

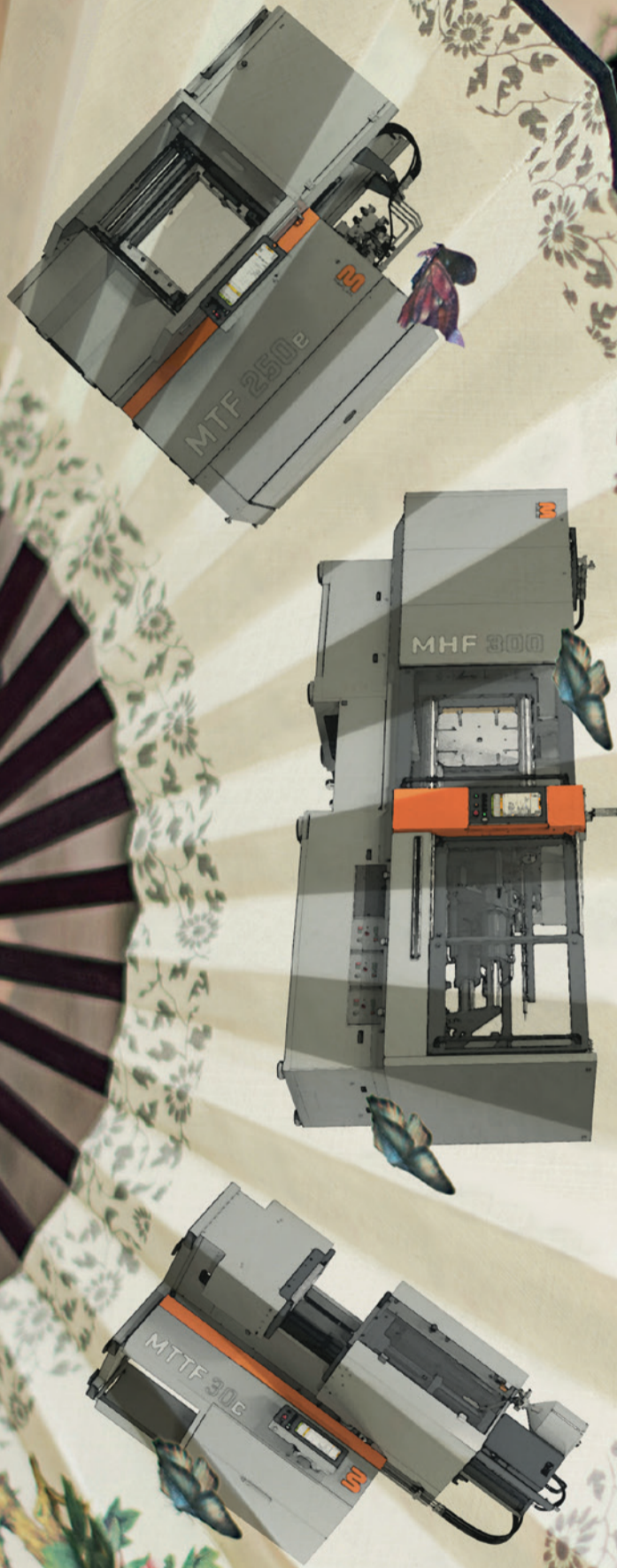


MAPLAN

Edition  
English

9

# news



# HELLO CHINA

The MAPLAN Grand Opening at Wujin

# EDITORIAL



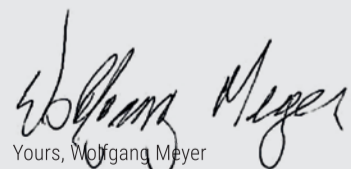
## Dear readers!

For us, an intense and successful year is coming to an end. Economic forecasts for Austria recently had to be corrected upwards in 2017, and we can feel this drive in our figures. New employees were recruited, and by the start of 2018 we will have invested more than €20 million in new plants. It's no longer good enough to build great machines. Those who want to be successful on the global market have to hone production, decrease costs and be represented with locations around the world. We have done it, and it benefits our customers.

June saw the **start of construction of a new plant in Slovakia**. The location north of Bratislava in close proximity to Vienna offers perfect connections and infrastructure. There, we will expand our advance production and start the assembly of components. We have just **opened our first plant in Asia** in the technologically advanced industrial park of Wujin in the Shanghai region. Up to 200 machines a year will be produced and serve the Asian market in European quality but at Chinese labour costs.

We also didn't waste any time in product development. We have presented a new machine programme and developed the areas of Aftersales and Service. The thing that really inspires us about China is the efforts and trust in the development of the country. Let's get inspired by China as we need these **dynamics in the European industry**.

I wish you an atmospheric Year 2018!

  
Yours, Wolfgang Meyer

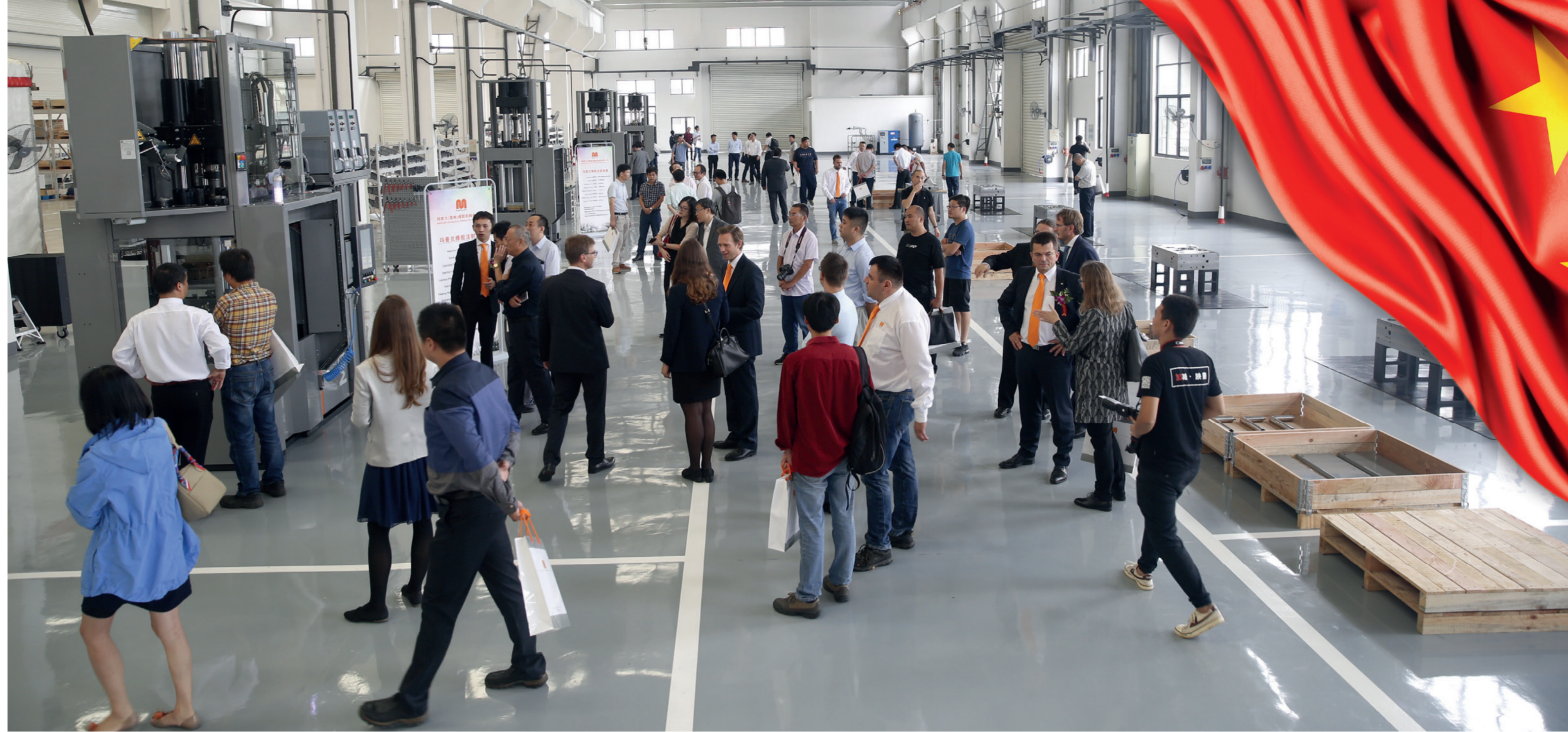
## IMPRINT

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Big crowd at the opening of the new MAPLAN plant in Wujin.



Ingrid & Philippe Soulier together with Wolfgang Meyer and Deven Lokagarwar at the grand opening.



## Grand Opening

# MAPLAN LAUNCHES PRODUCTION IN CHINA!

The choice of location was made in April and MAPLAN Rubber Machinery Co. Ltd. was founded. Assembly and advance production started in summer. The big day arrived on 22 September: With 150 guests from more than 15 countries, the new Maplan plant in Wujin was opened and the first machines made in China showcased. The successful union of two continents was duly celebrated at the Grand Opening.

**T**oday, China is one of the top markets, and Maplan has been operating successfully in the Chinese market for more than ten years. The management had envisaged the company's production in China for years. This vision has now become reality. Nevertheless, each major project requires luck and blessings, and nowhere in the world is more familiar with this than China. With sunny weather and sentiments, the guests were greeted with welcome gifts in the technologically advanced park of Wujin. To the sound of the violin, they left their good wishes on a signature board and gained an impression of the new high-tech production in the foyer. However, it was not the machines in the foreground of this opening, but rather respect: the respect of the European family business for the impressive growth in China.

This respect was also expressed during the first speeches of Maplan owners **Philippe and Ingrid Soulier**. "We have been visiting this fascinating country for thirty years and have been following the impressive development of China for a long time. The Chinese economy has grown quickly thanks to hard work, discipline and professionalism. In addition to the efforts of people, a central growth concept and a clever location policy are behind this. All these factors made a plant in China so interesting to us", said Philippe Soulier. Maplan CEO **Wolfgang Meyer** added: "Many Asian companies have long since made the shift towards quality and now rely on machines made in China which correspond to a European level of quality. We know that our Chinese customers compete in the global market place and we will make every effort to ensure that they play a leading role with the technological leadership of Maplan."



Interested customers found out about the advantages of MAPLAN machines.

Enjoying the successful opening ceremony from left to right: Philippe Soulier, Ingrid Soulier and Wolfgang Meyer

The Maplan CEO eagerly expressed his thanks for the wide-ranging support of all local stakeholders and political decision-makers as well as for the tireless efforts of employees. Governor of Changzhou Fei Gaoyun congratulated the company and referred to a bright future for the good of Maplan and the City of Changzhou. Following that, the plant was officially opened and the ice sculpture with the Maplan logo was filled with orange wine. Two dancers offered their blessings for the success of the company in the traditional lion dance. The buffet that followed was mixture of Asian delicacies and Austrian sweets as a small culinary delight from the homeland.

#### Advanced technology from Europe for the Asian market

The production hall was also not left out. The guests were able to see the first machines in action during tours. In Wujin, up to 200 machines of European quality will roll off the belt per year and serve the Asian market. Covering an area of 4,000 square metres, the plant has a corresponding production capacity. Philippe Soulier explained that Maplan has selected a specific machine segment for China in order to properly serve the market. The Asian machines are of absolutely identical quality as those from Europe. "We are committed to bringing the latest technology from Europe and the USA to China – with no sacrifices in quality. This is our claim and our promise to our customers", said Soulier.

The China platinum series machine in the models with 160, 280 and 450 tonnes set new technological standards. In a nutshell, the energy consumption of the machines can be further reduced with the latest Cool Drive II servo technology.

#### China: Brilliant market and rapid growth

There is high degree of consumer interest and the first orders for 2018 have already been placed. On this basis of Maplan China, other markets such as South-East Asia, South Korea and the Middle East will be supplied in future. The location in the Shanghai region offers perfect infrastructure for this, with many customers and leading suppliers present locally. More than 3,800 companies from more than 30 countries are already based in the Wujin industrial park in the golden Yangtze-Delta. Changzhou has a 2,500-year history and is considered an aspiring industrial city full of resources. 50 percent of all machine parts used for production already come from the region. "Our motivation subsists on the aspiration for excellence. The Chinese market is ready for our high-performance machines, and that is why we have taken this step in China.

We believe in the future of the country, and we believe in Maplan in China!" said Wolfgang Meyer in his opening speech. The people in China have already impressively demonstrated that optimism is the best foundation for economic success!

Interview with Maplan-owner Philippe Soulier (r.) and CEO Wolfgang Meyer (l.)

# “OUR SERVICE IS À LA CARTE!”

They have known each other for 20 years: Maplan owner Philippe Soulier and CEO Wolfgang Meyer. Together, they have modernised the company, increased the visibility of the brand and given Maplan an internationalisation strategy. In their interview, they talk about the value of long-term investments, Industry 4.0, the dynamism in China and why they are not worried about others copying them.

#### Maplan News: 2017 has seen both the best order situation for Maplan and, at over €45 million, the highest turnover ever achieved in the history of the company. What were the deciding factors for this success?

**Philippe Soulier:** We raised the visibility of the world of Maplan to a whole new level and presented a new machine programme. We invested €20 million in new facilities and a growth strategy. 2016 was a difficult year, but now the economy is picking up, and our customers are ordering once again. We put our trust in the right impulses.

**Wolfgang Meyer:** We gave Maplan a clear strategic direction, and this engenders trust, focus and visibility. This can be felt by our customers and our employees. Today, it's no longer good enough just to build great machines. Those who want to be successful on the global market have to hone production, establish a brand, decrease costs and be represented with locations around the world. This is what we have done, and we will continue to pursue this path.

#### Maplan News: Maplan has adapted its production to Industry 4.0. Thanks to cyclical production, the number of machines produced has been doubled and the throughput times decreased. How much optimisation is still possible?

**Philippe Soulier:** With the new plant and the conversion to cyclical production, we have taken a major step. But of course we will continue to invest; there is always a need for optimisation. Figuratively speaking, we are now driving a Porsche but are still learning how to drive the full 300 km/h instead of 150 km/h.

#### Maplan News: Customer demands are becoming ever more complex. What role do after-sales and service play?

**Wolfgang Meyer:** An increasingly large one worldwide, which is why we have also chosen the route of growth and internationalisation. In Mexico, we founded a new service branch last year, and for our plant in China, we equipped it with four service technicians right from the start. For us, outstanding service means both on-site assistance with a fast response time for our customers, and that our technicians are familiar with the machines in their own plant down to the last detail. Only in this way can we support and train our customers quickly and purposefully.

#### Maplan News: Can Maplan build all machines, or does the company regard itself as a manufacturer of special machines?

**Philippe Soulier:** Our service is à la carte!

**Wolfgang Meyer:** The first place we invest our brain power is in the development of a product range, with all options suiting market requirements. From these components, we can then build almost every customised solution. If we have to construct an additional five percent for individual solutions, we still maintain our standards, but provide precisely what each customer needs.

#### Maplan News: The mechanical engineering sector is changing. How can you tell this?

**Wolfgang Meyer:** Mechanical engineers used to think they were the centre of the world. But in the future, the machine will just be a part of the entire production together with many other machines and network connections. The trick is in defining these interfaces and standardising them to the extent that, through "Plug & Play", the machines are figuratively parts of a whole. Currently, these standardisations have yet to be implemented throughout the industry as a whole, but this is where we need to get to. At the moment, everyone has their own standards, and this makes it expensive and complicated.

#### Maplan News: Low-cost providers entering the market intensifies the competition. How do you react to this?

**Philippe Soulier:** By constantly adapting, investing in our expertise and reducing costs.



Hence the conversion to automation and Industry 4.0. We deliver advanced technology - we don't rest on our laurels.

**Wolfgang Meyer:** Right, and the more companies that focus on quality - especially in Asia - the more we also have to invest in high-quality components there, and with this, the price level will align.

#### Maplan News: How does Maplan deal with order fluctuations?

**Wolfgang Meyer:** Investments used to be made more based on confidence; today, our customers only order when they have their own incoming orders on the table.

**Philippe Soulier:** That is why it was so important to us to gain a foothold in other countries, in order to have solid ground to stand on. In Europe, we are currently seeing the growth that a short while ago was happening in the US. A company like Maplan can now better balance out these economic weaknesses and differences with more locations worldwide, which is why internationalisation was so important to us.

#### Maplan News: Maplan is an owner-managed company. Which strengths does this lend the company?

**Philippe Soulier:** A high degree of identification and strong passion for the company. In the long-term, we want to create sustainable quality, and at the end of the day be proud of our efforts. We have courage and perseverance, and do not allow ourselves to be guided by the allure of short-term success. I launch rockets of visionary power and creativity, while Wolfgang catches them - if he is convinced - and implements them in a rational, structured manner. In this way, we complement each other.

**Wolfgang Meyer:** A further advantage is that we have short, direct decision-making processes and forward-thinking planning. Maplan is not a corporation; for us, our employees and customers are not numbers, but people. Here with us, people work for people.

#### Maplan News: Since September, Maplan has been producing in China for the Asian market. Why did you take this step?

**Philippe Soulier:** Our customers wanted us, so we accelerated. Right from the start, we had clear ideas and guidelines, only industry insiders on board, and a team specialised in the intersection between Asia and Europe. The location was a stroke of luck, and the Wujin District in the municipality of Shanghai impresses us in general with its intelligent location policy and support in all directions. We are delighted with the resonance we have found with our customers so far, and with the synergies for the location in Austria too.

**Wolfgang Meyer:** For Maplan China, we selected a specific machine segment in order to properly serve the market. The Asian Maplan machines are of absolutely identical quality, because for us, there is no such thing as second-class customers.

#### Maplan News: Aren't you worried about being copied?

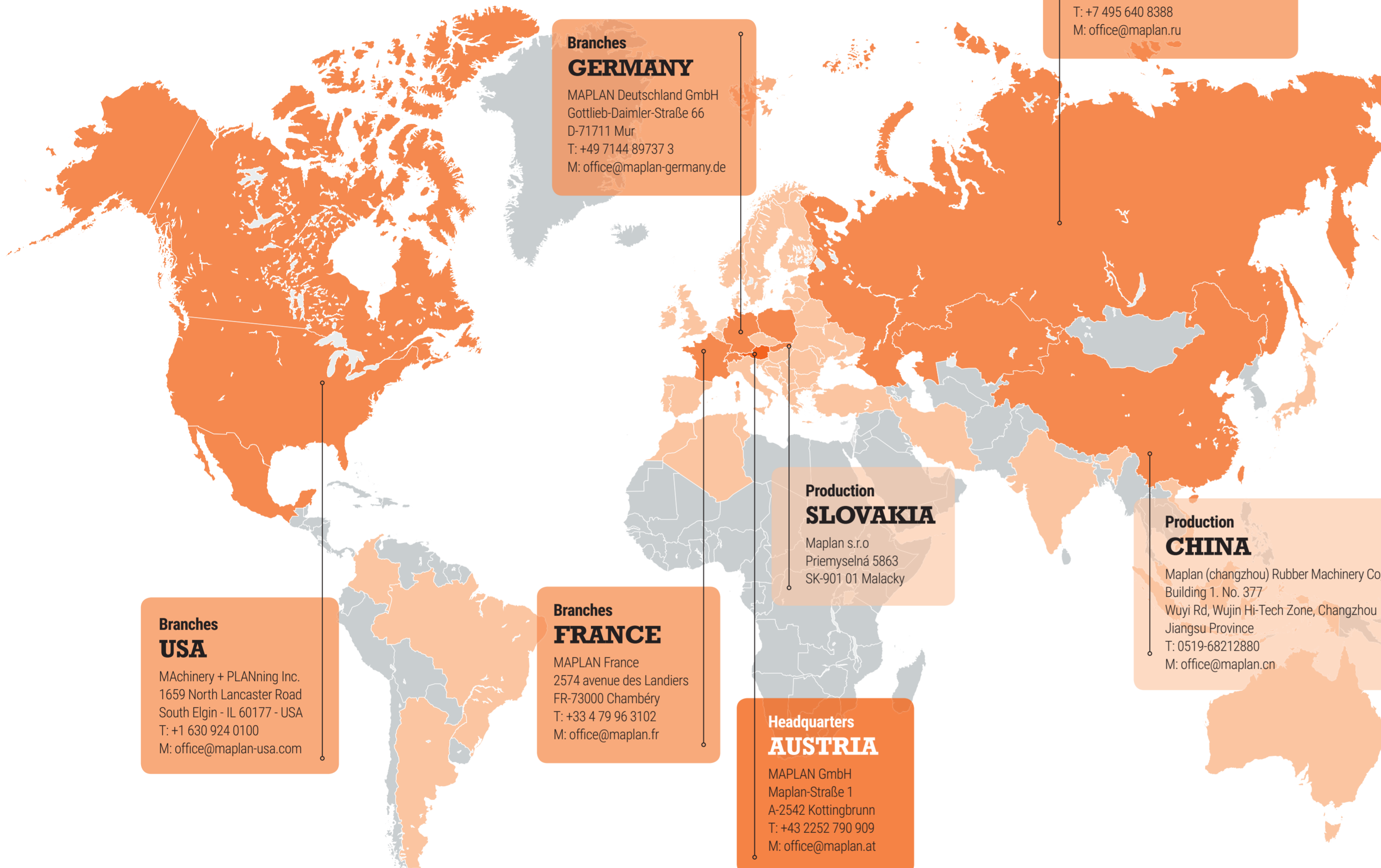
**Wolfgang Meyer:** No, because certain know-how components, such as the control systems, still come from Austria. This means that we export 100 percent of our hard and software, and then build into the control systems in China. As a result, we have a globally consistent control system, but the expertise required for this remains in Europe. This is also necessary to protect our quality standards and technical leadership.

#### Maplan News: What is it that fascinates you about a location in China and the requirements there?

**Philippe Soulier:** The Chinese are hungry for growth and pay no mind to the crisis; they are continuing to grow, just slower than in previous years.

**Wolfgang Meyer:** In Europe, this long-term, basic trust in the growth of the industry is lacking. Increasingly, fewer foresighted investments are being made, and the decision to invest is being made later and becoming more reactive. Only in Asia are you really made aware of this lack of confidence in Europe. The Chinese believe in the progress of their country, and have confidence in what they create. And we are now riding the wave of this dynamism.

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Modern MAPLAN headquarters in Kottlingbrunn, Austria



New MAPLAN plant in Wujin, China



Under construction: MAPLAN plant in Malacky, Slovakia

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# MAPLAN INDUSTRY 4.0

## MAP.parts

The virtual machine viewer is an interactive spare parts catalogue which offers the easiest and fastest way to find needed parts. This is a digital model allows for the rotation of the press on multiple axis, changing of the scale, and the blinding of components of the press to facilitate detecting the needed element.

## MAP.diagnostic

The MAPLAN Diagnostic assistant is a help function that allows the machine operator to find errors and avoid machine downtimes. If the machine refuses to execute a movement, a look at the diagnostic page reveals the associated but missing condition.

## MAP.connect

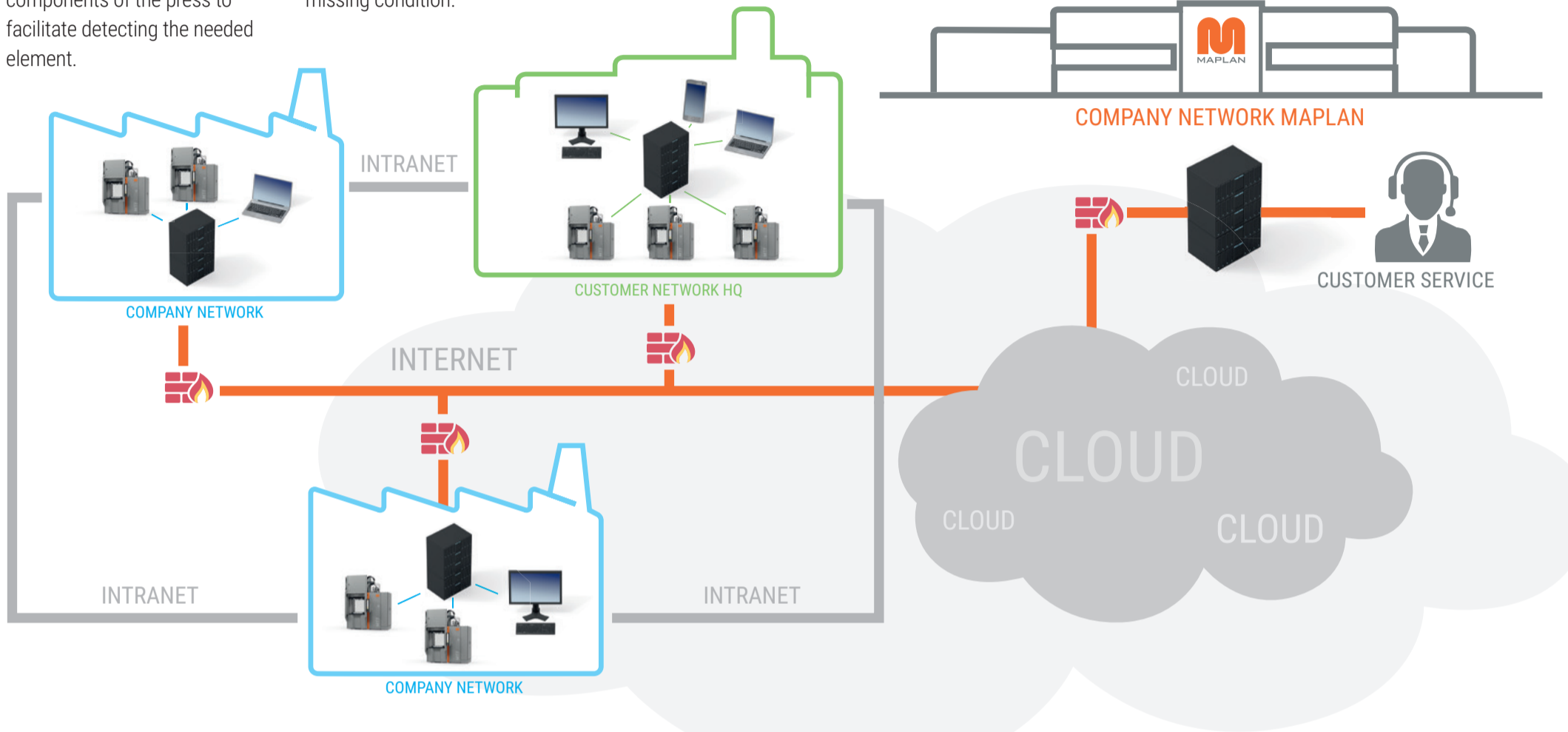
MAPLAN machines supply various standards of connectivity interfaces to meet your individual company demands. This includes proprietary connections as well as open standards like the coming EUROMAP interfaces.

## MAP.e-mon

Stay on top of the energy consumption of the machine with the coming MAPLAN energy monitor. Log the requirements per cycle or time period and detect potential savings.

## MAP.documents

The complete machine documentation including hydraulic & wiring diagrams, process setup manual, machine options manual, and more are all easily accessible directly on the C6.web controller.



## MAP.view

Customer documents and/or videos can be uploaded into the controller to support the operator for a variety of potential uses including startup of a new article, procedure, or beginning of shift.

The function is fully integrated in the C6.web HMI and can be defined as acknowledgement optional or mandatory.

## MAP.assist

The new C6.web control comes with numerous assistants to simplify and speed up your production and routines.

- MAPLAN Cycle configurator
- MAPLAN Smooth movements
- MAPLAN Precision mold Break\*
- MAPLAN Vacuum Assistant
- MAPLAN Diagnostic
- MAPLAN Process Assistant: Cure<sup>2</sup> and Cure 1\*
- MAPLAN History data (Trend System, Injection graph overlay)

\* optional features

## euro.MAP

Flexible interfaces: Machine supports all common interfaces to peripheral machine equipment. The new C6.web controller will support the coming EUROMAP standards

- EUROMAP 67: Interface machine and handling device / Robot
- EUROMAP 67.1: interface between shuttle machine and handling device / Robot
- EUROMAP 77: new Industry 4.0 standard for the exchange of data between IMM and central computers or MES

## MAP.remote ODS

The MAP-Remote Online Diagnostic System (ODS)\* is dedicated to offer easy and fast help in case of procedural or application-specific problems. As the Maplan specialist gets a live view on the control, support time and therefore machine downtime is reduced significantly. The system is also intended for detection and possible elimination or critical machine states, malfunctions and faults by remote access of an authorized MAPLAN support technician. If necessary or requested the MAPLAN service technician can be authorized by the customer to apply changes to machine settings.

## MAP.web

Connect to your MAPLAN machine from anywhere and anytime. The Industry4.0 capable C6.web controller supports up to 5 independent simultaneous sessions from all different devices ranging from your PC to tablet to smartphone. Each session is provided with unique and discrete log in, rights and language setting. Inimitable benefits include:

- Centralized internal support across the factory or even worldwide
- Production data and machine statics always available
- Full access to all data and machine settings – immediately available in your selected language



## EVENTS TO RESERVE

