

Corporate Communications

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Press Information

Online self-configuration tool for ceramic components

CeramTec collaborates with digitalisation experts and start-ups

Plochingen, 13 April 2021 – External perspectives for internal progress: To support innovation projects, CeramTec cooperates with Axel Springer hy, the strategy and digitalisation consultancy of the Axel Springer media group, as well as selected start-ups. The internationally leading manufacturer of technical ceramics has opted to collaborate with experienced partners, jointly working on the development of future-proof digital business models that focus on customer needs. The first project is an online self-configuration tool, which will be launched shortly.

“Manufacturing companies operate in a market environment that is changing rapidly and becoming more complex. We have to deal constructively with the resulting dynamics in order to be able to develop future-oriented offers and services,” says CeramTec Group CEO Dr Hadi Saleh. “The cooperation with external partners and their expertise provide us with important input. We are confronted with perspectives from outside the industry that encourage us to

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rethink and help drive the digital transformation regarding our internal processes.”

Focussing on the development of new products and offers that provide customers with added value, the first project of the CeramTec collaboration with Axel Springer hy and the two Berlin start-ups Clous and Aucta is a self-configuration tool (SCT). It allows for the configuration process for two product groups of the high-performance ceramics manufacturer to be completely digitalised. Customers are guided through the self-configurator on the website in self-explanatory steps, which shortens the ordering process as well as delivery times.

To ensure a convenient and customer-oriented implementation, the start-up partners Clous and Aucta provide backend technologies to check the technical feasibility of CAD files, which can be uploaded by customers, and to display requested products as 3D visualisations in order to further develop them online together with the customers. These intelligent solutions ensure that the self-configuration tool can also handle more complex customer requests in efficient and effective ways.

The new online tool for self-configuration will be available on the CeramTec website from 27 April 2021.

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Notes to the editor

About CeramTec GmbH

CeramTec is a world-leading manufacturer of technical ceramics and is specialised in the development, manufacturing and sale of parts, components and products made from ceramic materials. With over a century of developmental and production experience, CeramTec is a global leader in the manufacturing of advanced ceramics and engineers these materials for use in a wide variety of applications. Advanced ceramics from CeramTec are used in a range of industries, including medical engineering, the automotive industry, electronics, energy and environmental engineering, as well as equipment and mechanical engineering. The current portfolio comprises well over 10,000 products, components and parts made from technical ceramics, along with a wide variety of ceramic materials.

With production sites and subsidiaries in Europe, the UK, America and Asia, CeramTec maintains its presence around the globe as a manufacturer and supplier. The company is headquartered in Plochingen, near Stuttgart. In 2019, CeramTec generated over €620 million in revenues. CeramTec employs more than 3,500 staff worldwide, around 2,000 of which are in Germany.

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