

Fulfilling CO₂-targets, increasing profit: KraussMaffei lifecycleValueCalculator

- New calculation tool supports plastics processors to determine the economic and ecological impact of a machine and digital or lifecycle service product over its product lifecycle
- Six intuitive steps to quantify the as-is situation and improvement potential for a specific application
- Available free of charge in the customer portal pioneersClub from KraussMaffei

(Parsdorf, 9th October 2023) Investment decisions are often only about capital expenditures (CAPEX). However, by far the majority of costs occur in the operation phase of a machine. A new calculation tool from KraussMaffei makes the economic and ecological impact of a machine, a digital service product or a lifecycle service product visible over its product lifecycle. In this way, the lifecycleValueCalculator supports plastics processors to meet their CO₂ targets and increase profit at the same time. As a pioneer in the plastics processing industry, KraussMaffei offers one of the first comprehensive value calculation tools.

Basically, it's like an iceberg: only the tip is visible above the surface, the vast majority of its mass lies underwater. The same applies to the total product lifecycle costs e.g. of injection molding machines. 80 to 90 percent of those occur in the operation phase (OPEX), e.g. for energy consumption, material, maintenance or downtime, but are mostly not quantified in detail. The situation is similar with CO₂ emissions: Here, 60 to 70 percent of the CO₂ emissions occur during the operation phase. "This means that the greatest potential for economic and ecological optimization is not immediately apparent," explains Markus Lunz, Head of Service Product & Portfolio Development.

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The new lifecycleValueCalculator by KraussMaffei makes this potential visible. With the calculation of individual ecological impacts from production, the tool also supports in the fulfillment of increasingly strict legal regulations and documentation requirements regarding ecological aspects.

Especially various national regulations, requirements for recycled material quotas, the digital product passport as well as indirect influences on external financing triggered by the EU taxonomy require a high transparency on ecological impacts.

Functionality

The lifecycleValueCalculator guides its users through the calculation in six simple steps, taking individual production parameters into account.

The calculation starts with a concrete challenge of the user, e.g. fluctuations in material quality or changing environmental conditions leading to increased scrap rates. As a first result the calculation creates transparency about the individual economic and ecological as-is-situation, e.g. regarding CO₂-emissions, energy consumption, scrap related costs or lost revenue due to downtime. Afterwards the tool quantifies the specific improvement potential by using KraussMaffei solutions which meet the customers' challenges. In this way, the individual economic and ecological value of a KraussMaffei solution can be determined.

D²-strategy: Decarbonization powered by Digitalization

Digitalization paves the way to sustainability by collecting, monitoring, analyzing and validating data to take concrete actions for improvement. Digital service products enables prediction to proactively react even before problems occur. In this way it is possible to determine and optimize CO₂ emissions (decarbonization) while reducing costs for e.g. energy. "This is the heart of our D²-strategy", Volker Ganz, Vice President Customer Excellence & Global Service Operations explains. "We strongly believe that economic business goals can only be achieved by reaching ecological goals at the same time. In this way, digital service products directly help our customers in meeting ecological targets. The lifecycleValueCalculator is an example of how digitalization supports decarbonization by creating transparency about CO₂ emissions."

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The lifecycleValueCalculator is the latest module in the pioneersClub, the customer portal of KraussMaffei. As a web-based solution, only a registration under pioneersclub.kraussmaffei.com is necessary. Currently, the calculator is already available free of charge in most European countries and North America and covers injection molding, extrusion and reaction process technology. More countries will follow soon.

KM_DSS_2023_lifecycleValueCalculator.jpg

Photo: KraussMaffei

KM_DSS_2023_iceberg_lifecycleValueCalculator.jpg

Photo: KraussMaffei

Enclosure: Pictures and more information can be found at

www.kraussmaffei.com

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KraussMaffei – Pioneering Plastics

KraussMaffei is among the world's leading manufacturers of machinery and systems for the production and processing of plastics and rubber. Our brand stands for cutting-edge technologies – for more than 185 years. Our range of services covers all areas of injection molding machinery, extrusion technology and reaction process machinery. In 2022 we added additive manufacturing to our portfolio. This broad

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range of technologies gives KraussMaffei a unique selling point in the industry. With the high innovative power of our standardized and individual product, process, digital and service solutions, we can guarantee customers sustained additional value over the entire value-adding chain. Our range of products and services allow us to serve customers in many sectors including the automotive, packaging, medical and construction industries, as well as manufacturers of electrical and electronic products and household appliances. KraussMaffei employs around 4.700 people all over the world. With more than 30 subsidiaries and over 10 production plants, as well as about 570 commercial and service partners, we are represented internationally close to our customers. The company was founded in 1838 in Munich.

In April 2016, China National Chemical Corporation Ltd. ("ChemChina") became the majority shareholder of KraussMaffei Group. In December 2018, ChemChina listed the KraussMaffei Group as KraussMaffei Company Limited in Shanghai. The listing opened up access to the Chinese capital market and local investors. Now ChemChina is part of Sinochem Holdings Corporation Ltd., one of the world's leading chemical conglomerates with over 220,000 employees.

For more information: www.kraussmaffe.com

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