

Great interest in new service features

The machine-building company Masa GmbH used the world's leading trade fair – bauma 2019 – as an international meeting place and offered plenty of opportunities for intensive expert talks and specialist discussions on a large and very modern booth. As in previous years, Masa presented the most important exhibits and innovations in machine and plant concepts for the production of concrete blocks, sand-lime bricks and AAC elements on two floors.

One of the most important roles at this year's Bauma played the Masa Lifetime Service. In addition to the presentation of successful spare parts logistics and practical training software, the customer also came to the fore with two current service features: under the term "Masa Smart Service", customers were able to see for themselves the added value of the new data glasses, which considerably extend the possibilities of the previous Masa Online Support (remote maintenance). The data glasses offer a direct live view of the current system situation. An expert at the Masa location in Germany can (after the customer has logged in to the service portal) offer fast and direct help interactively via sound, image, video and also by connecting additional participants. An integrated language program with 12 spoken and 124

written languages largely eliminates communication barriers. In addition, a comprehensive data package consisting of instructions, videos, images and pdf formats is available offline on the glasses. Also a long time after the purchase, the customer continuously profits in further developments, as all contents were kept up to date via online updates. The connection is SSL-encrypted, password protected and the systems run on German servers. The customer is responsible for installation and setting up WIFI network.

In a separate area on the 2nd floor, various plant layouts were simulated in a virtual, interactive environment in cooperation with the start-up company Rivex-VR. Using VR glasses, Masa customers were able to move freely in a virtual Masa plant and beam

*Demonstration
des Masa Smart
Services at
bauma 2019*





Side cutting and profiling station for AAC products

into plant areas easily and directly. Plant layouts that were previously only available on the PC can now be experienced virtually - an excellent basis for future discussions with customers. The idea was very well received, so that the expansion of the virtual presentation technology is now being considered.

An exhibit at Bauma was the side cutting and profiling station for autoclaved aerated concrete products. The Masa crew answered questions about the system's functionality and advantages. The AAC blocks are pre-cut to length with wires and then brought to the finished size with steel knives. The steel knives produce a particularly smooth surface. After the smooth cut, two profiling knives connected in series are used to produce the tongue and groove profiles, resulting in a very smooth and fine structure of the tongue and groove. The knife connectors are attached to a rotating column, which allows easy swiveling in and out. The exchange of the knives is accelerated by a quick-change device. An integrated blow-off system cleans the cake of particles that have not yet been removed in the process. The end product is therefore clean, smooth and of high quality.

Conclusion

Masa rates its own appearance at bauma 2019 as an all-round success. It was not only Masa Managing Director Frank W. Reschke who spoke of the most successful bauma ever. The entire Masa team received positive feedback from customers and held profitable technical discussions about the exhibited components. Valuable discussions and intensive contract negotiations on the booth resulted not least in several signed contracts. The overall concept of the booth also contributed to this. Here, for example, friendly meeting rooms were considered as ideal

retreat possibilities for discussions in small groups. All in all, Masa customers appreciated the relaxed and inviting atmosphere on the catering platform of the Masa booth and felt adequately supplied. A not inconsiderable contribution to this was also made by the back-office team, who quickly and efficiently pulled the strings in the background, provided the required information immediately and ensured smooth processes. The bauma 2019 once again demonstrated the strength of the entire Masa team, which was professional and convincing in the planning, organization and implementation, especially when setting up and taking down the booth.

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