

12-fold investment for providing fun to children

- Toy manufacturer Simba Dickie Group orders 12 new injection molding machines from KraussMaffei
- 95 percent of machines within the group are KraussMaffei machines
- BIG-Bobby-Car and AquaPlay top sellers at BIG subsidiary's toy factory in Burghaslach/Germany

(Munich, 18th October,2021) The red Bobby-Car racer, the AquaPlay waterplay system or even entire playhouses. Products from the Simba Dickie Group are enjoyed in almost every children's room in the world. The plastic injection molded parts needed for these usually come from KraussMaffei machines. 12 new machines have recently been ordered in the clamping force range from 500 to 16,000 kN.

From the large injection molded part for the outdoor slide to the small plastic ring on the Bobby-Car steering system. The range of shot weights in toy manufacturing is large, and consequently the Simba Dickie Group operates the entire machine portfolio of KraussMaffei: from the small PX 50 to the MX heavyweight with a clamping force of 16,000 kN. Now these will be joined by a total of 12 new injection molding machines from the hydraulic CX, GX and MX series as well as the all-electric PX series. Seven machines are earmarked for the BIG plant in Burghaslach and five for the Smoby Toys location in France.

Michael R. Raum is the Head of Production of the Simba Dickie Group with its eight production sites and is also responsible for the procurement of new systems. Above all he values the modular design of the KraussMaffei machines, that is, the ability to combine the injection unit and clamping unit as needed. He also sees the coherently designed MC6 control system, well-founded training and the option of bringing in the application technology of

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KraussMaffei for new projects as criteria that play a role in an investment decision.

Sustainable production and increasing percentage of recycled material

In line with consistent efforts to pursue the use of recycled materials and to further expand it, all machines are equipped with the APC plus machine function. APC plus determines the melt viscosity and adjusts the fill volume in the shot. That, in turn, allows for reliable addition of recycled materials without fill fluctuation and thus without scrap and production interruption. According to Michael R. Raum, "The outcome is an extremely high yield of good parts of up to 100 percent. This allows us to save 2.5% of material and a five-figure amount in production costs."

More transparency and production reliability

As part of a current research project that the Simba Dickie Group is running with the Chair of Plastics Technology at the University of Erlangen, they are using data collected by the DataXplorer from KraussMaffei. DataXplorer can save 500 to 1500 machine signals per second in continuous curves and thus provides a nearly microscopic view of the entire process. As a result, manufacturing anomalies can be detected remarkably early and their underlying causes can be comprehensively analyzed. After all, the point is to prevent as many defective articles from being manufactured as possible.

With the "socialProduction" digital tool, which is currently being used on seven KraussMaffei machines, the machine acts as a partner in its own chat room and, if necessary, sends messages that can be viewed by all participants. In the case of unforeseen machine interruptions, for example, an active alarm will be signaled on the operator's mobile phone. This saves valuable time for the response, and production can be quickly resumed. In addition, no more information is lost at a shift change. The mold setter or head of production has all machines in view in real time and can see their availability and productivity, without the need to purchase an additional tracking system. This creates maximum transparency with minimal investment.

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Toy industry is booming

The location in Burghaslach, the BIG toy factory, is where the BIG-Bobby-Car ride-on car is produced, which has a name recognition rate of nearly 100 percent among German parents and has been on the market since 1972. Starting with Ernst A. Bettag, the creator of the BIG brand, collaboration with KraussMaffei arose in the area of injection molding. In 2003 BIG became part of the Simba Dickie Group. In 2008 the French provider of outdoor toys Smoby was acquired. Here too, there was a subsequent switch to manufacturing on machines from KraussMaffei.

In the course of the COVID-19 pandemic, the toy industry is experiencing increased demand. So it is entirely possible that they will not stop at 12 new machines.

KM_IMM_2021_10_BIG Michael Raum.jpg

Putting heart and soul into it: Michael R. Raum is the Head of Production of the Simba Dickie Group with its eight production sites and values above all the modular design of the KraussMaffei machines

Photo: KraussMaffei

KM_IMM_2021_10_BIG Team.jpg

A strong team: Frank Burkhardt and Cordula Wieland (Local Sales and Expert Sales KraussMaffei) and Michael R. Raum (Head of Production Simba Dickie Group) at the BIG location in Burghaslach/Germany (from left to right)

Photo: KraussMaffei

KM_IMM_2021_10_Smoby Toys.jpg

Investment at the location of Smoby Toys in France:

Here they primarily produce components for the well-known Smoby children's playhouses and outdoor toys.

Photo: Simba Dickie

You can obtain further information and photos in print quality at:

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KraussMaffei – Pioneering Plastics

KraussMaffei is one of the world's leading manufacturers of machinery and systems for producing and processing plastics and rubber. Our brand has been synonymous with cutting-edge technology for over 180 years. Our product range includes all technologies in injection molding, extrusion and reaction process machinery. KraussMaffei has a unique selling proposition in the industry as a result. By drawing on our proven innovative capacity, we can guarantee our customers sustained additional value over their entire value-adding chain through our standardized and individual product, process, digital and service solutions. The range of our products and services allows us to serve customers in many sectors including the automotive, packaging, medical and construction industries. We also supply manufacturers of electrical and electronic products and household appliances. KraussMaffei employs about 4,700 people worldwide. KraussMaffei is represented internationally in proximity to our customers with more than 30 subsidiaries and over 10 production plants, as well as about 570 commercial and service partners. The headquarters of KraussMaffei have been in Munich since the company's inception in 1838.

Since April of 2016, the majority of KraussMaffei's shares has been held by China National Chemical Corp. Ltd. ("ChemChina"), one of the largest chemical companies in China. In late 2018, ChemChina listed the KraussMaffei Group on the Shanghai stock exchange as KraussMaffei Company Ltd. The listing opened the access to the Chinese capital market and Chinese investors.

Further information at: www.kraussmaffei.com

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