

Title story



“Connect with Stauff” is an invitation to customers to engage in active cooperation.”

Dr. Dominik F. P. Joachim, Stauff

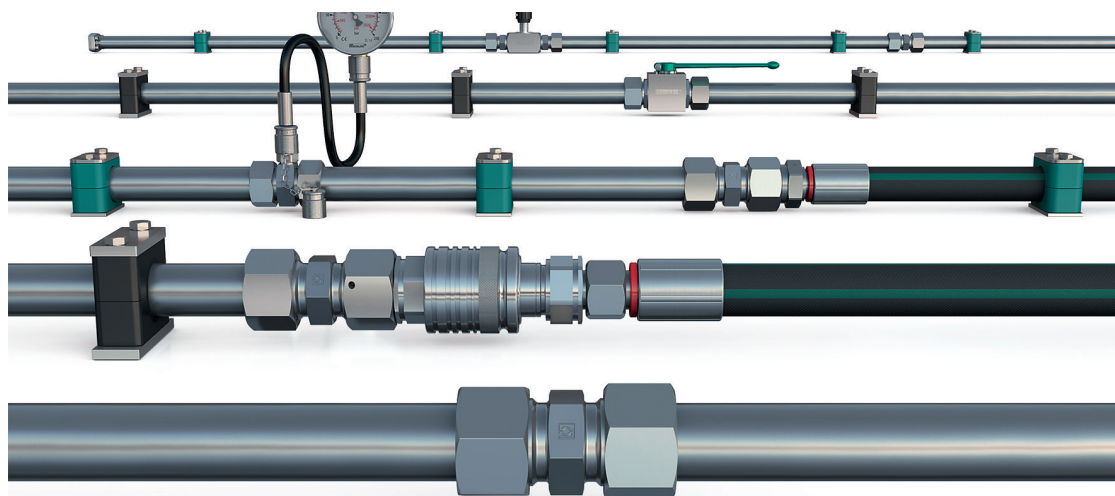
“Challenge us!”

Dr. Dominik F. P. Joachim, spokesperson for the Stauff Germany Management Board and member of the Management Board of the international Stauff Group since the start of 2023, is convinced of the performance and innovative strength of the company, which is headquartered in the South Westphalian region of Germany. And rightly so, because the Stauff Connect tube connector range has gained significant global market share in mobile and industrial hydraulics since it was introduced in 2015. It is also opening doors to new business relationships with original equipment manufacturers (OEMs) and retailers. The “Connect with Stauff” mission statement, which was launched at the Hanover Fair, embodies many other facets that contribute to the success of the Stauff Group.

Dr. Joachim, you have been responsible for the global business development and global product management of the Stauff Group since 2017 and were strategically involved in the introduction of the tube connector range. How do you assess the development of the Stauff brand since this expansion of the range?

Dr. Dominik F. P. Joachim: The launch of the Stauff Connect tube connector range was a milestone in Stauff’s company history, as it was the first stepping stone from being a component manufacturer to a solution provider. With its proprietary tube connector range, for the first time Stauff became a full liner for all components of hydraulic line systems that connect the pump and tank. It

was on this basis that the Stauff Line range was successively developed. Today, Stauff is a solution provider for all questions and aspects that need to be taken into account when designing and producing hydraulic line systems for mobile and stationary applications. We offer our expertise to both original equipment manufacturers and retailers, as the role of retailers is also increasingly



Complete hydraulic port-to-port line systems.

Images: Stauff

changing from being one of a 'pure supplier' to that of a consulting service provider.

What role did the excellent reputation of the Stauff brand play in the launch of Stauff Connect, a reputation that has been built since Stauff clamps were developed in the 1960s?

A strong brand poses a special challenge when launching a new product line, that it to say it can be both a blessing and a curse. On the one hand, customers place great confidence in the innovation, while on the other hand the bar is already high from the outset in terms of product quality, delivery performance, customer support and consulting. We were aware of this, but were not deterred and instead inspired to aim for the ultimate performance. We can say that, even as a full

liner, we can fully meet the high expectations placed on the Stauff brand, which we have built up over decades as a component manufacturer, and even significantly exceed them with Stauff Line.

How important is Stauff's role as a full liner in acquiring new customers?

Very important! Take, for example, leak-tightness, which is a critical quality criterion for OEMs. We are able to offer our customers a leak-tightness guarantee as we are convinced of the quality of our individual components and have perfectly coordinated them to each other during the development process.

The general market situation, as well as the excellent performance in many different areas of application, have meant that our

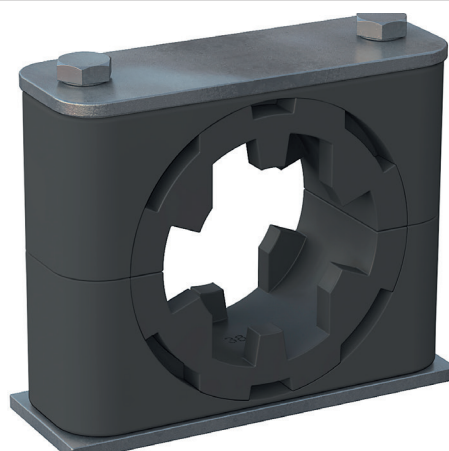
tube connectors have opened doors to new business relationships with OEMs and retailers in just eight years. Another example of Stauff taking responsibility for the complete hydraulic line system is the purity and cleanliness of its components. Stauff has already integrated the standard-based cleaning steps and measures to the processes between production and despatch. This prevents metal and other solid particles or fibres from adversely affecting the operation of the components or the customer's ongoing production process. In this respect, manufacturers of construction and agricultural machinery are also increasingly coming close to the standards prevalent in the automotive industry, in which cleanliness has long played a major role. Our customers require these cleanliness levels as a standard for all con-

Powerful, but preferably quiet!

Stauff NRC clamps significantly reduce the noise emissions from construction machinery, agricultural and municipal commercial vehicles, as well as from stationary loading systems. The Noise Reduction Clamp was specifically developed for the noise- and vibration-damping fastening of tubes. A two-part elastomer insert mechanically dampens the vibrations in the line.

This application is characterised in particular by the minimal contact face between the tube and the clamp body, and so is considerably more effective than solutions used to date.

Minimal pre-tensioning when installed guarantees the requisite tube retention forces. The system is available for a maximum range of tube diameters for each clamp dimension, which primarily contributes to the optimised installation space. A version of the NRC clamp is also used for the ultra-gentle fastening of high-pressure hydraulic hoses.



Stauff NRC clamps (here for tubes) dampen vibrations and lower noise emissions.

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nection components including bent tubes or pre-assembled hoses.

‘Connect with Stauff’ is also an invitation to international machinery and plant engineering companies to collaborate more actively with Stauff. What are the benefits of such a close working relationships?

The demands placed on original equipment manufacturers and retailers are constantly and rapidly increasing.

Today, machines and systems are being tailored in ever greater detail to very specific applications in order to achieve optimum performance. The requirements governing the hydraulics differ correspondingly. Let's consider parameters, such as pressure, vibration stress, noise development or the available installation space. Ideally, we will be involved in the development process from the outset in order to design a powerful line system and integrate it perfectly into the overall concept.

Being close to customers is an integral part of our corporate identity: we need demanding customers who challenge us. Stauff is therefore also an innovation leader because we listen, bring our knowledge and expertise to the table, and develop new solutions in partnership with original equipment manufacturers and retailers. One example of this is a mobile hydraulics challenge that we identified early on: machines need to perform better, but preferably be as quiet as possible. Our contribution to this is the NRC (Noise Reduction Clamp), which is capable of reducing noise emissions from mobile machines. The clamps are successful and we see that demand continues to rise.

You emphasise the fact that your products are ‘developed and produced in house’. Why is this so important to your customers?

This aspect is also particularly important for us: our in-house development capacities ensure that we unequivocally understand our products and their “behaviour” at their point of use. If a customer approaches Stauff with their special requirements or specifications, we can react quickly and assess whether there is a meaningful solution, whether it will have an impact on the price or will be more expensive, or what alternatives we can offer. Engineering is not an end in itself; the product also needs to be technically perfect and also cost-effectively manufactured. This can only be clarified through direct contact between Development and



„Customer proximity is an important part of our self-conception. We listen, contribute our know-how and develop the best solution in partnership.“ *Dr. Dominik F. P. Joachim*

Production. Manufacturers of mobile and stationary plant and machines are now quite rightly demanding one-stop development and production.

A separate ‘Stauff Digital’ business unit was set up in 2019 with its headquarters in Dortmund. What role does digitalisation play in relationships with customers?

This was a far-sighted decision on the part of the Stauff management and shareholders, and one about which I am very happy! We are not just starting from scratch, but have been rolling out digital thinking throughout the company for four years. I believe that digitalisation offers us a massive opportunity to connect even more closely to our customers, suppliers, and partners, as well as to our employees and departments. We are ahead of our direct market competitors in this regard. I know of no other company in which large tranches of the workforce already think this digitally.

In future, the processes will have to run in a virtually stand-alone manner so that we can focus on generating added value for our customers. I don't mean by this specifying a

delivery time in the online shop. This is part of the overall approach and is regulated by linking the systems in the background. We create added value for customers when we help them with a complex technical problem. To do this, increasingly we need to free ourselves from work that can be automated. One example of this is the ‘phasing in’ stage, that is when we start working with a new customer.

Several internal departments are involved at Stauff, and significant capacities are also tied up on the customer's side.

This process can be simplified by linking the individual systems together.

Digital knowledge transfer is also becoming increasingly important, for instance during the onboarding phase.

What benefits does a globally operating and owner-managed company offer?

The body of shareholders behind the Stauff Group is not interested in short-term maximisation of profit, but rather in long-term development and continuity. This has become very clear in the last three years and will have a very positive impact in the medi-

um and long term, for customers, for our employees who are very important to us, and for the shareholders themselves. A global presence for customers operating worldwide means that the same level of services we offer as part of Stauff Line is available worldwide and at all sites. Today, small and medium-sized OEMs demand this, as do large corporations. Stauff has its own subsidiaries and branches worldwide. Our Stauff Line system partners cover regions in which we do not have our own representatives.

What are you hoping from the Hanover Fair?

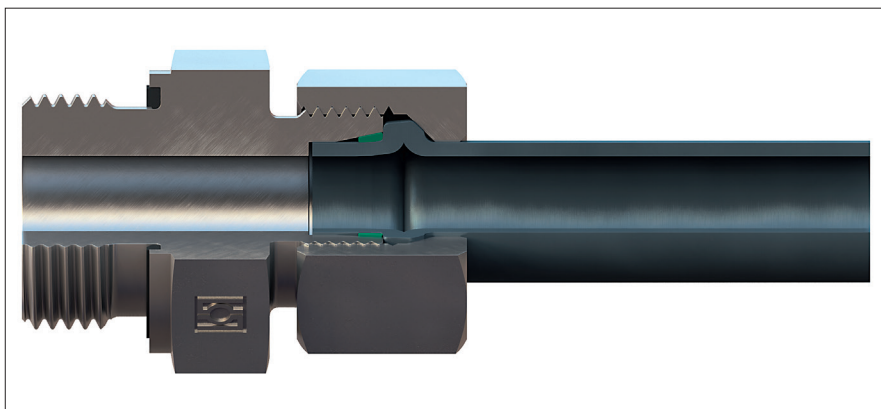
The exhibition floor area is significantly smaller than in previous years.

There will only be 4,000 exhibitors compared to the 6,500 exhibitors in past years, and significantly fewer visitors are expected overall. Why did you nonetheless decide to attend?

We are entering the race with great self-confidence and with a focus on Stauff Connect, as the 'top dog', as it were. Hardly any of our direct market competitors will be attending, with many having cancelled at short notice. The fair is a tradition at Stauff and once again this year will be a meeting point for international partners, suppliers, customers and colleagues. Apart from showcasing our products, our exhibition stand (Hall 5, Stand D16) is above all a lounge area in which we can exchange ideas with customers. I am thrilled when customers come up to us and challenge us. As I said above: challenge us!

Stauff Line at a glance

- The Stauff Line approach supports machine and plant manufacturers and hydraulic service providers in the optimum design and efficient implementation of complete hydraulic line systems from port to port.
- Co-engineering for the development of innovative solutions
- Optimisation of the hydraulic line system (functionality, cost and weight reduction, optimisation of the installation space etc.) by consultation at the initial concept and design stage
- Technical benefits from the use of perfectly coordinated, high-quality and standardised line components
- Simplification of assembly processes



The positive-fit Stauff Form Evo tube connector is permanently leak-free under extreme conditions in mobile hydraulics – including being subjected to strong vibrations or pressure shocks.

- on site, improved installation safety and significantly reduced installation time and cost by the procurement of complete assemblies including bent tubes
- Administrative benefits from single sourcing
- Digital connectivity and services: including electronic data interchange (EDI), transfer of product data to the customer's ERP system (OCI/Punch Out), cloud connection of machines for remote maintenance, and live chat with customer support



With its in-house developed and manufactured "Stauff Connect" tube connector range, Stauff has become a full liner and solution provider for hydraulic line systems.