



**RK ROSE+KRIEGER**

A Phoenix Mecano Company

**RICHTIG  
KOMPETENT**



[www.rk-rose-krieger.com](http://www.rk-rose-krieger.com)

# Welcome to RK Rose+Krieger

**Speakers: Rolf Lampert / Lutz Niemeyer**

**02/08/2012**



# Renowned **K**now-How automation technology

**LINEAR-  
PROFIL-  
VERBINDUNGS-  
MODUL-**

**TECHNIK**

Linear-  
Profil-  
Connecting-  
Modular-  
Technology

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# Table of Contents



**Yesterday** → **Today** → **Tomorrow**



**Products**



**Organisation**



**Strengths**



**Guiding Principle**



# Yesterday



**Foundation of our company**  
Pipe connection elements and pipe system linear components



**Development of a modular system for mechanical engineering**  
The patented BLOCAN® profile-assembly system



**Steps into the future**  
Member of the global Phoenix Mecano Group



**PHOENIX MECANO**





## Members of the global Phoenix Mecano Group



**Bopla Gehäuse Systeme GmbH**  
(Enclosure Technology)



**Lohse GmbH (Toroidel Cores)**



**Kundisch GmbH + Co. KG**  
(Keyboard Technology)



**PTR Messtechnik GmbH + Co. KG**  
(Measurement Technology)



**Rose (Industrial Enclosures) GmbH**



**Wiener, Plein & Baus GmbH**  
(Power Crates, Modules, Power Supplies)



**Datatel Elektronik GmbH**



**Dewert Antriebs- und Systemtechnik GmbH**  
(Electromotive Drives, Control Units)



**Götz-Udo Hartmann GmbH + Co. KG**  
(Inductive Elements)



**OKIN Motion Technologies GmbH**



**Hartmann Codier GmbH**  
(Switches and Connectors)



**Phoenix Mecano Digital Elektronik GmbH**



**Hartmann Elektronik GmbH**



# Yesterday



**Moved to the new building in Potsdamer Strasse**  
Industrial Park  
Minden / Papinghausen



**Production Site Ungarn**



**Permanent Development**  
Lifting Technology  
Linear Technology  
Conveying Technology

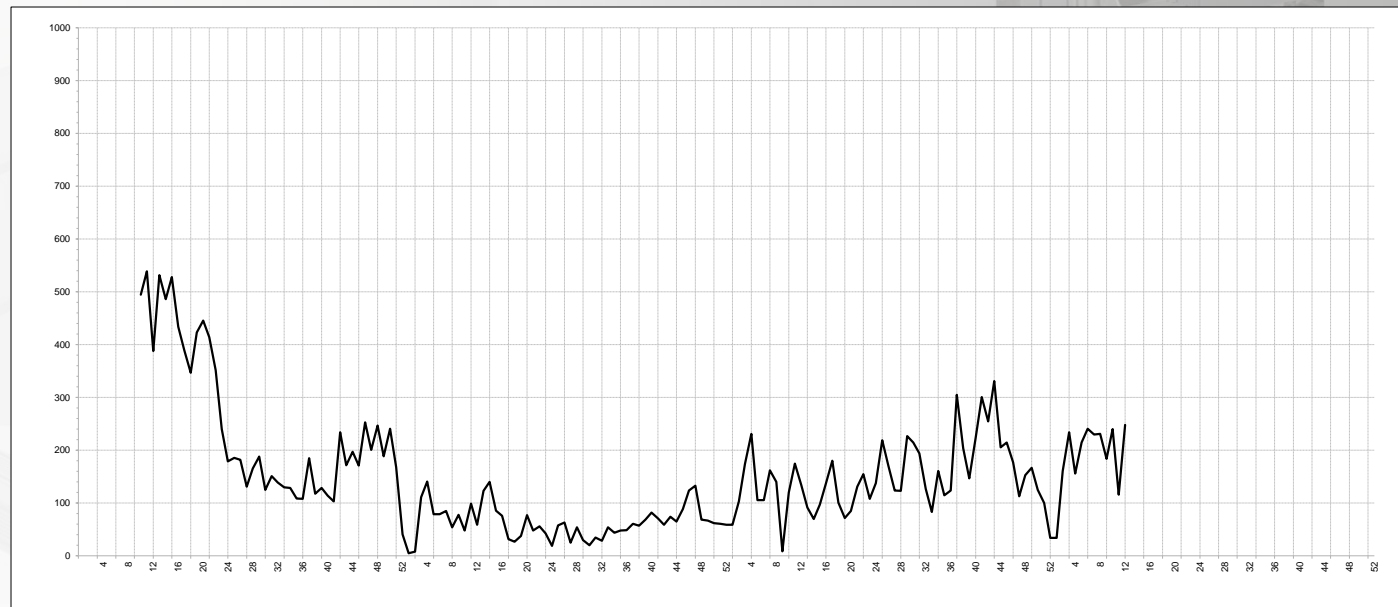
# Yesterday



**2007** Investment / Extension of the production facility  
Minden / Päpinghausen



**2008** Backlogs

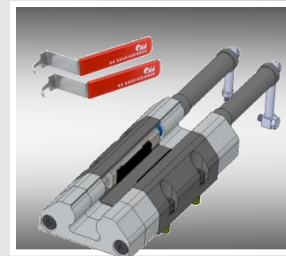


**Adherence to Schedules > 80% -Target > 90%**

# Today

## 2009 New Products

**Click & Safe  
Protection and partitioning  
system**



Components in accordance with the new machinery directive

**Integrated Locking System  
RK Safelock**

**Cable Channel Systems  
Aluminium**



Addition to the product range

**Electric Cylinder LZ 80 FL/PL**

**Duoline 160**



The new RK linear technology



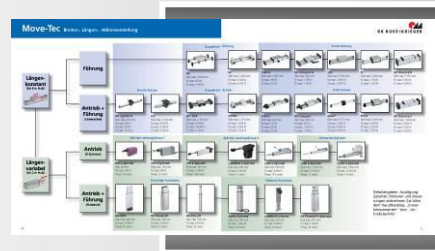
# Today



**2009**

**New Products**

**Selection Assistant  
Linear-Technology  
GE/EN**



New product classification  
„Easy and professional.“



**2010**

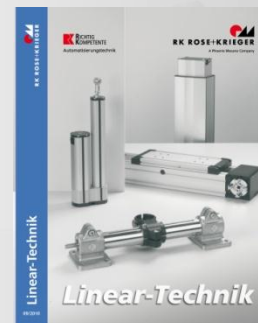
**DuoLine 80**

**Electric Cylinder LZ  
70**



The new reference class  
Alternative to a  
pneumatic cylinder

**Linear-Technology  
Catalog GE**



For beginners  
and experienced users

# Today



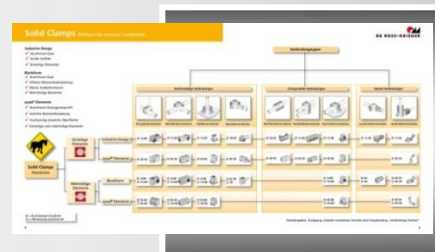
## 2011 New Products

### Linear-Technology Catalog EN



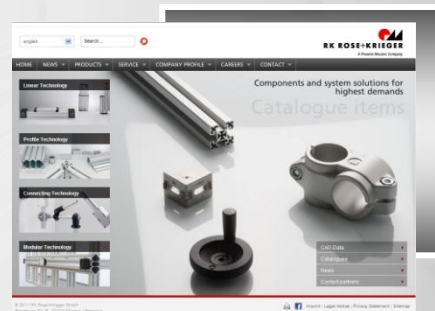
For beginners and experienced users

### Selection Aid Connecting Systems GE/EN



New product classification „Easy and professional.“

### New Website



New product classification „Online.“

# Today



## New Products

**Connecting  
Technology  
Catalog GE**



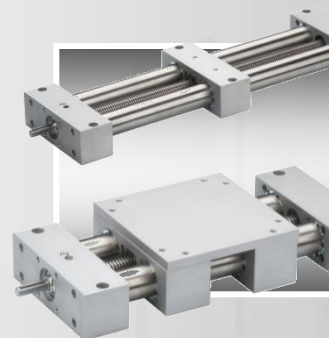
For beginners  
and  
experienced  
users

**Non-industrial  
Lifting Columns  
Brochure GE**



Motor-driven modules for  
individual height  
adjustment

**Double Pipe Axis  
EP(X)**



The new performance  
class

# Today



## New Products

**DuoLine 120/160**



The new reference class

More reliability in automation...

**Adjuster plates for lifting columns**

**RK SyncFlex**

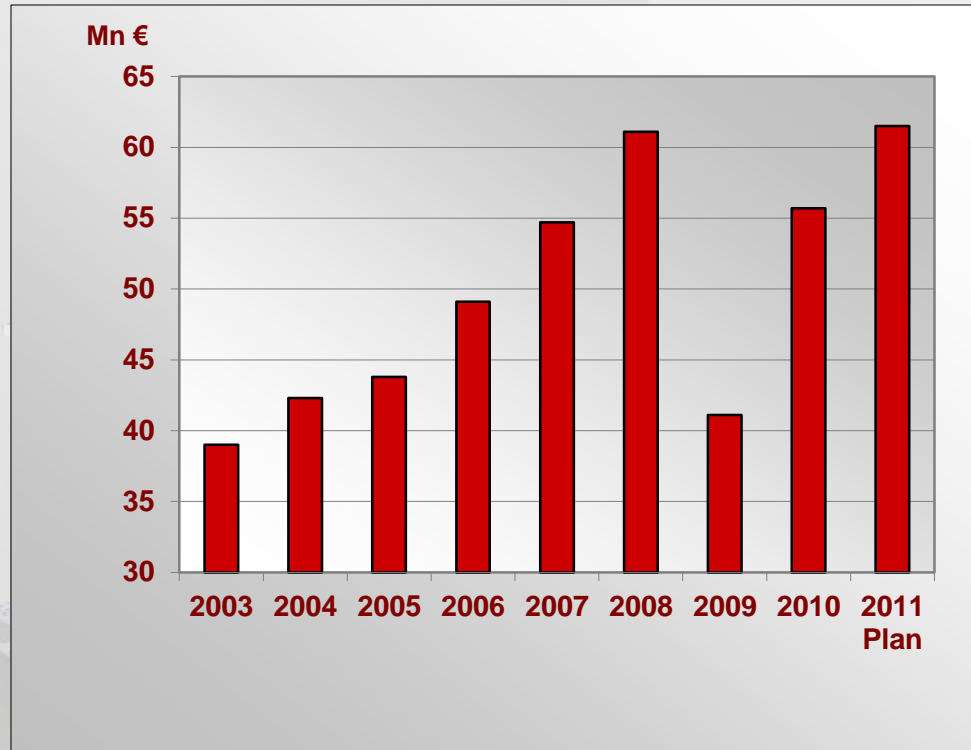


Balancing synchronous lifting systems

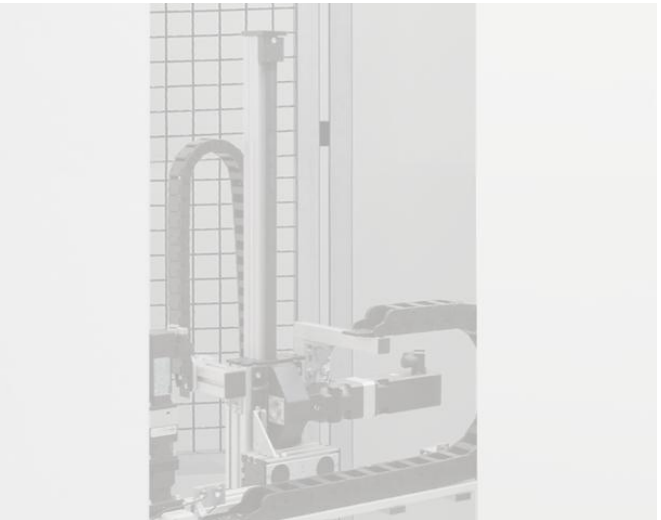


# Today

Global sales trend



Minden about 210 employees  
 Worldwide about 450 employees



**Production 8600 m<sup>2</sup>**  
**Development 1000 m<sup>2</sup>**  
**Administration 1900 m<sup>2</sup>**

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## Tomorrow / The Vision

In the business field of general, industrial automation and production applications we would like to become a leading supplier of high-quality components and function modules for...

**LINEAR-  
PROFIL-  
VERBINDUNGS-  
MODUL-**

**TECHNIK**

Linear-  
Profile-  
Connecting-  
Modular-  
Technology

# Linear Technology

*Moving and positioning*



**Guiding, adjusting, positioning, moving.  
All in one!**

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# Linear- Technology

*Moving and positioning*

## Power= Force x Velocity

- from 1 kg to 3 t
- from 10 m/s and 50 m/s<sup>2</sup>
- from 100 mm to 12 m
- simple connection to all common servomotors
- high reliability in case of permanent use for different ambient conditions





## Profile Technology

*Mix and match*



**Cost-saving system.  
Connction without drilling (mechanical processing).**



## Profile Technology

*Mix and match*

### Use the system to gain savings

- combine, assemble, modify
- highest levels of variability, without requiring machining
- reliable, due to connection technology which has been thoroughly tried and tested over years („permanently stable“)
- Large range of standard profiles from 20 mm to 320 mm, usually supplied ex stock
- Available as standard parts or cut to length (labelled, ready for installation)





## Connecting Technology

*Clamp and release*



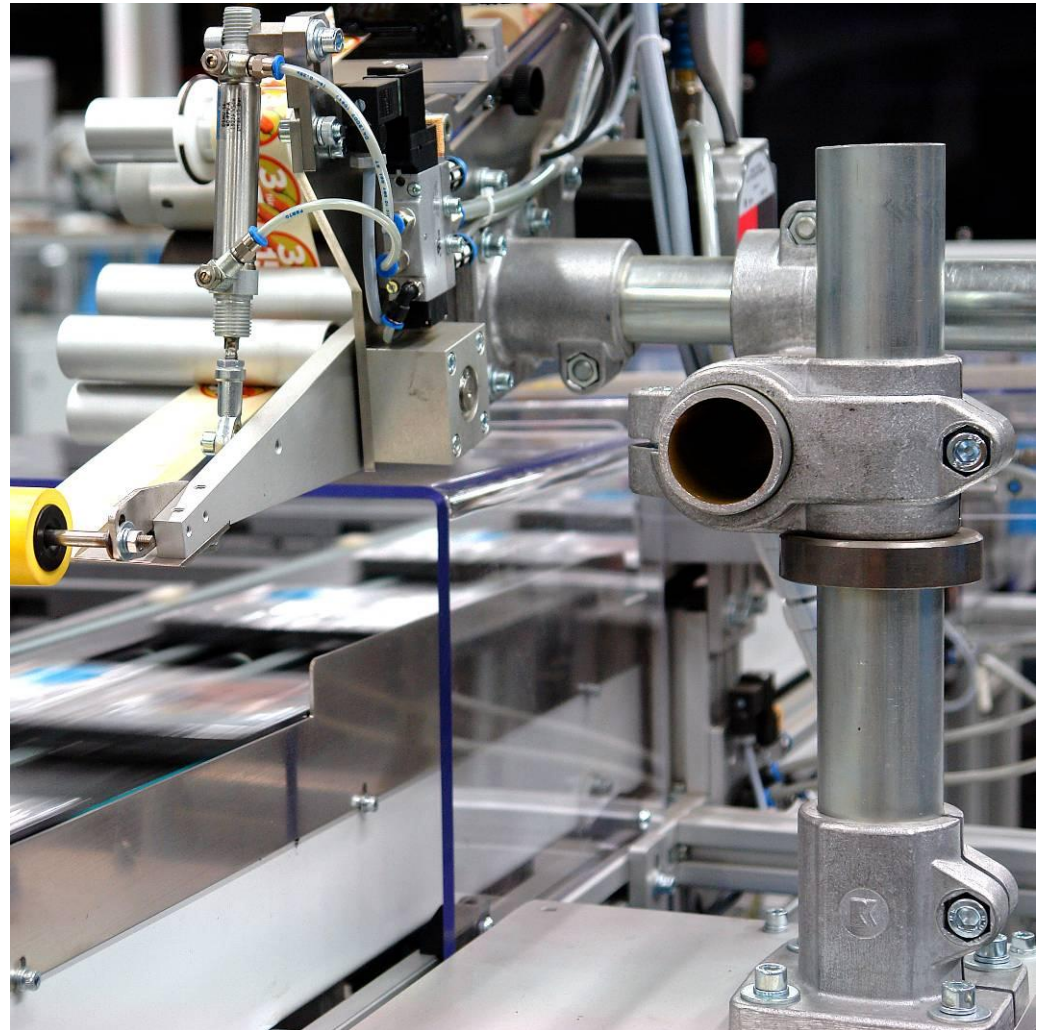
**Reliable high-performance connection for  
precision steel tubes.**

## Connecting Technology

### *Clamp and release*

#### Reliable due to

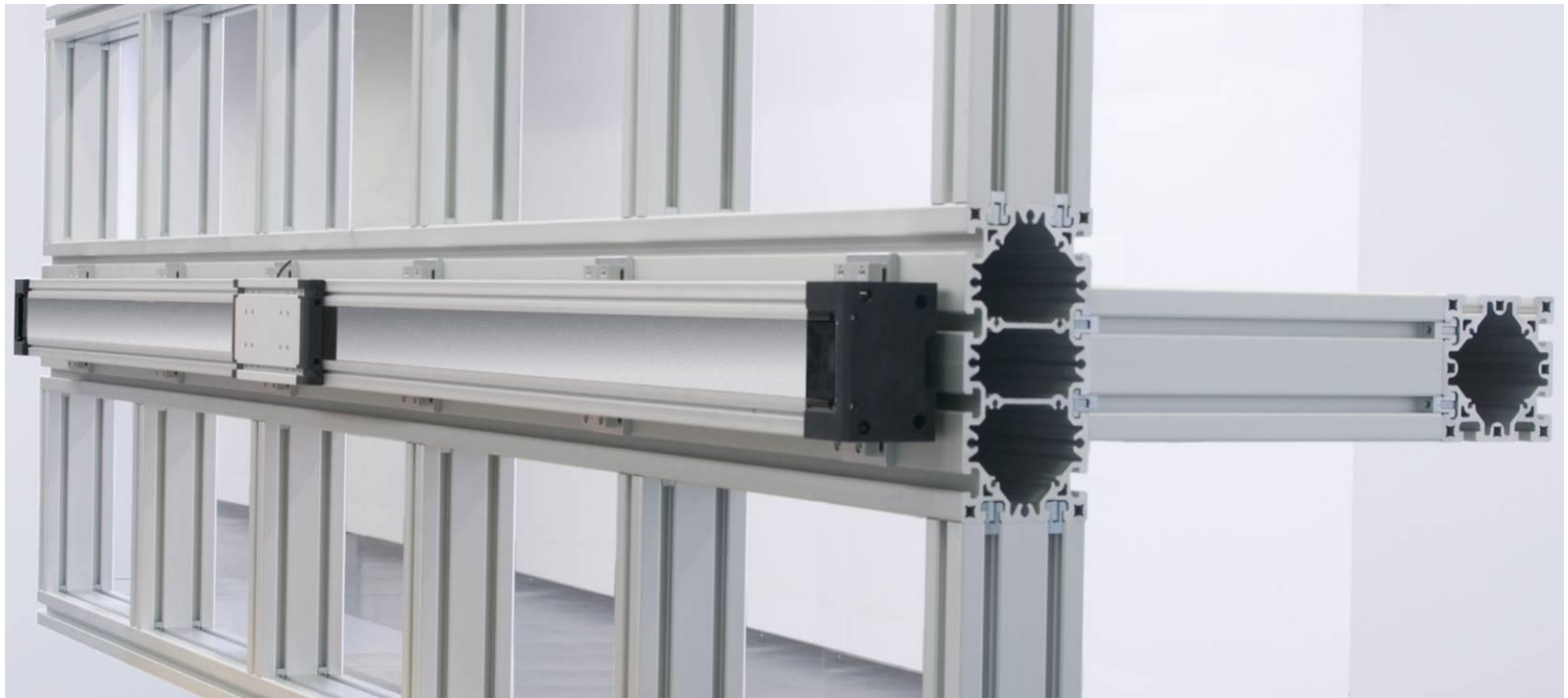
- stable, releasable and reusable connections
- For round/rectangular tubes from 12 mm to 80 mm
- No machining or welding required
- Parts made of aluminium, steel, stainless steel and plastic for versatile applications
- short delivery times, usually supplied ex stock





# Modular Technology

*Advise and optimize*



**Customer-specific solutions.**

**Unlimited diversity!**

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# Modular Technology

*Advise and optimize*

## Motivated people make modules

- Advice, design, assembly and installation by a full-service provider
- Linear movement taskslineare Bewegungsaufgaben
- Machine frames, workplaces and safety guards made of aluminium profiles
- Releasable connecting solutions made of aluminium, steel, stainless steel and plastic
- Customer-specific automation modules





You decide...

how much we can do for you!

100%



Ihr Leitfaden

### Variations, modified standard parts

You benefit from our experience and allow our experts to recommend the optimal modified product for your needs.

### Catalog items

0% If you know what you want and have the time, select what you need from our standard range.

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**RICHTIG  
KOMPETENT**

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100%



Ihr Leitfaden



### Customer-specific developments

If you are looking for something nobody has ever had, we will gladly develop something new for you.

### Modules and systems

You need your skills and time for other tasks and you are looking for a partner you can rely on.

0%

**You decide...**

**how much we can do for you!**



## Contact us – worldwide!



### Germany

- Marketing staff
- Distributors and system partners

### Worldwide

- Profit Center within PM
- Sales and system partners

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# Strengths

- **Many years of experience in different industries**
- **Own development of components, modules, systems**
- **Professional application advice**
- **Customer-specific optimized solutions**
- **Full service provider, concerted program**



We **tell** you, what we can **do**  
and **do**, what we **say!**

We also **tell** you, what we  
**cannot do** and **don't do** it!

**Take us at our word!**



We created components for the 3D Catalog in-house but always in cooperation with CADENAS

From the question of whether it is a measurable benefit to becoming an integral part of the project workflow

**Speaker: Lutz Niemeyer**

**02/08/2012**





## Basis

- The RK Rose+Krieger Catalog on PARTserver

A public download portal for the CAD data of RK Rose+Krieger`s products.

- Content

All standard products of Rose+Krieger. Displayed in folder structures identical to a print catalog, for the better orientation of the customer.

- Data creation by a service provider of CADENAS GmbH.

## Online for 1 year – conclusions

- The support, User→RK Rose+Krieger→User, is time-consuming and RK cannot handle it.

Questions of the users are answered by the support of CADENAS in Wolfsburg.

- Corrections to the data base and the creation of new data is complex and time-consuming, due to:

- providing data (drawings, technical information)
- describing the characteristics and configurations
- solicit quotations
- place an order
- data verification
- release and publication

- Continue to make use of the possibilities which eCATALOGsolutions offer

## Answers

- Support through employees

Slowly developing a knowledge database.

Ca. 90% of the support issues are recurring questions .

Support saves precious time.

- eCATALOGsolutions training courses for the employees with the aim to:

Make faster corrections in the long-term

Provide new data even faster in the long-term

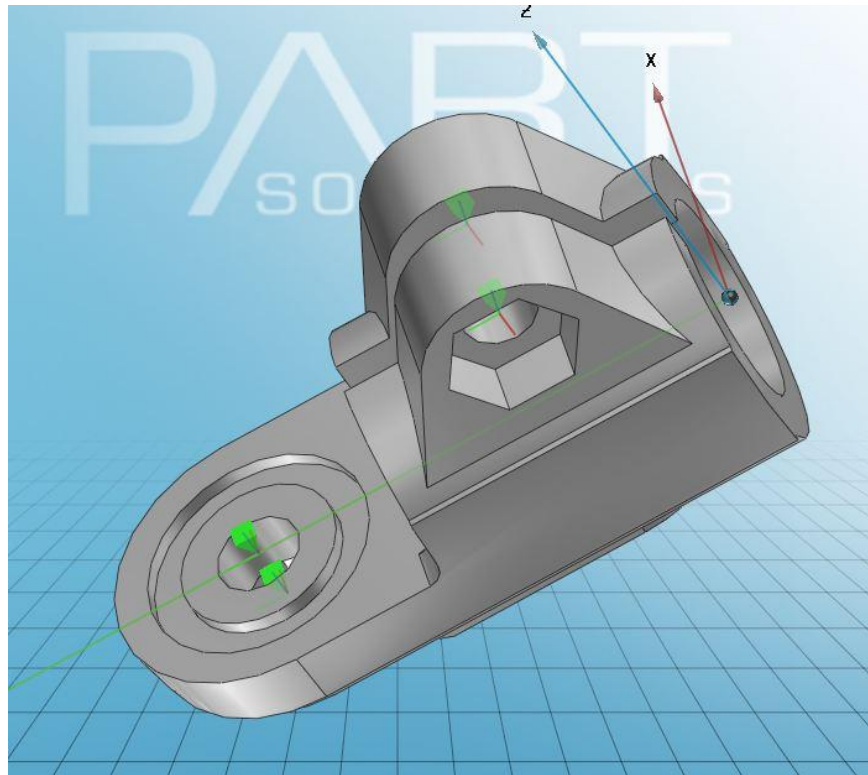
Optimal preparation of product features for the user.

## **We completely achieved the ability to act**

- Through and with the support of CADENAS GmbH Wolfsburg, Mr. Heinemann .  
To this day eCATALOGsolutions offers fast and effective support for solving problems.
  
- Using eCATALOGsolutions software
  - define operations and rules
    - explanatory variables
    - defined descriptions
    - documentation folders
  
  - define geometric characteristics (SolidWorks→PARTsolution)

## Practical experience:

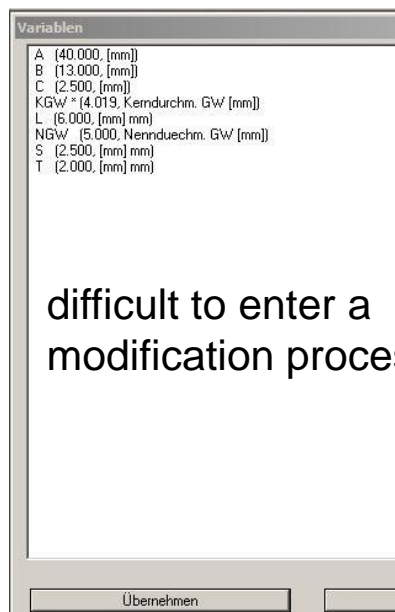
Explanatory variables → defined descriptions → documentation folders





## Practical experience:

Explanatory variables → defined descriptions → documentation folders



difficult to enter a  
modification process

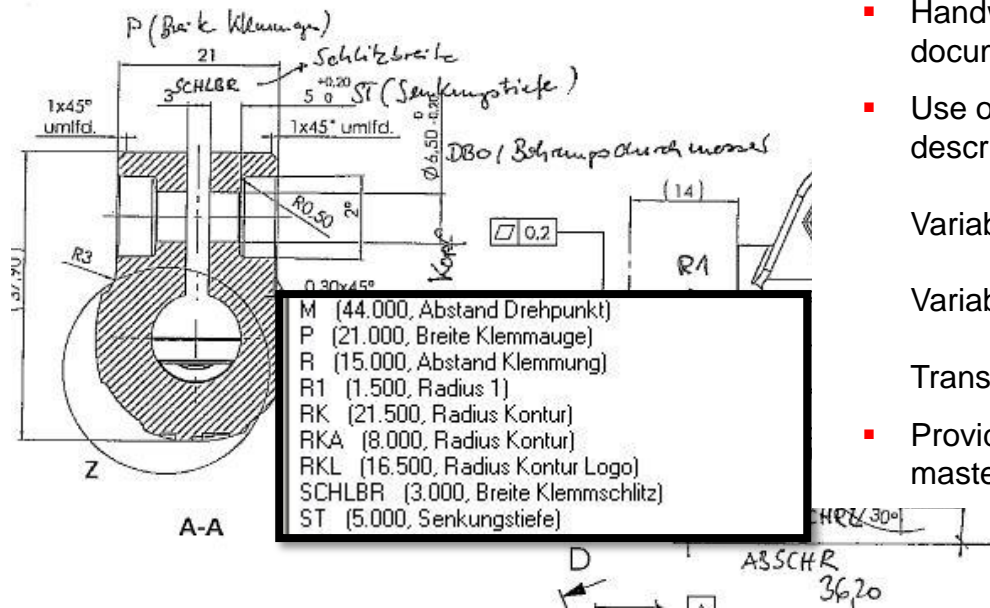


- Actual condition of raw data
  - Variable names with no reference
  - Variables without descriptions

- Actual condition of new data
  - Variables with descriptions
  - Variable names as derivation of the associated description

## Practical examples:

Explanatory variables → defined descriptions → documentation folders



- Handwritten entries on the construction documents of the PARTcommunity data.
- Use of the same variable names and descriptions for the entire data base.

Variable: P

Variable name: Width clamping eye

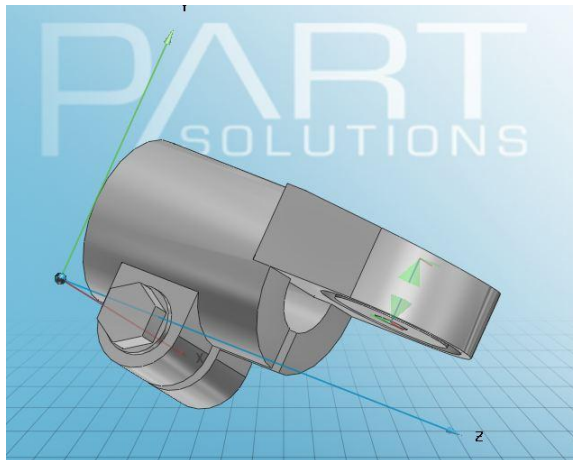
Translation of the languages

- Providing variables/variable names in master projects and lists

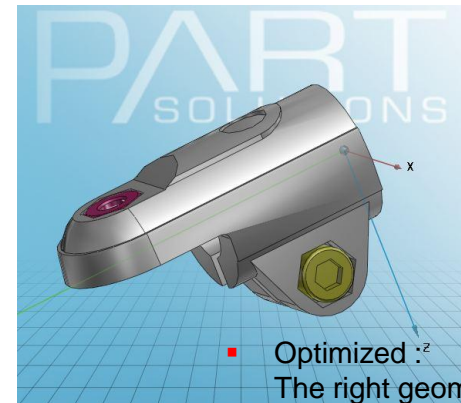
## Practical examples:

How to further utilise the possibilities of eCATALOGsolutions software for products

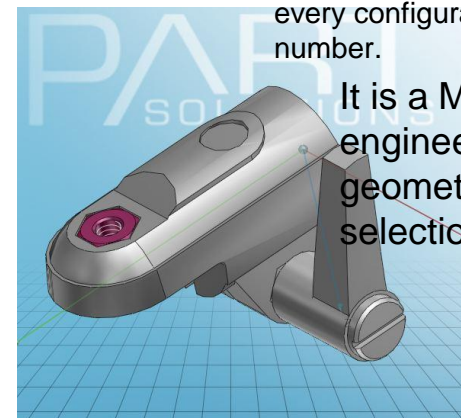
Optimal preparation of product features for the user.



- Output of the same geometry for different configurations or different part numbers



- Optimized :<sup>z</sup>  
The right geometry is allocated to every configuration and every part number.



It is a **MUST** for the engineer, the complete geometry for part selection is available!

## 12 years online – taking a broad review

- The RK download portal is an island in front of the RK continent
- It is difficult to integrate different departments!  
Marketing and sales only regard it as additional expenditure for their departments.  
The platform is not integrated into existing structures.
- The financial benefits cannot be specified in factual figures.  
Is the user, who downloaded our parts, going to buy them?

## RK Rose+Krieger adheres to the portal - Why?

- Increasingly more competitors offer CAD data for download on their websites or in CAD portals.
- The amount of downloaded CAD data from the RK catalog stays the same.
- **→ The decision-makers are triggered by competition and the interests of the customers**

## **RK Rose+Krieger builds a bridge from the island to the continent**

### **Reasons**

- Enquiries to the sales department for offers on CAD models are growing
- After the presentation of new products at trade shows there are enquiries to sales and marketing for CAD models
  - **→ New allies of the portal: sales and marketing**  
**→ Caused by the customer**
- It is very time-consuming to supply the portal with missing CAD data
- Continuously high download rate on the portal  
Statistics of 2011: Ø 5.700 Order/Month, Ø 26.000 Files/Month  
Conversion to PARTcommunity 1.9, 07/2010 → 7.500 registered users until 07/2011

- **→ Reasons for the decision:**

**Customer → continuous demand for RK Parts**  
**New allies: Sales and marketing**  
**Personnel expenditures → Costs for additionally providing CAD data**



## Marketing:

**1. Ihre Anwendung steht im Mittelpunkt**

- Move-Tec**: Breiten-, Längen-, Höhenverstellung
- Place-Tec**: Be- und Entladen, Palettieren, Pick & Place
- Control-Tec**: Numerisch gesteuerte Verfahrtaufgaben

**2. Place-Tec Be- und Entladen, Palettieren, Pick & Place**

- Längenkonstant**: Bis 6 m Hub, D-Line 50m Hub
- Längenvariabel**: Bis 30 m Hub

**3. Produktempfehlungen**

PLZ-II	SQZ-II	LMZ
<ul style="list-style-type: none"> <li>Baugröße: 30, 40, 60, 80</li> <li>Hub max.: 4990-5788 mm</li> <li>Fx max.: 140-2810 N</li> <li>Fy max.: 790-2550 N</li> <li>Fz max.: 790-2550 N</li> <li>Mx max.: 14-124 Nm</li> <li>My max.: 20-168 Nm</li> <li>Mz max.: 22-169 Nm</li> <li>Zahnriemen</li> <li>Zahnriemen 2 gegenläufige Schritten</li> <li>Führung ohne Antrieb</li> </ul>	<ul style="list-style-type: none"> <li>Baugröße: 30, 40, 60, 80</li> <li>Hub max.: 5788-5998 mm</li> <li>Fx max.: 160-2810 N</li> <li>Fy max.: 790-2550 N</li> <li>Fz max.: 790-2550 N</li> <li>Mx max.: 14-124 Nm</li> <li>My max.: 20-168 Nm</li> <li>Mz max.: 22-169 Nm</li> <li>Zahnriemen</li> <li>Führung ohne Antrieb</li> </ul>	<ul style="list-style-type: none"> <li>Baugröße: 100</li> <li>Hub max.: 5700 mm</li> <li>Fx max.: 3400 N</li> <li>Fy max.: 7000 N</li> <li>Fz max.: 7000 N</li> <li>Mx max.: 441 Nm</li> <li>My max.: 609 Nm</li> <li>Mz max.: 609 Nm</li> <li>Zahnriemen</li> <li>Führung ohne Antrieb</li> </ul>

**Verwandte Themen**

- Auswahlhilfe (Online)
- Kataloganforderung
- CAD-Daten

**Download**

- Auswahlhilfe (PDF)
- Katalog (PDF)

**Zahnriemen-Lin**

Laufrollenführung gepaart mit einer Zahnriemen-Lineareinheit

Baugröße	30, 40, 60, 80
Hub max.	4590-5788 mm
Fx max.	140-2810 N
Fy max.	790-2550 N
Fz max.	790-2550 N

[PDF-Katalog](#)  
[CAD-Daten](#)

**CAD-Bauteilebibliothek**

PARTcommunity starten >>>

- CAD-Daten
- Kataloge
- Aktuelles
- Ansprechpartner

- **Integrated on the website by:**  
**Links to PARTcommunity**  
**Deep-Links within the product selection lead to the selected article on PARTcommunity**

## Product development:

28		Review Projektplan	RHM	40/11	45/11	-	42/11	1 KW	<input checked="" type="checkbox"/>	Auftrag
29	M3	Freigabe Realisierungsphase			49/11		43/11	28 KW		
30		Stammdatenpflege	BH	01/12	04/12	-	50/11	bis 4 KW	<input type="checkbox"/>	Realisierungsphase
31		Umsetzung Fertigungs- und Logistikplan	HH	01/12	06/12	-	03/12	11-52 KW	<input type="checkbox"/>	
32		Prüfmittelbeschaffung / Abnahme	FG	04/12	05/12	-	03/12	bis 8 KW	<input type="checkbox"/>	
33		Erstmusterfreigabe	FG	04/12	08/12	-	50/11	bis 8 KW	<input type="checkbox"/>	
34		Erstellung technischer Dokumente	RHM/J6S	02/12	05/12	-	03/12	bis 4 KW	<input type="checkbox"/>	
35		Erstserienfertigung Freigabe	RHM/J6S	04/12	08/12	-	03/12	bis 4 KW	<input type="checkbox"/>	
36		Überprüfung /Aktualisierung Fertigungs-/Logistikpläne	HH	01/12	03/12	-	04/12	2 KW	<input type="checkbox"/>	
37		Bereitstellung TAB-vereinfachte Modelle	Eck	01/12	04/12	-	04/12	2 KW	<input type="checkbox"/>	
38		Partserver-Modelle	LN	50/11	02/12	-	04/12	4KW	<input type="checkbox"/>	
39		Kataloge / Preislisten / vertriebsmuster	HAJ/BKI	02/12	06/12	-	04/12	bis 12 KW	<input type="checkbox"/>	
40		Schulung Vertriebsorganisation	JB	04/12	07/12	-	04/12	2 KW	<input type="checkbox"/>	
41		Zertifizierung	-	-	-	-	-	bis 28 KW	<input type="checkbox"/>	
42	M4	Freigabe Serienstart und Markteinführung			09/12		04/12	32 KW + BT		
43		Produktoptimierung							<input type="checkbox"/>	Serienstart u. Markteinführungsphase
44		Optimierung Fertigungskonzept							<input type="checkbox"/>	
45		Überprüfung Markteinführung							<input type="checkbox"/>	
46		Überprüfung Aktualisierung technische Dokumentation							<input type="checkbox"/>	
47		Wirtschaftlichkeitsbetrachtung							<input type="checkbox"/>	
48	M5	Projektabschluss			52/12		52/12	M4 + 30 W		

- Implementation of the CAD portal in the realization stage of the project workflow

## Marketing/Sales:

- Weekly/monthly evaluation of the PARTcommunity statistics
  - Allocation existing customer or new customer → monthly evaluation
  - Allocation PC users of national RK Rose+Krieger sales areas → weekly evaluation
  - Allocation PC users of RK Rose+Krieger sales areas abroad → monthly evaluation
  - Allocation downloads of different product groups → quarterly evaluation

## Questions ? Suggestions? Criticism?



