLETE SYSTEM AT A GLANCE

Founded over 70 years ago, the family-run company Kroning has been involved in fluid technology since 1961, established the key division for mobile hydraulics with in-house hydraulics production and hose assembly in the 1980s already and started up a tube bending centre in 2005. "We have always seen ourselves as a service provider and consultant, not just as a seller of components," says Udo Willenberg, who started his apprenticeship at Kroning 45 years ago and has been a member of management since 2014. Willenberg directly witnessed the changes in the markets over the course of several decades: "For some time, the focus has shifted from individual components at the lowest possible price to the functionality and reliability of the complete system. Consulting plays a key role in this." When it comes to narrow installation spac-



es with restricted assembly paths, for example, pre-assembled assemblies offer much more latitude for line design. Dr.-Ing. Arne Lucas, who is continuing the family-run company in the third gen-



**02** Dr.-Ing. Arne Lucas (l.) manages the family-run company Kroning together with his wife. Udo Willenberg (r.) has been a member of management since 2014. Both see significant advantages for their customers and growth potential for their own company through the system partnership with Stauff.

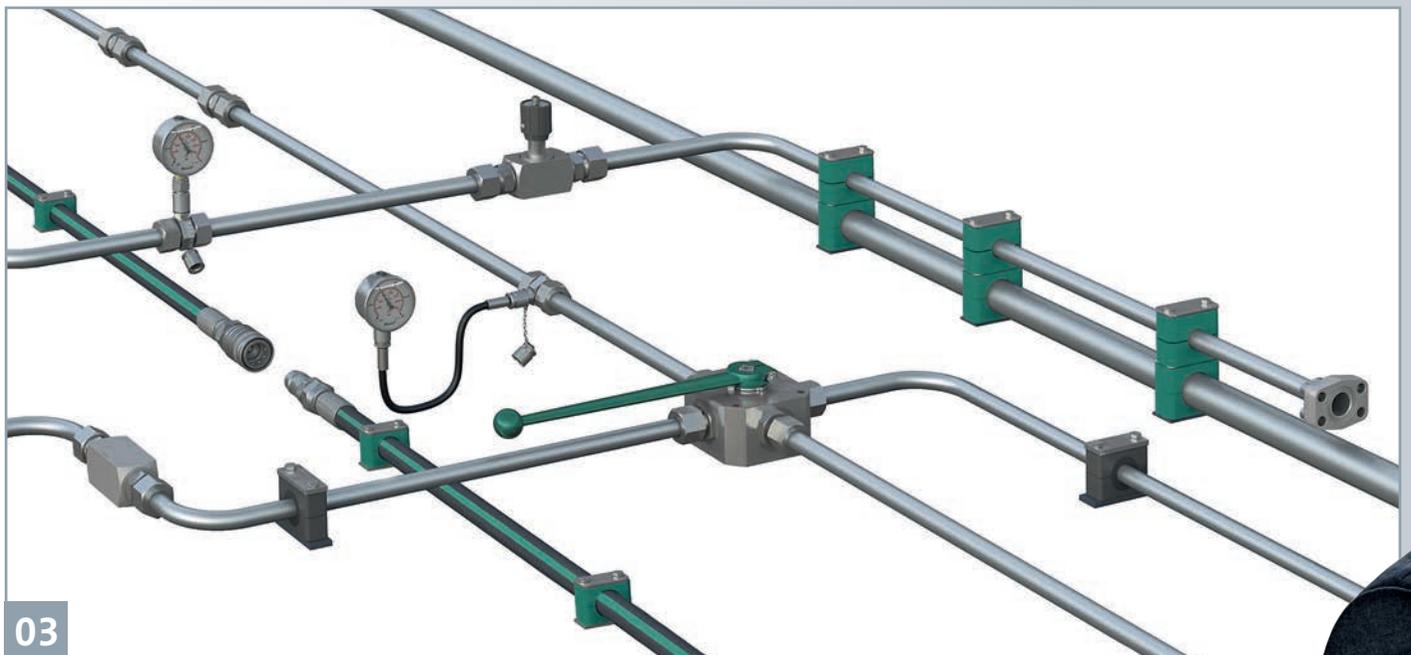
**03** Complete assemblies can be pre-assembled and delivered directly to the production line

eration together with his wife and has been Managing Director at Kroning since 2016, also sees technical know-how as the key to stable customer relationships.

**SUPPLYING COMPLETE ASSEMBLIES**

He sees the Stauff system partnership as a logical step: “With our cross-industry engineering experience, we can take over the entire

hydraulics segment for our customers.” In addition to supplying components, Kroning also offers all services for manufacturing entire hydraulic line systems if required by the customer: configuration and consulting, hose assembly, tube bending, pre-assembly and delivery of assemblies and units directly to the customer’s production line. He believes that focusing on Stauff Line products provides advantages for customers as well as for the internal processes if his own company. “Stauff Line components have been developed



with a system-based concept in mind and are therefore technically coordinated and compatible. One specific benefit is the high-quality zinc-nickel coating, for example, which allows us to guarantee consistently high corrosion protection." Clarifying warranty issues also becomes easier if fewer parties are involved in a hydraulic line system.

### ONE PARTNER TAKES RESPONSIBILITY

Stauff system partners take on the responsibility towards customers for everything from the pump to the consuming unit and have access to the international Stauff network if necessary. This ensures the worldwide supply of Stauff Line components and the associated services for the export-oriented OEMs. "But we still remain an independent company," stresses Lucas. Another reason for the close cooperation with Stauff is the reduction of internal process costs in his company. But the crucial aspect of the system partnership is the added value created for machinery and plant manufacturers. "This harbours an enormous growth potential for us."

### REGIONALLY AND INTERNATIONALLY CONNECTED

The system partnership also arose from a critical review of the classic dealership model. Jörg Deutz: "It is simply not practical to maintain dual sales structures within a region." Setting up the peripheral structure twice is not beneficial in the long term, explains Deutz. He sees the future in leaving the initial contacts to regional system partners, including for international business: The system partner acts

## STAUFF SYSTEM PARTNERSHIP: JOINT RESPONSIBILITY FROM PORT TO PORT

Stauff Line is the umbrella brand for all products and services that the Stauff Group companies and the Stauff system partners offer for building hydraulic line systems. This is based on the complete component range from the STAUFF Clamp – with which the company made a name for itself back in the 1960s – to the Stauff Connect tube connector system introduced in 2015. Stauff system partners now offer customers all complementary services locally: from engineering, dimensioning and design to analysis and optimisation, tube bending and pre-assembly to producing assemblies. By successively establishing an international network of system partners, worldwide active machinery and plant manufacturers will be able to collaborate with qualified local service providers in the future.

as part of a global network and also becomes attractive for international OEMs as a company that was initially active on a regional level. Stauff as a manufacturer wants to guarantee a high level of delivery performance worldwide as well as individual local support through its international subsidiaries and partners.

### TRUST AS A CRITERION

Stauff and Kroning have a business relationship that has grown over decades. The cooperation between the two family-run companies has been characterised by mutual appreciation and transparent, loyal conduct. This will also be an important criterion for Stauff when establishing further international system partnerships. Not in the least, the focus is on the transfer of skills and knowledge within the entire Stauff Group, so the hydraulics specialist can meet the requirements of international machinery and plant manufacturers. Arne Lucas and Jörg Deutz agree: "If you want to prepare for the future, you have to be willing to develop further. As a family-run company, we have the opportunity and the courage to invest in long-term cooperations. Growth comes from trust." For Arne Lucas and Udo Willenberg, the system partnership is also a sustainable model with a long-term vision, which will be "an anchor during the transition period", in particular after the recent change in generations.

Photos: Stauff Group



” MACHINERY AND PLANT MANUFACTURERS WANT TO INCREASINGLY FOCUS ON THEIR CORE SKILLS

Jörg Deutz, CEO of the Stauff Group

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