

## The “2500th Pioneer” of KraussMaffei works at Demmel

- Automotive supplier Demmel AG uses KraussMaffei's pioneersClub with digital and personal services
- Anniversary: 2500th user at pioneersClub
- Spare parts recommendations, maintenance agreements & machine documentation, each tailored to the individual machine
- Core competence at Demmel: joining plastic and aluminum for automotive trim parts

**(Parsdorf, 02.07.2025). Star, propeller, spaceship and many more: Demmel manufactures emblems and trim parts for well-known car brands. The company uses machines and services from KraussMaffei - such as the pioneersClub. Horst Zimmermann, production manager at Demmel's site in Heimertingen/Germany, is the 2500th user and is enthusiastic about the platform.**

The machine has a special power unit, a drawbar and a particularly heavy-duty sliding door. If you need a spare part, is it the standard version, or do you need a different version? KraussMaffei's pioneersClub makes questions like these superfluous, because each machine is stored via its individual order number and everything that is displayed to the user in terms of service, parts or offers relates exactly to this system. This is particularly helpful if, like Demmel, you also have used machines in production that have been configured by someone else.

### **Aerodynamic wheel inserts for greater range**

The company is a specialist in the combination of plastic and aluminum for automotive trim parts. The Heimertingen site produces vehicle logos for well-known brands as well as aerodynamic wheel inserts that reduce air

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resistance and increase range (especially in electric vehicles). The mechanically operated BMW rear emblem, which includes a cleaning function for the reversing camera, also comes from here.

For Horst Zimmermann, the pioneersClub is unique in the injection molding world and leaves nothing to be desired - even though he describes himself as a demanding customer. This is another reason why Daniel Bachmann, Product Owner of pioneersClub, welcomes suggestions from users. The platform is intended as a supplement to the human service contacts and always provides their correct contact details. Stefan Betzing, customer consultant at KraussMaffei, knows: "More and more spare parts inquiries and orders are being processed via the pioneersClub. For larger projects, however, customers still prefer to pick up the phone."

## **Joint reconditioning of a used GX 500**

Sometimes personal contact is essential anyway - such as with the used GX 500 (built in 2014) from Demmel, which spent its first life in an electroplating shop. The aggressive vapors had not only caused the mold mounting platens to rust, but had also caused major damage to the interior. The result was a complex electrical problem. "I kept KraussMaffei's telephone support busy for days on end," Horst Zimmermann smiles, "the support was excellent. We all wanted to find the fault together and finally managed to do so." Thanks to a retrofit, the clamping force could even be increased to 5,500 kN - which is of course also noted in the pioneersClub.

Around 60 colleagues work for the success of the Tier 1 company in Memmingen, 750 across Germany and 1500 at the Demmel Group's international locations. So there are sure to be even more users and machines in the pioneersClub soon.

01\_PM\_IMM\_2025\_06\_Demmel.jpg

The pioneersClub: The digital service platform combines relevant machine details at a glance.

02\_PM\_IMM\_2025\_06\_Demmel.jpg

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Customer support : Horst Zimmermann can find all machine details at a glance in the pioneersClub. Of course, Stefan Betzing also advises his customers personally on site.

03\_PM\_IMM\_2025\_06\_Demmel.jpg

Focus: Horst Zimmermann controls the production processes of the GX 500 on the MC6 control module.

04\_PM\_IMM\_2025\_06\_Demmel.jpg

Trusting cooperation: Horst Zimmermann (Head of Competence Center Demmel AG), Carolin Bernhard (Marketing Demmel AG), Stefan Betzing (Customer Consultant KraussMaffei Technologies GmbH) in front of the GX 500. (from left to right)

05\_PM\_IMM\_2025\_06\_Demmel.jpg

View of the GX 500 mold at Demmel AG. This is where wheel inserts for the automotive industry are produced.

06\_PM\_IMM\_2025\_06\_Demmel.jpg

Hand in hand - a motto that unites Demmel AG and KraussMaffei.

Photo: KraussMaffei

Further information and images in print quality are available at:

[www.kraussmaffei.com](http://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 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 4.200 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. Today, KraussMaffei is part of Sinochem Holdings Corporation Ltd., one of the world's leading chemical companies.

Further information: [www.kraussmaffei.com](http://www.kraussmaffei.com)

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