

**WIR
SIND
DA.**

**IF YOU ARE
LOOKING FOR**

**THE
HOME OF
INJECTION
MOULDING.**

WIR



HOME OF THE ARBURG FAMILY. Our roots, our base, our home are in Lossburg in the Black Forest. The heart of the great ARBURG family – the heart of the company founder’s descendants, the heart of the employees and that of our customers and business partners – has been beating here for almost 100 years. This is where you can really feel what “Wir sind da.” means. This special bond, the closeness to your daily challenges means that we have enjoyed long-standing relationships with many customers, and indeed have grown together.

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WIR SIND DA – AND? Our brand promise may seem unexceptional at first glance. For us and therefore also for you, it represents nothing less than the quintessence of everything that makes ARBURG special: The determination to be there for our customers with ground-breaking innovations, with practice-oriented technology and with a commitment to service. The aspiration to be at home all over the world and therefore close to our customers as a manufacturer of leading-edge technology for plastics processing. But also the responsibility we feel towards our employees worldwide.



**OUR
PROMISE**

**AND WHAT
IT MEANS
FOR YOU.**



171,000 m² 1923 TRADITION BLACK FOREST LOSSBURG 1954

OUR BEST EXPORT: A SENSE OF HOME.

Our roots are in the Black Forest, but ARBURG is at home all over the world. We have a local presence for our customers in over 100 countries. With individual consulting, fast service and leading-edge technology made in Lossburg.

ENGINEERED IN LOSSBURG. MADE IN LOSSBURG.

Production in low-wage countries is not an option for ARBURG. We produce exclusively at our parent company in the Black Forest. The company premises, covering an area of 171,000 m² is like a second home for our employees. Because team spirit and mutual understanding are still a top priority here.

PROGRESS AS STANDARD. Maybe it is the down-to-earthness of the people that gives the Black Forest such a strong and successful tradition of ingenuity: time after time, the region has produced inventors and self-starters who set standards for technological progress with clever ideas.

THE MOTHER OF ALL ARBURG MACHINES.

Failing to find anything suitable on the market, in 1954 Karl Hehl simply developed his own injection moulding machine for use in the manufacture of plug contacts for flash units. It marked the beginning of a remarkable rise from small family business based in the Black Forest to leading manufacturer of plastic injection moulding machines.

**WE ARE
DEFINITELY
A FAMILY
COMPANY.**

**BUT DIFFERENT
TO WHAT YOU
IMAGINE.**

WELCOME TO THE FAMILY! From the outset, people have been at the heart of everything ARBURG does. Whether customers, business partners or employees, they all sense this special ARBURG spirit, this feeling of coming home, whenever they have dealings with us.

INDEPENDENCE LOYALTY ATTITUDE COHESION 100 %

MORE THAN MEETS THE EYE.

Thinking ahead, keeping promises, standing up for what we believe in, boldly moving forwards – this is the attitude that has made us what we are. An attitude that is still actively embraced and promoted in the company to this day.

VALUE CREATION. Togetherness, reliability and certainty are important values that have long been considered immutable at ARBURG. This is evidenced by the long-standing partnerships with our global customers, founded as they are on mutual respect. Or the fact that it is not unusual for our employees to stay loyal to us for their entire working lives – quite often with several generations represented.



GENERATION FUTURE. Independence is our maxim: the family company is now being run by the third generation, with Juliane Hehl, Renate Keinath and Michael Hehl at the helm. They are steering it into the future in the tradition of the founder Arthur Hehl and in accordance with the philosophy of his sons, Karl Hehl and Eugen Hehl. In doing so, they are keeping a keen eye on key issues such as strong customer orientation, utmost production efficiency and digital transformation.

**THE SECRET
TO EVERY GOOD
PARTNERSHIP:**



LISTENING.

CUSTOMER ORIENTATION SOLUTIONS CERTAINTY

WIDE-RANGING PEDIGREE. Our customers are also treated like part of the family outside of Lossburg thanks to Eugen Hehl thinking ahead and establishing ARBURG as a global brand at an early stage. With subsidiaries at 33 locations in 25 countries at present, we offer you extensive support worldwide – from consultation and planning through project management and installation to service and training.

SEE, HEAR, BE AMAZED, TALK. The annual ARBURG Technology Days represent nothing less than the state of the art in plastic injection moulding, making them a true industry highlight. Every year in March, it draws thousands of customers, business partners and experts from all over the world to Lossburg. This is due to the fact that the event at the ARBURG corporate headquarters offers a unique opportunity to share information and cultivate personal contacts.

TEST THE BEST. Welcome to the ARBURG Customer Center! There is no better way to test and experience our technology under real conditions. With numerous ARBURG machines available, customers can conduct detailed tests with different materials, processes and their own moulds here. And all the while having access to our local experts' extensive know-how.



**FROM LEAKAGE
CURRENTS**



**AND
INNOVATIVE
LEAPS.**



reddot award 2014
winner



FREE FORMABILITY. Countless patents document ARBURG's crucial role in the development of plastic injection moulding. And the applications of our award-winning freeformer and ARBURG Plastic Freeforming (APF) in all their variety are far from being exhausted.



SHORT CIRCUIT AS INSPIRATION. It was Karl Hehl who came up with the inspired idea of adding a plastic overmould to connectors to prevent leakage currents. To be able to produce the connectors in high volumes, he developed and built the first small vertical ARBURG plastic injection moulding machine. And in so doing, added a new dimension to plastic injection moulding, without which many consumer goods would be inconceivable today.

ALL-ROUNDER. In 1961, Karl Hehl developed the ALLROUNDER principle, which his brother Eugen Hehl sold throughout the world with great success. At that time, it enabled up to ten different working positions on a single machine for producing plastic parts. Today, the modular ALLROUNDER machine range developed from this principle lends its name to all ARBURG injection moulding machines.



ALLROUNDER

freeformer

DIGITISATION UNCHARTED TERRITORY TECHNOLOGY

SMART AND CLEVER. ARBURG is also setting standards when it comes to digitisation. We were the first company in the world to equip our products with microprocessor control systems, fitting them to our new ALLROUNDERS back in 1975. Our SELOGICA control system, patented in 1993, revolutionised machine operation. With over thirty years of experience in networked production, today we are pushing forward the digitisation of plastic processing under the heading of Industry 4.0.

**WHY DO WE
MAKE CONTROL
SYSTEMS
AND PRINTED
CIRCUIT BOARDS
OURSELVES?**

**BECAUSE THEY
NEED TO BE
GOOD.**

SELF CONTROL. For us, quality is our most important promise to you. That is why we only produce our machines in Lossburg. And why the components we use for this are frequently those that we have developed and manufactured ourselves. Because this is the only way to ensure a perfect fit with the overall concept we have envisaged and implemented for ourselves.

THE NON-MACHINE MANUFACTURER QUALITY IN-HOUSE PRODUCTION EXPTERTISE

ARBURG FROM A SINGLE SOURCE. Key technologies like control systems and plasticising units as well as technological concepts such as the turnkey projects, where ARBURG assumes the role of primary contractor, are important to us, which is why we keep them in-house. Our own standards for our machines are simply the most stringent. As are those that apply to us.

HEAD + HAND + HEART = QUALITY. We do almost everything in our own way. And do many things differently to other companies. Because for us, the total quality and reliability of our machines is the top priority. But our commitment to quality does not end once the product is delivered. Our customers benefit from our comprehensive service, which they can avail of anywhere in the world. We are there for you: for the duration of your machine's life.

**OBSTACLES DO
NOT STOP US.**

**WE JUST
CLEAR THEM.**

ARBURG'S OBLIGATION. The mentality of keeping control of our own fate and in this way meeting challenges is often construed as stubbornness. But this stubbornness has nothing to do with closed-mindedness. Rather it is the expression of our desire to stick to our convictions. It is this attitude that has made the evolution of ARBURG into a global success story.



SELF SUFFICIENCY. Our alternative view of the world is further evidenced by the fact that we consider efficient and sustainable use of resources in our approach to building technology and production in Lossburg to be one of our missions. This is why we generate around 40 percent of the energy we need ourselves.

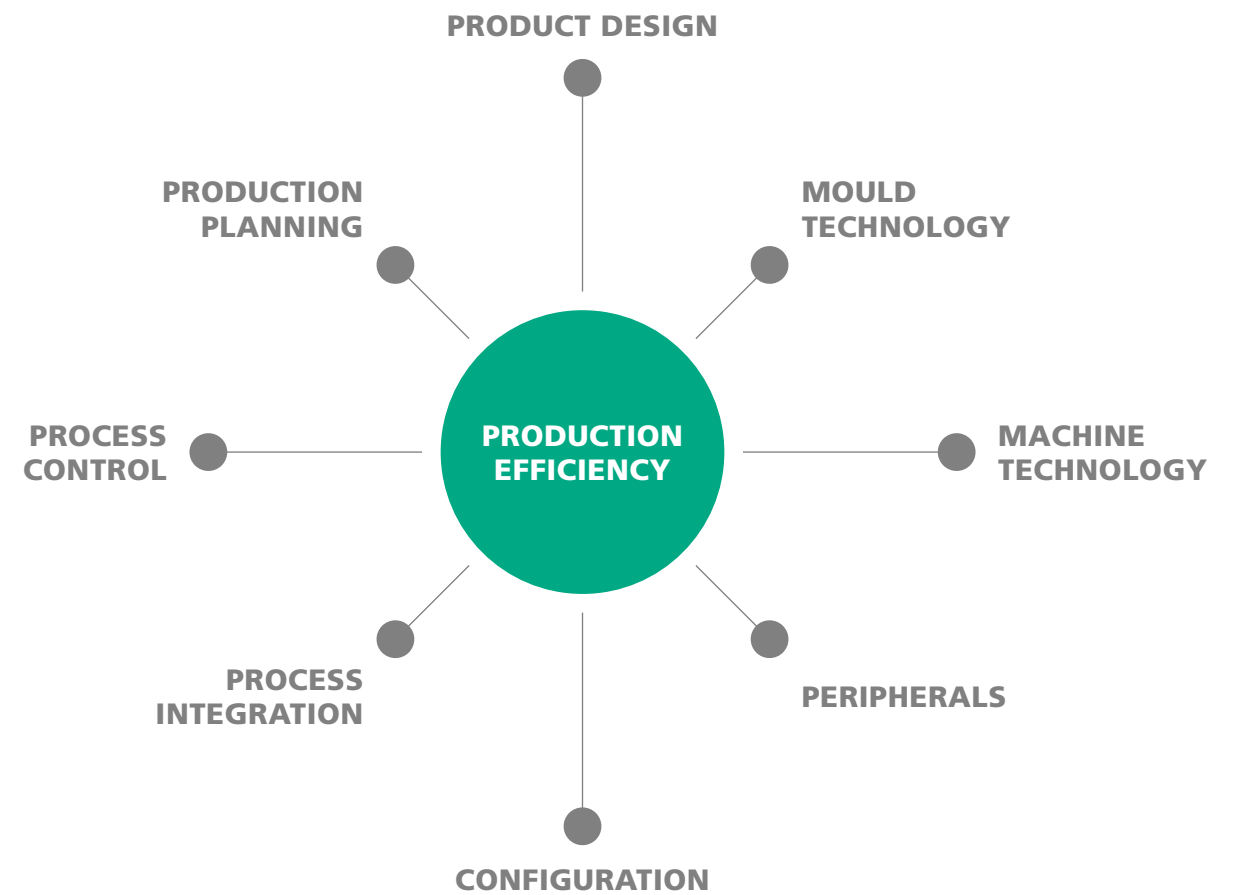


PIIONEER INVICTOR CONVICTION STUBBORNNESS DISRUPTION




TIME FOR TINKERING. We offer our employees the freedom they need to tinker, to research, to optimise. We both encourage and challenge them to make our expectations of quality a reality. That is why what you get from us is not just a machine, but a package of extensive plastics expertise, an unconditional commitment to quality, comprehensive support and state-of-the-art technology.

**ANOTHER
WORD FOR
SAVING,
REDUCING,
SPEEDING UP,
OPTIMISING?**



**PRODUCTION
EFFICIENCY!**



SUM OF ITS PARTS. We incorporate the entire added value chain and all influencing factors into the efficiency process, starting with designing the plastic part and selecting the material. We provide intensive and comprehensive advice to our customers in this context, with the goal of increasing cost-effectiveness.

INTEGRATION HIGH PERFORMANCE PRODUCTION EFFICIENCY PROCESS QUALITY

FORAY INTO PERIPHERAL EQUIPMENT. The goal of our modular machine technology is to put together the right machine for your application. When doing so, we always concentrate on striking the best balance between operating costs and performance. Our range also includes components such as robotic systems and digital assistants in order to guarantee optimum interaction of the machine with the peripheral equipment.

MINIMUM INPUT, MAXIMUM OUTPUT. The principle of maximum production to the highest standard, using as little money and as few resources as possible was learned and internalised at ARBURG during the company's founding days. Today, it is in more demand than ever. We call this principle production efficiency.

**GLOBALISATION
IS IMPORTANT.**

**WHAT IS MORE
IMPORTANT IS
OUR PROXIMITY
TO YOU.**

WE ARE THERE. AND THERE. AND THERE.
AND ... Fast response times are key to efficiency and productivity. That is why we have an international presence. From consultation and planning through project management and installation to training and service, you receive full support from our local specialists.

COMMUNITY SUPPORT LOCATIONS

COSMOPOLITAN AND TRUE TO ITS ROOTS. The ongoing, preferably personal, interaction with our customers is imperative for us, in fact almost essential when it comes to developing solutions for very specific tasks. Whether in our Customer Center in Lossburg, at one of our worldwide subsidiaries or on your premises, we are there when you need us.



**WHY DO WE
INSIST ON
ALWAYS GIVING
OUR ALL?**

**BECAUSE
ANYTHING LESS
WOULD NOT BE
ENOUGH FOR US.**

RUNS AND RUNS AND RUNS. Injection moulding machines need to work. And permanently produce flawless quality. Downtimes cannot be tolerated, because they cost time and money. With our comprehensive service offering, we make sure that your production keeps running. And the fact that all of our service locations are networked means we can deliver spare parts to you in the shortest possible time.

ALREADY ON MY WAY MORE THAN A MACHINE NO HALF MEASURES

CAUTION, DEFECT AHEAD! Digitisation has been a feature of ARBURG's service offering for some time now. Here, too, we are one of the pioneers in the industry. This means that we keep pushing topics like smart service and predictive maintenance. And in so doing, help to increase our customers' efficiency and productivity.

FAST, FAST. In many cases, however, you may also need our help on site. For example, if you need our service technicians to be with you quickly to reduce downtimes to a minimum. Or if our trainers are preparing your employees to work on a new machine. We are there for you then too.



WIR





**ALWAYS IN THE PICTURE: RELEVANT
INFORMATION FOR YOUR REGION.**

Looking for the latest news or your contact?
Nothing could be easier:

1. Download a QR code reader from iTunes or Google Play
2. Open the app and scan the QR code using the smartphone
3. You can also find everything you need to know directly at: **www.arburg.com/wir-sind-da**