



## BUSINESS MODELS

# „RENTING INSTEAD OF BUYING“ IN TUBE JOINING TECHNOLOGY

Stauff offers its Stauff Form Evo tube forming system for joining hydraulic line systems in high pressure applications or under strong vibration loads. The SFO-F-IOT forming machine is the „heart“ of this system. Its digital link has been enhanced and offers users new ways of using the system.

**Boris Mette**, Head of Marketing Communication, Stauff

The key feature of a high-quality processing machine is that it fulfils its function reliably, which is something users should be able to expect. Although there are great quality variations in performance, the key differences become evident when it comes to handling, customer service, investment volume and digital connections. In all these aspects, the Stauff SFO-F-IOT forming machine is regarded as a pioneering model. Its function: In combination with a conventional fitting body and a metal-on-metal union nut, the formed tube end creates a positive connection for use in extreme conditions. The only conceivable leakage path is additionally sealed with an FKM ring.

## RELIABLE FORMING PROCESS AND EASY HANDLING

The robust table-top machine designed for permanent use in workshops carries out the forming process after a manual start. The path control is monitored based on stored parameters and ensures a consistently high level of process reliability and reproducibility. The tubes are guided and formed with clamping jaws

and tube shapers into which internal tube supports are additionally screwed for selected tube diameters. These tools designed for machine based use can be quickly and easily exchanged manually without any aids (tube shaper with bayonet lock). They are labelled clearly so that incorrect assembly due to use of the wrong tools is virtually impossible. Safe and fast setup of the machine contributes to the cost effectiveness of the system, as do the short cycle times for efficient series production. A touch screen with an intuitive user interface and four menu languages completes the easy-to-use solution.

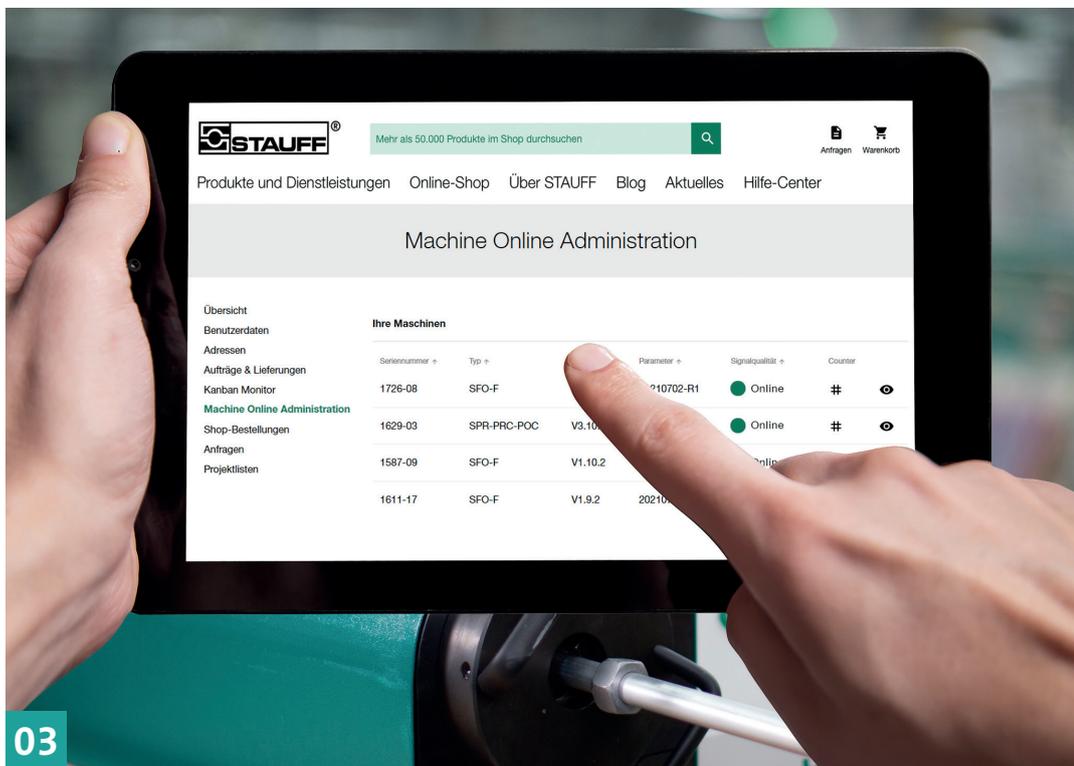
## PERSONAL AND DIGITAL SERVICE

The Stauff advisers know that even the most user-friendly digital connections cannot replace personal support and therefore visit the customer on site for the introduction of the forming machines. Manufacturers of, for example, offshore plants, cranes and lifting devices or other complex applications of stationary and mobile hydraulic systems – for which Stauff Form Evo is the most reliable tube connection system – appreciate this level of

**01** A positive tube connection is pull-out resistant even under high strain

**02** Tools can be easily and quickly replaced by hand





03

04

**03** Users log in to their customer area at [stauff.com](http://stauff.com) directly from their workstation to view orders and deliveries, order components or connect to the Stauff Technology Centre

**04** In the SFO-F-IOT, the formed tube end in combination with a conventional fitting body and a metal-on-metal union nut creates a positive connection

customer service. The assembly teams are trained in how to use the forming and assembly process and shown how to use the digital functions. Hydraulics contractors, who often have to form large numbers of hydraulic tube connections at customer sites, also use these compact table-top machines. The machines are also used at the international Stauff sites, where customised hydraulic lines are assembled and produced as part of the Stauff Line range of services.

## CONNECTED TO THE TECHNOLOGY CENTRE

The latest generation of the forming machines is equipped with a communication module with a SIM card as standard and connected directly to the Stauff Technology Centre at the company's headquarters in Werdohl. This can be easily retrofitted on previous models. The connection offers specific advantages for users: General or customer specific software updates are sent online. This includes, for example, parameter sets for deviating, non-standard tube materials that are determined at the Technology Centre at the customer's request. The machine carries out all re-

porting and documents the completed assembly processes in detail. This data can be used as proof of performance and to verify correct assembly if required, for example by the end customer. Another big step in customer service is the option of not only viewing and analysing the machine parameters from the headquarters in Werdohl, but to also intervene remotely in order to optimise the settings. The parameters of every single forming process are visualised in a „cockpit“, along with the number of forming processes and the tools for the individual tube diameters. If the machine malfunctions, the cause can be determined and eliminated quickly based on all the data stored in the customer section.

## „FLATRATE“ OR „PAY PER USE“

Companies can make use of this transparency and data availability by renting the machines instead of buying them, with different models available. „Customers can now choose whether to buy the machine itself or just the forming service,“ explains Mark Wever, Global Chief Digital Officer. „Since its introduction in 2015, Stauff



Form has been very popular on the market, just like its most recent derivative Stauff Form Evo. Those who have tried it are quickly convinced by the function, handling, and digital connection and by our personal service. Purchasing a forming machine, however, is quite a large investment that some manufacturers of hydraulic systems or service providers shy away from.“ Customers can choose between a

## ” BENEFIT: EACH FORMING PROCESS IS A DEFINED ITEM IN THE PLANNING AND CALCULATION

weekly flat rate rental fee or a pay per use model: They pay a base rent and additionally a fee for each forming process. This model offers other advantages: Every single forming process is a defined item in the planning and calculation of a hydraulic line system. Stauff is one of the first manufacturers to offer this business model in tube joining technology. Mark Wever: „For hydraulic applications in extreme conditions, Stauff Form Evo offers the highest level of reliability. We want to introduce as many customers as possible to this process – not only the manufacturers or service providers who work with large batches, but also users with smaller numbers or quantities that are difficult to estimate.“

## FROM SHOP TO ASSEMBLY LINE AND BACK

Until now, the data were exchanged over a cloud maintained by Stauff. As part of the digital enhancement, the communication module integrated into the machine has a SIM card and is now connected to the Stauff shop. The security level remains unchanged. The data exchange is encrypted in both directions. „Our customers now use their customer section for all processes and no longer have to change back and forth between two platforms,“ explains Mark Wever, Global Chief Digital Officer. „There is no longer any need to work with two logins. Installers can reorder components from the Stauff shop directly at their workstation and can access all services offered at stauff.com.“ This includes tracking the order status in real time, as well as shipment tracking and the complete order history with the option of downloading invoices and delivery notes. One special service from Stauff is the Online CAD Database, from which users can directly download 3D models and 2D drawings of thousands of original Stauff products from different product areas, without any limitations. An animated live preview on the page makes it easy to select the correct parts.

Images: Stauff / U. Bröllos, Fluidtec

[www.stauff.com](http://www.stauff.com)