

## Advantages of European Manufacturers of Plastics Machinery

		Characteristics of European Manufacturers
<b>General know-how</b>	<b>Plastics know-how</b>	European manufacturers have been developing plastics and rubber machinery since the early 1950's - an unrivalled pedigree. In addition to this pedigree in machinery, Europe has also been the global driving force for plastics and rubber material development and this local knowledge base coupled with significant investment in R&D and a strong Trade Association Network enables European machinery manufacturers to remain at the forefront of innovation. More than 45% of global patents are held by residents within Europe!
	<b>Materials science know-how</b>	Components used in plastics machinery are subject to a wide array of mechanical stresses, Advance material treatments such as high precision milling and grinding or advanced surface technology and heat treatment have been evolved by European manufacturers to give maximum performance over an extended life. Innovation of this nature is often impossible to copy.
	<b>Innovation know-how</b>	Cultural background, rounded education, higher levels of R&D Investment and an open business environment mean that Europeans businesses and individuals tend to be highly creative. Supporting this, Europe hosts many special academic plastics programmes specialising in plastic materials science, process technology, innovative computation methods as well as process-optimized plant engineering. Process knowledge and application know-how derived ensures that customers can expect state-of-the-art technology, tailored to specific needs.
	<b>Design know-how</b>	Despite a high degree of automation, man's presence is still essential at the critical links of the output chain and the conditions under which their products are made are becoming increasingly significant to the customer. European plastics and rubber machinery manufacturers have helped to evolve EUROMAP recommendations to provide all manufacturers with a better knowledge of the specification and performance of machinery and helped ensure that all European machinery contributes to safe work conditions that sustain high levels of productivity.
<b>Product related know-how</b>	<b>Quality</b>	For European manufacturers, quality is measured through the performance of customer product. By following the highest quality standards and drawing on the knowledge and process outlined above, European machinery ensures production of precise products with consistent quality.
	<b>Performance/Reliability</b>	Higher throughput, lower rejects, prompt delivery, longer life and reduced downtime delivered by European manufacturers ensure that production costs are lower in the long run. Precision, process constancy and process stability is the philosophy when building machinery in Europe, flexibility in design and integration combine to ensure that specific customer need is met.
	<b>Automation</b>	Efficiency through production automation is considered at every stage of the design process in Europe. Innovative tools, the development of ever more sophisticated robots, peripheral devices and logistic components are developed by close cooperation between manufacturers of machinery and peripheral equipment. In a market where productivity is key, European manufactured machinery excels.
	<b>Price/performance ratio</b>	Machine cost is seldom the decisive factor when considering the cost-per-part. Variable costs, such as material and energy consumption far out way the original capital investment. European machinery manufacturers not only use the latest technology (e.g. pumping technology, innovative drive concepts, etc.), they invent it! The technical parameters (e.g. size, performance) of European machinery are needs matched with each customer, thereby reducing waste and improving environmental performance.

## Characteristics of European Manufacturers

<b>Service</b>	<b>Customer relationship management</b>	European manufacturers have internalised the fact that progress is only possible through close communication with the customer. Professional customer relationship management is the pre-requisite for understanding and meeting individual customer needs.
	<b>Complete manufacturing programs</b>	European manufacturers offer a fully integrated approach, including tool manufacture, bespoke robotic systems, machines of all sizes, application technology, plant engineering, project management and operator training on all continents.
	<b>Professional project management</b>	From small machines to large plants, professional project management is a fundamental part of the European service. Turnkey contracts do not stop at the moment of delivery - customers receive essential after sales guidance and comprehensive advice for efficient operation.
	<b>Service quality/service network</b>	After-sales-service provides competitive advantage for customers and is recognised as a strong feature of the European Machinery Manufacturing sector. Teleservice, maintenance, easy operation, spare parts management as well as excellent training facilities and a competent and well educated staff is a valuable part of the overall machinery package. Good maintenance is impossible without solid documentation - European manufacturers maintain a copy of documentation facilitating competent contact when technical issues arise. With their unrivalled worldwide network of representative offices, European manufacturers are able to deliver rapid, competent advice and expertise.
<b>Environment</b>	<b>Energy efficiency</b>	Energy efficient machinery lower life-cycle costs drastically. Features like advanced pumping technology and innovative drive concepts match performance needs at low energy consumption.
	<b>Material efficiency</b>	European manufacturers are dedicated to reducing environmental impact and lifetime cost. The design of material efficient production machinery is fundamental to this.
	<b>Safety</b>	With reference to the new approach directives, the European manufacturers within CEN (European Committee for Standardisation) activities, contributed to the definition of the safety standards related to plastics and rubber machinery. European machines have to satisfy the highest safety regulations worldwide and ensure the best possible staff security.
	<b>Noise</b>	European machines are designed to emit the lowest possible amount of noise. This not only contributes to worker satisfaction and worker productivity, but also eases relationships with the surrounding environment.