

# The Digital Product Catalog powered by CADENAS as strategic sales and marketing tool at ERO-Führungen GmbH



# Agenda

- Short introduction of ERO-Führungen GmbH
- ERO Product Portfolio
- Evolution of the Digital Product Catalog at ERO
- Field of application of the Digital Product Catalog at ERO



# Introduction: ERO-Führungen GmbH

- Your specialist for Linear Technology and Automation Technology



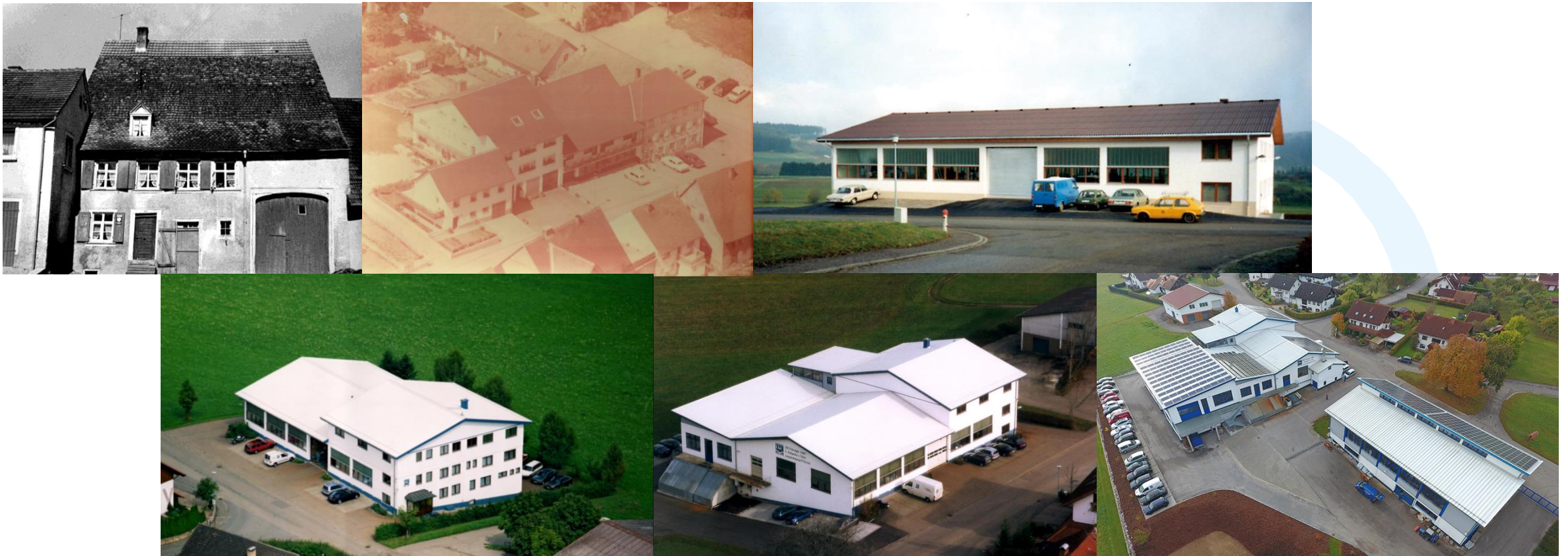
# Introduction: ERO-Führungen GmbH

## ■ Our Industries:

- Industry Automation
- Laser Engineering
- Medical Engineering
- Production Equipment
- Measurement/Metrology
- Robotics
- Additive Manufacturing
- Packaging Technology
- Research Projects
- Aerospace
- Semiconductor Industry
- Food Industry
- Dressing Technology
- Retrofit of old machines
- Special Machine Construction
- and many more

# Introduction: ERO-Führungen GmbH

- Founded in 1963





# Introduction: ERO-Führungen GmbH

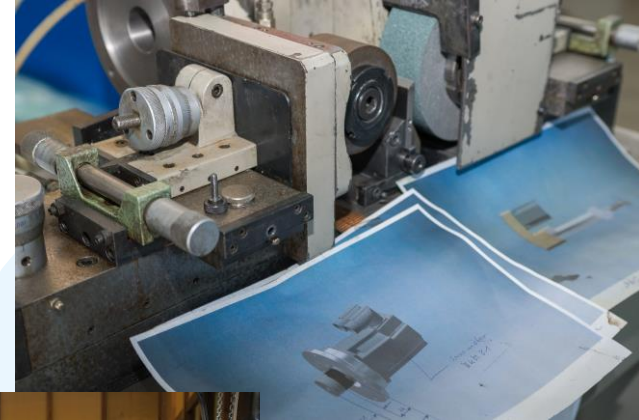
- 59 employees





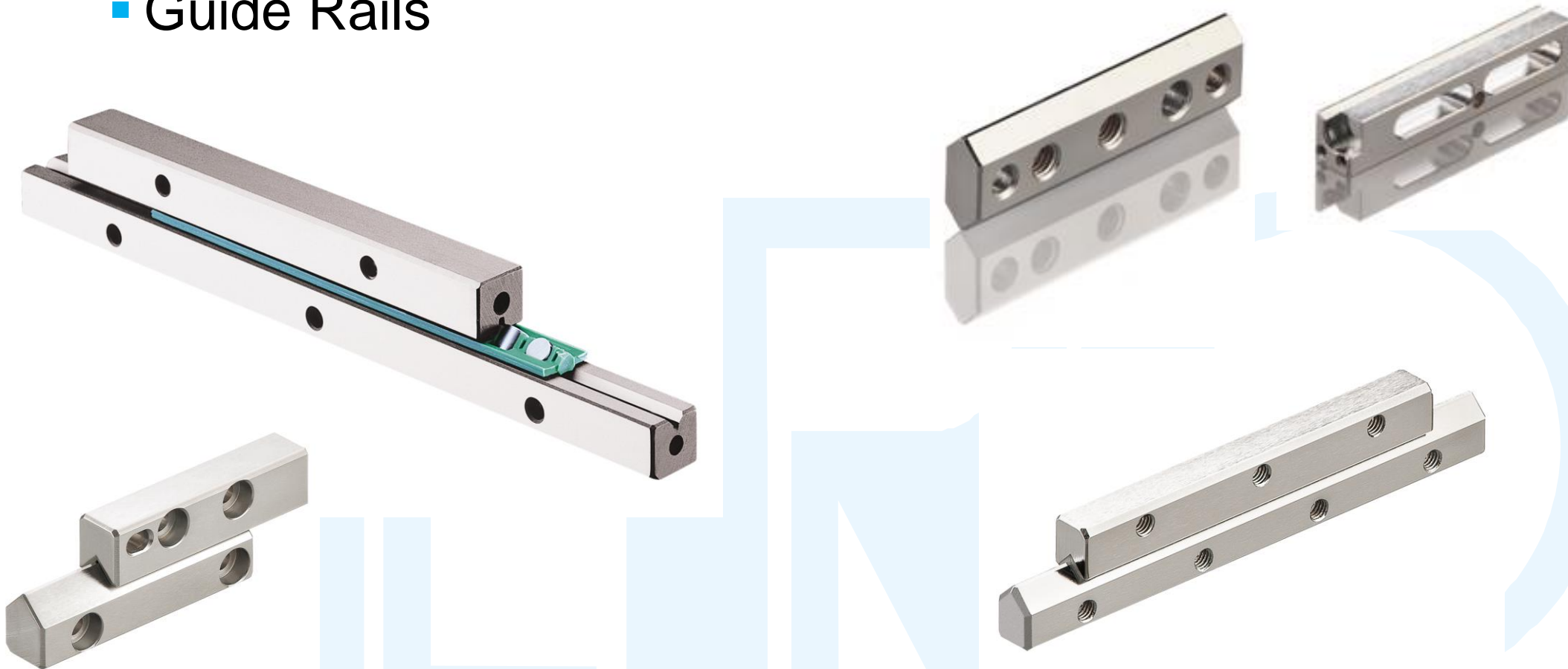
# Introduction: ERO-Führungen GmbH

- Production, Engineering, Administration, Mounting in one facility



# ERO Product Portfolio

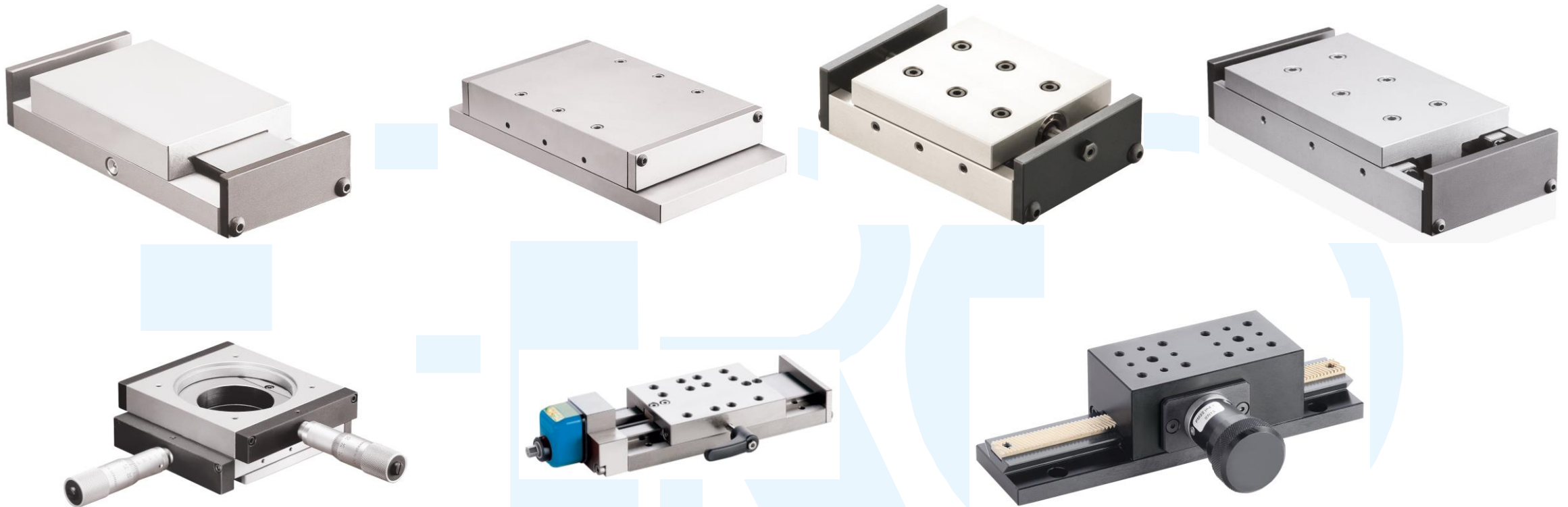
- Guide Rails





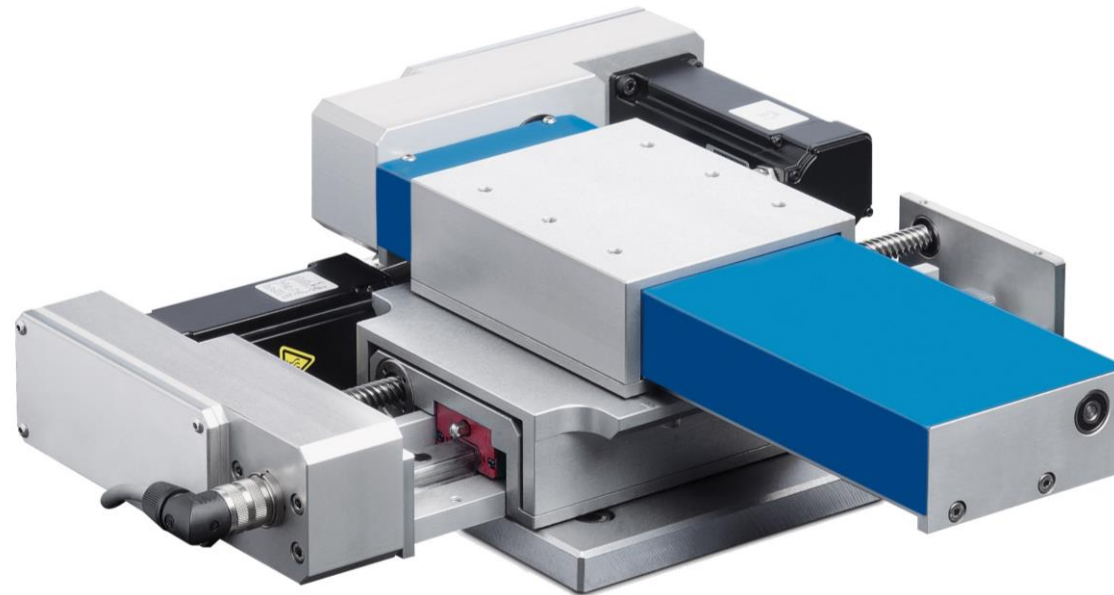
# ERO Product Portfolio

- Slide Guidances



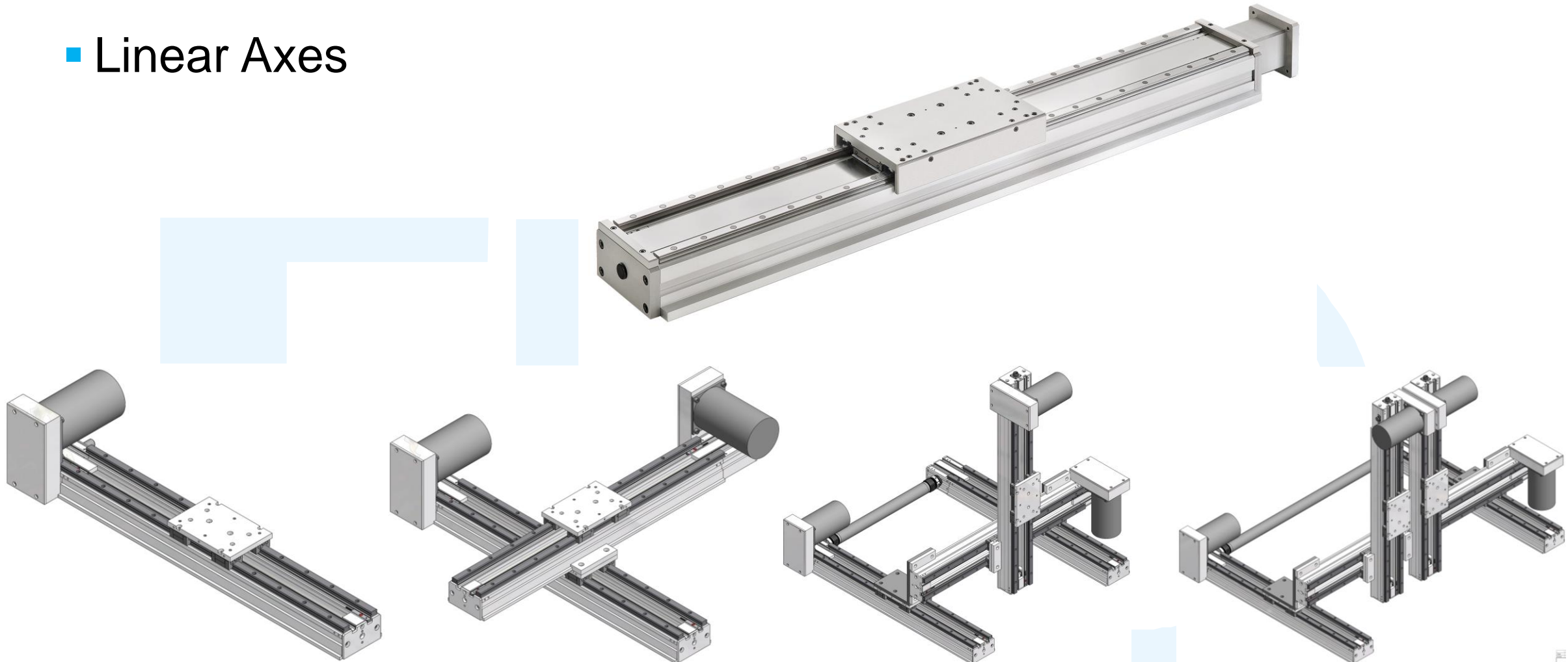
# ERO Product Portfolio

- Motor-driven Slide Guidances



# ERO Product Portfolio

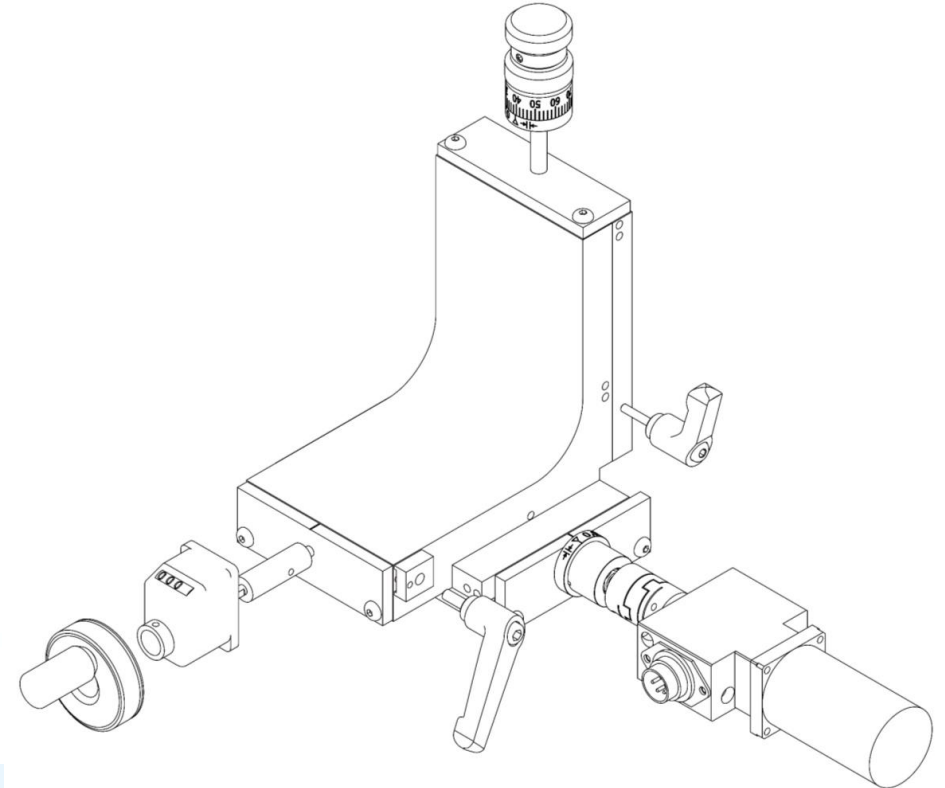
- Linear Axes





# ERO Product Portfolio

- Adjustment Slides



# ERO Product Portfolio

- Slide Guidances adjustable in height



# ERO Product Portfolio

- Goniometer Tables





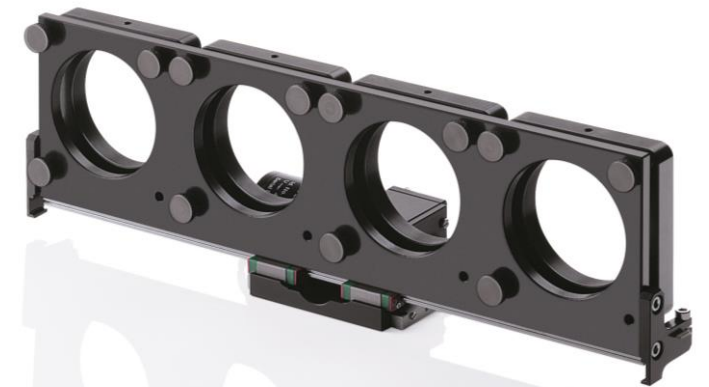
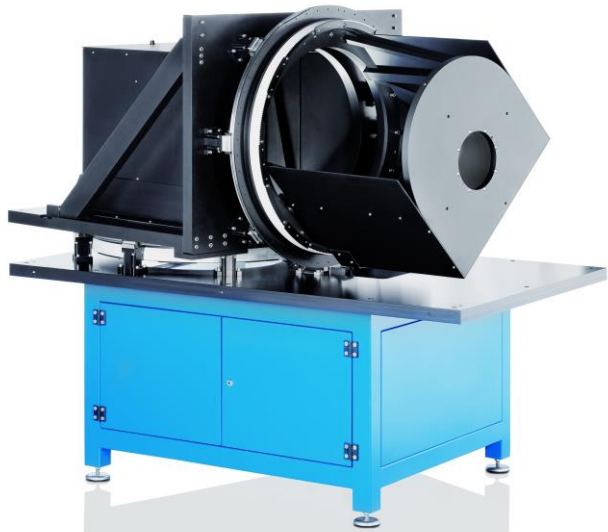
# ERO Product Portfolio

- Rotary Tables



# ERO Product Portfolio

- Special Machine Construction

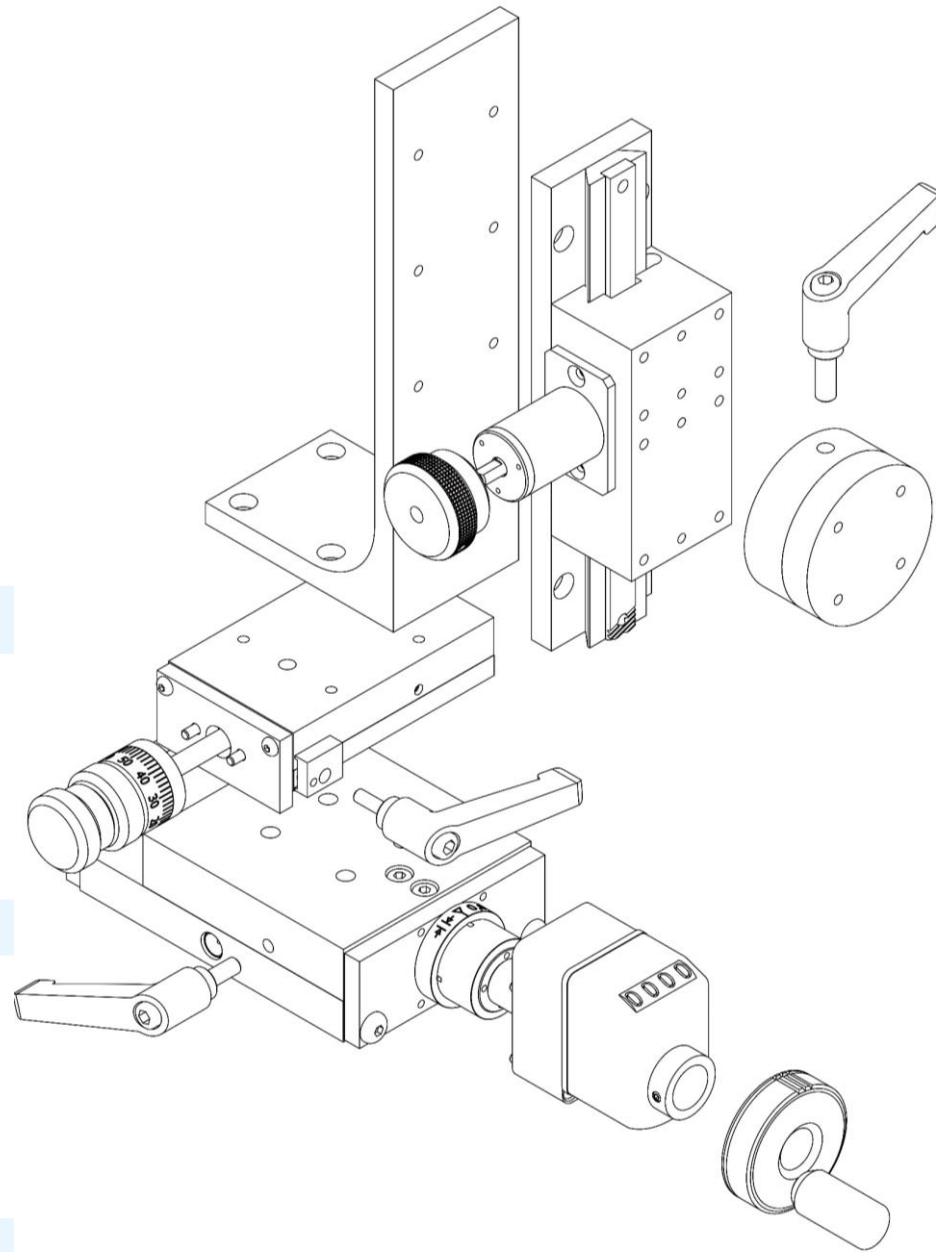


# ERO Product Portfolio

- Specialisation
  - High availability and short delivery times
  - Standard as well as special versions from quantity 1
  - High precision and quality
  - Many combination possibilities within the modular ERO-system

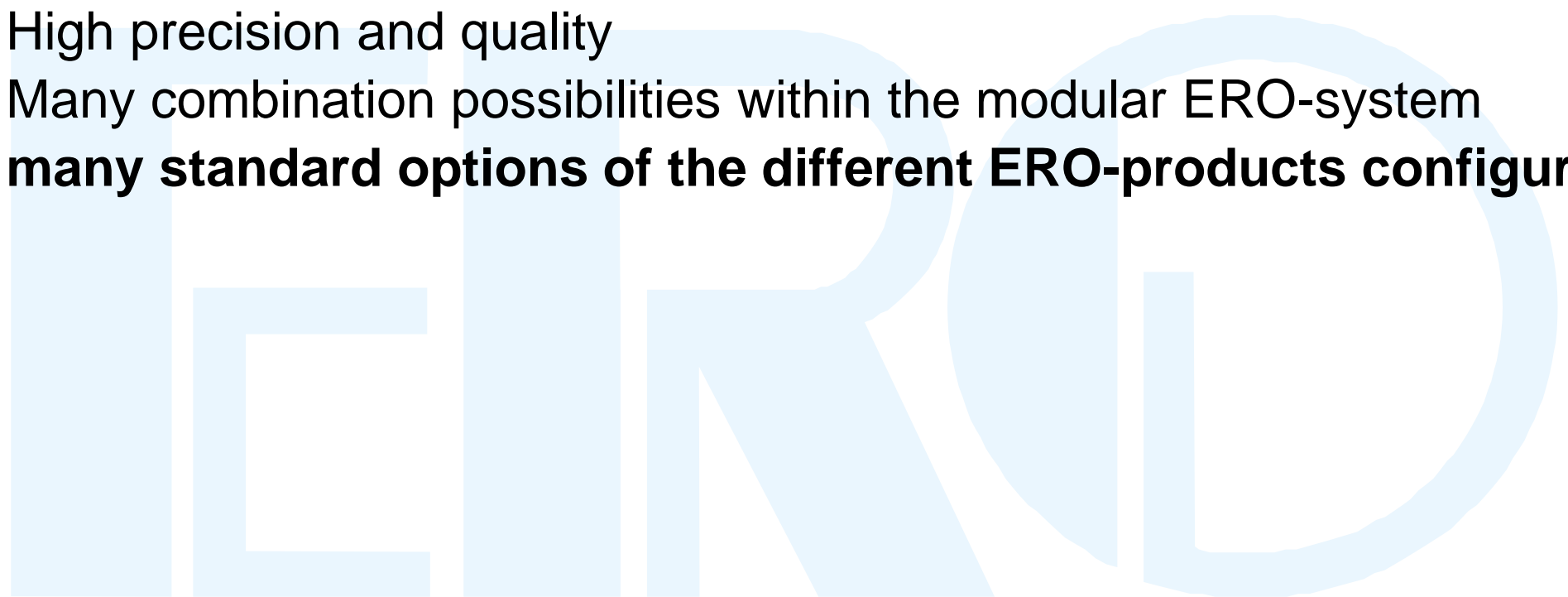
ERO



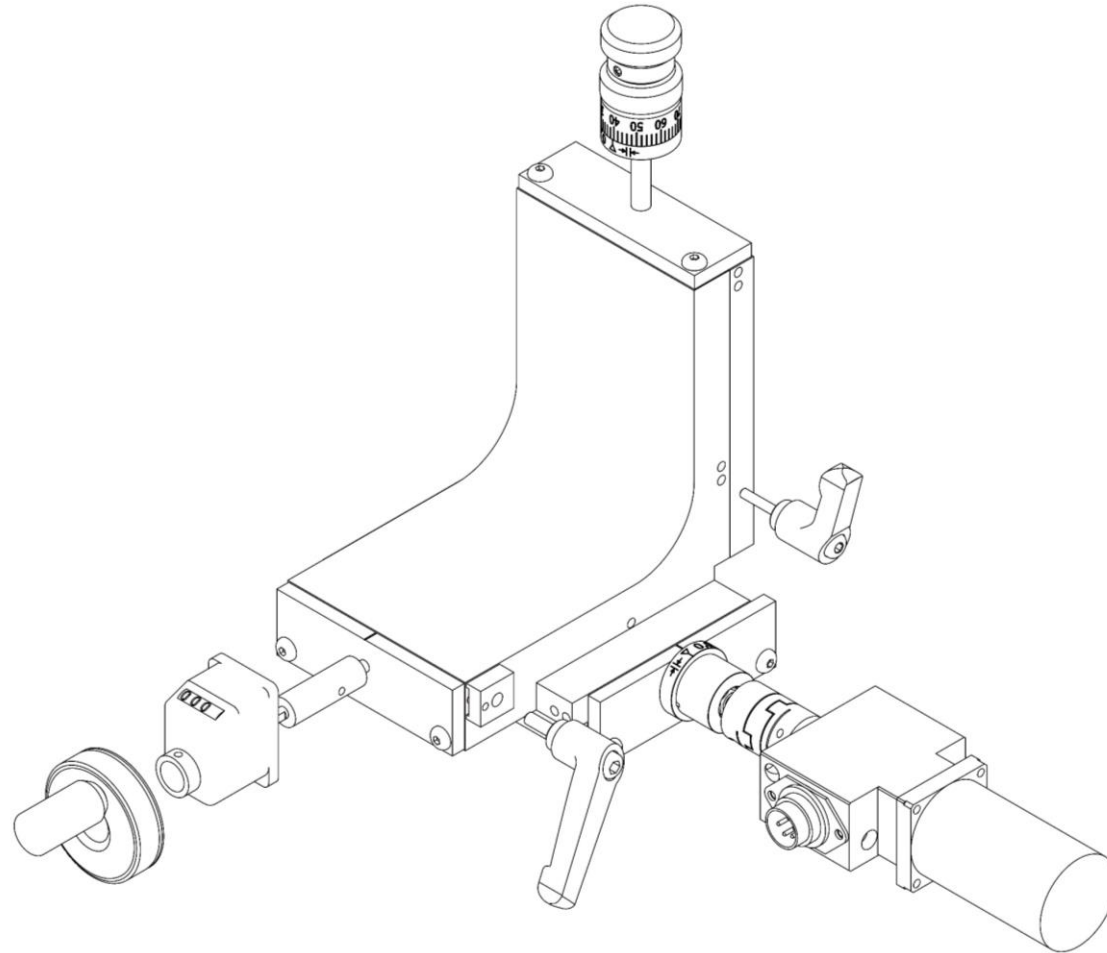


# ERO Product Portfolio

- Specialisation
  - High availability and short delivery times
  - Standard as well as special versions from quantity 1
  - High precision and quality
  - Many combination possibilities within the modular ERO-system
  - **many standard options of the different ERO-products configurable**



# ERO Product Portfolio



# Evolution of the Digital Product Catalog

- Cooperation with CADENAS for almost 20 years
- Initial goal:
  - Easy Availability of CAD-Data for our customers
- Approach
  - Implementing our standard products with frequent request for CAD-data
  - Customer wishes -> implemented



# Evolution of the Digital Product Catalog

- Consequences of this strategy:

CAD-Modellauswahl

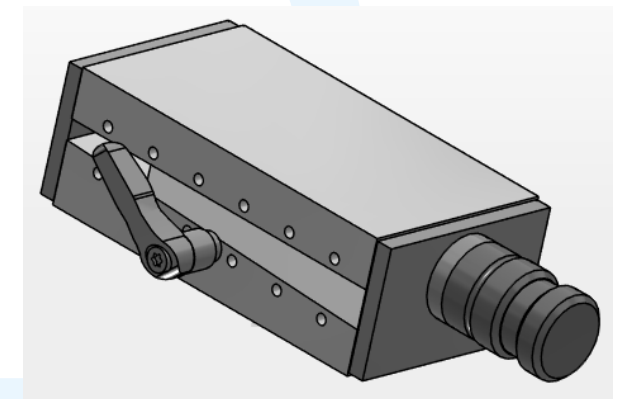
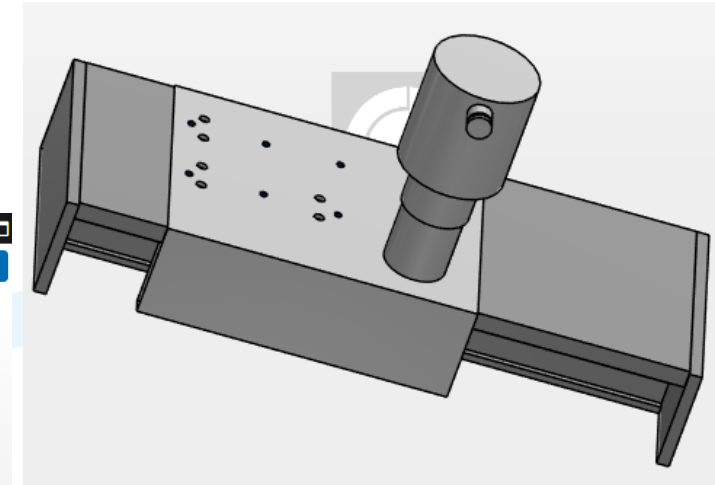
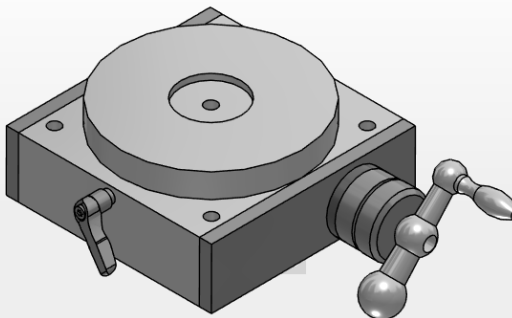
Generiere CAD MODELL Generiere PDF-Datenblatt

Zum Teilevergleich hinzufügen

IDNR Identnummer			
A	150.000	mm	🔒
B	170.000	mm	🔒
C	170.000	mm	🔒
D	48.000	mm	🔒
E	70.000	mm	🔒
FL	275.000	mm	🔒
H	50.000	mm	🔒
I	40.000	mm	🔒
J	8.000	mm	🔒
K	130.000	mm	🔒
L	130.000	mm	🔒
M	M 10	mm	🔒
N	50.000	mm	🔒
T	5.000	mm	🔒

Voransichten

3D Bemaßung 2D



# Evolution of the Digital Product Catalog

- ERO Digital Product Catalog Goals:
  - Easy Availability of CAD-Data for our customers (standard products)
  - Customer Acquisition
  - Arouse Enthusiasm about the Variety and Flexibility of ERO-Products
- Approach
  - Implementing the complete ERO Standard Product Portfolio
  - Integrate the Configurators on [www.ero-fuehrungen.de](http://www.ero-fuehrungen.de)
  - Demonstrate the Configurators (sales representatives, trade fairs,...)