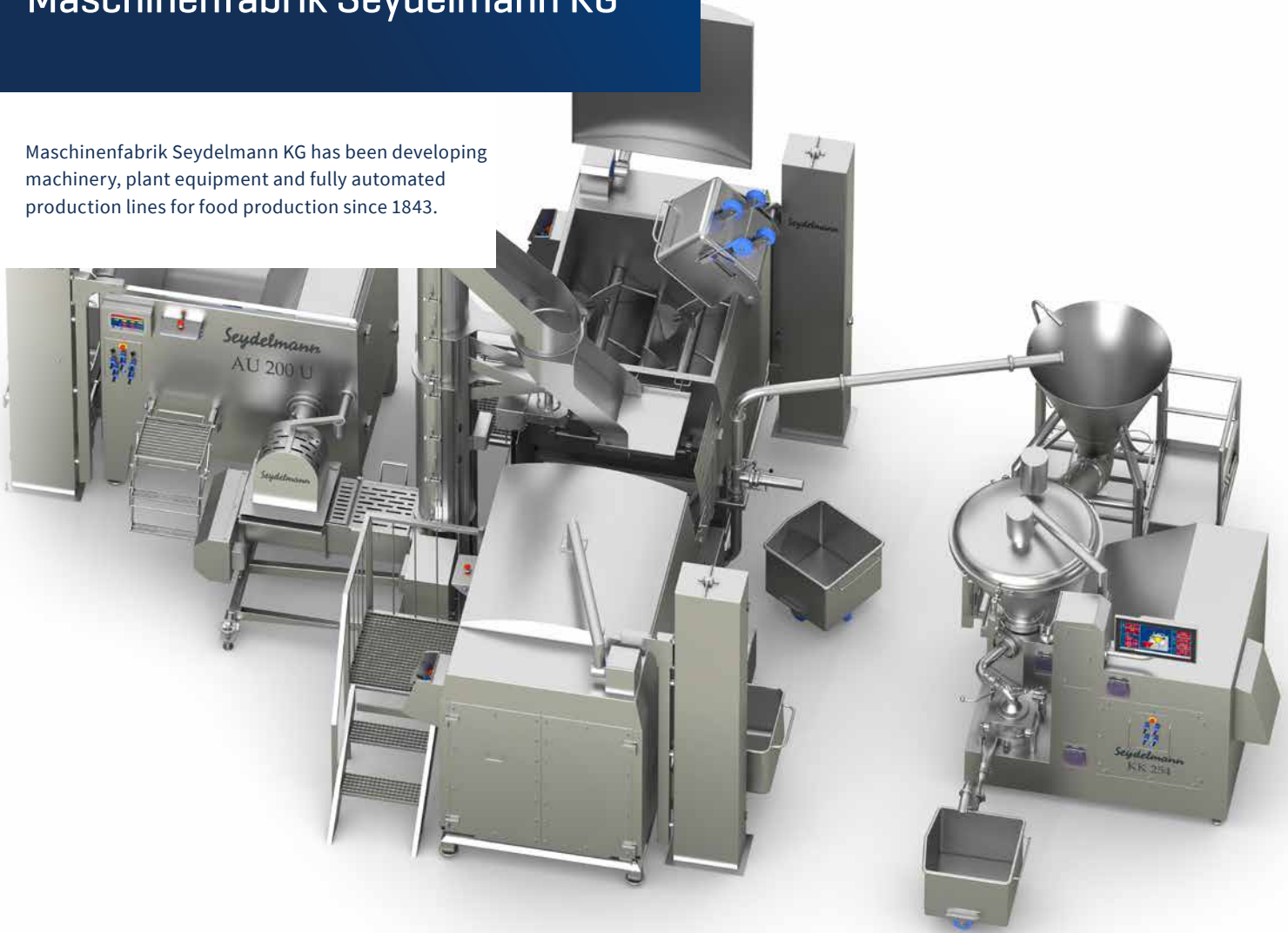


CUSTOMER REPORT

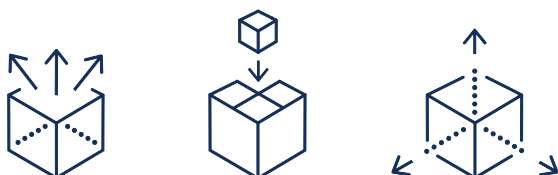
Maschinenfabrik Seydelmann KG

Lino[®]
leading innovation

Maschinenfabrik Seydelmann KG has been developing machinery, plant equipment and fully automated production lines for food production since 1843.



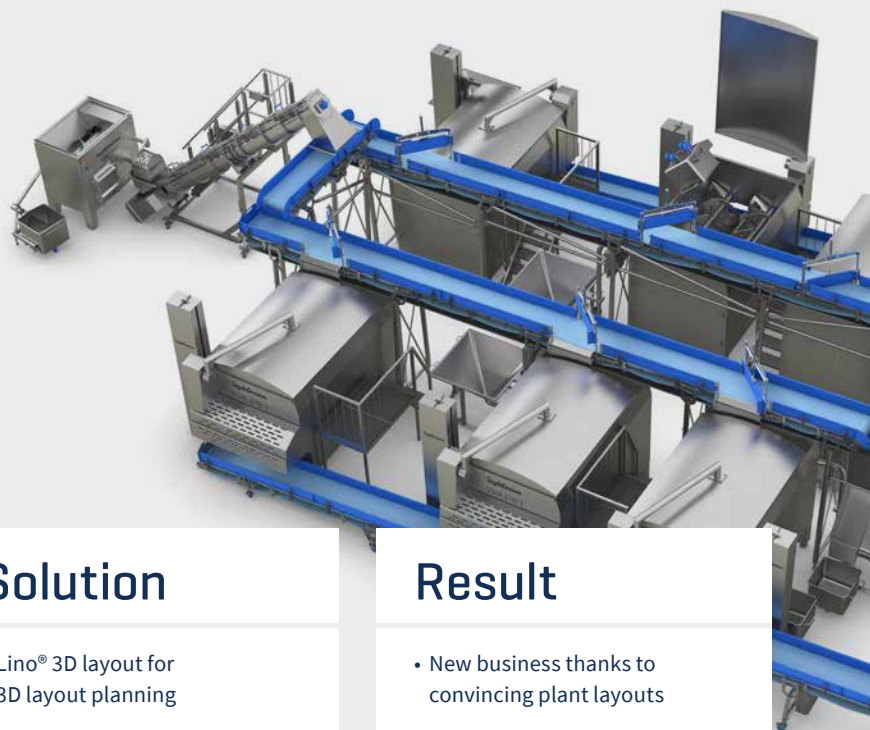
Modern sales processes with 3D plant layouts



Up until just recently, Maschinenfabrik Seydelmann KG used primarily 2D layout plans for production lines in the quotation phase. This manufacturer of food production equipment was looking for a leading-edge solution that enables more flexible and attractive sales presentations. Seydelmann expected Lino[®] 3D layout to give them a major technological boost – but what they got was a whole lot more.

“With Lino® 3D layout, we have a visualization tool that’s as sophisticated as our technology leadership. This greatly strengthens our sales efforts, which has enabled us to gain new customers rapidly.”

**Florian Albrecht, Project Manager for Production Lines
at Maschinenfabrik Seydelmann KG**



Task

- Attractive, self-explanatory plant layouts
- Rule-based, error-free layout planning
- Seamless integration with Solidworks®

Solution

- Lino® 3D layout for 3D layout planning
- Tacton® Design Automation for rules-based configuration
- Consulting, training and support by Lino experts

Result

- New business thanks to convincing plant layouts
- Extremely shortened quotation phase
- End-to-end processes with no media discontinuities

Sustained success can only be achieved through a constant willingness to innovate. For Maschinenfabrik Seydelmann KG, based in Stuttgart and Aalen, Germany, this has been a keystone of their corporate culture since 1843. Their sophisticated cutters, mixers, grinders and emulsifiers are everywhere in the food industry: as a global leader, this swabian enterprise offers machines in every size category – for small trade businesses and large industrial production alike.

Seydelmann keeps a sharp eye on market developments, and has a customer base ranging from sausage and meat product manufacturers to makers of candy, pet food, cheese, vegetable and pharmaceutical products. Seydelmann is responding to current trends like rising demand for vegetarian products with machines that are optimized for vegetable proteins. In addition to uniformly stringent quality standards, the ability to respond flexibly and individually to customer requirements plays a key role in the company’s long history of success.

Custom products demand extra effort

Automated single-source solutions that integrate seamlessly in existing production processes are a further strength of this family-owned enterprise. In addition to specialized machines, such production lines also comprise the necessary conveyor technology – and must thus take both the individual processes and the physical conditions at the customer site into account: a regularly recurring challenge for Sales, Planning, Design and Production at Seydelmann.

Florian Albrecht, Project Manager for Production Lines, emphasizes the importance of individual customer requirements in all areas: “We manufacture the machines for specific applications. We need to consider not only the total production quantity but also the type of raw materials to be used and their temperature. The specific combination of additives, plant-based protein sources and oils and the target granularity also demand custom solutions.”

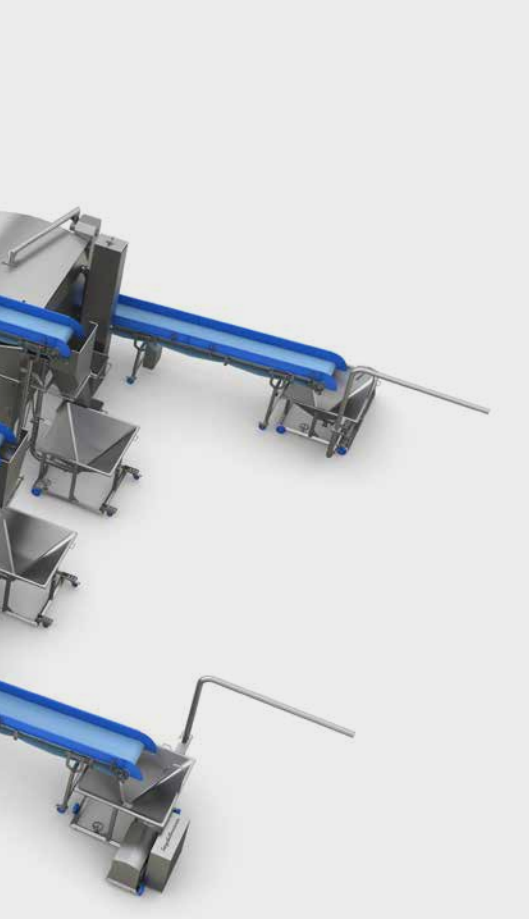
2D plant layouts don’t measure up

When Seydelmann machines are to be integrated in the customers’ existing production sites, other variables play a role: What is the available room height? What conveyor technology can be installed on site? Where are the connections, access ways and transportation routes? How can the machines remain accessible for cleaning and servicing? Until just recently, Seydelmann’s sales engineers often had to depend on their experience and 2D line layouts in AutoCAD.

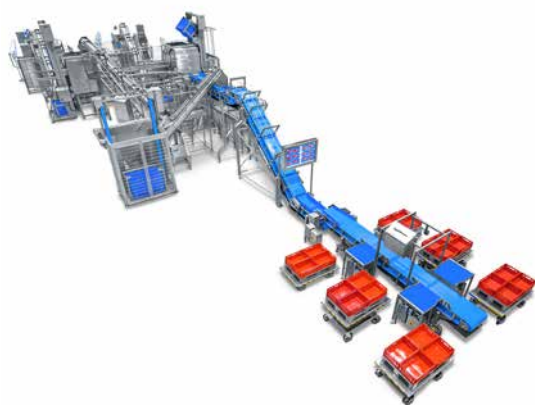
THE COMPANY

Seydelmann 

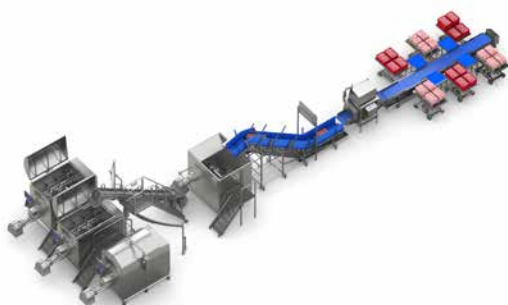
Name	Maschinenfabrik Seydelmann KG
Sites	Stuttgart and Aalen, Germany
Portfolio	Machinery and plant equipment as well as fully automated production lines for food production
Employees	approx. 350 (2021)
Founded	1843
Internet	www.seydelmann.com



Production line for boiled sausage and other emulsions



Production line with standardized and ergonomic material feed



Production line for ground meat products, hamburger and raw sausage

This was less than optimal for processes involving Sales, Planning and Design. “We were able to generate 2D top views rapidly. But what’s the use if the layout is imprecise? For instance, pickup and transfer heights or inclination angles were difficult to estimate, and it was virtually impossible to represent the inclination angle of the conveyor technology. But such details are decisive: different materials behave differently when the inclination angle changes,” explains Florian Albrecht. Worst of all, the 2D representations proved bland and unattractive in customer negotiations.

Interaction with Solidworks®

Seydelmann set out to find innovative solutions to better support its sales processes – and also to meet its own high quality standards in presentations – so as to differentiate itself from competitors with detail-rich and attractive 3D layouts, as Albrecht recounts. One requirement for the solution was that it works seamlessly with Solidworks. Seydelmann has been using Solidworks for years to design its machines, their components, tools and custom parts, and this CAD software is additionally integrated in the company’s ERP and PLM systems.

It was the interaction with Solidworks that quickly drew Seydelmann’s attention to the Lino team. Their package consisting of Tacton Design Automation (TDA) and Lino 3D layout is fully integrated in Solidworks as an add-in, utilizes data sources and generates automated and rule-based processes with no media discontinuities. Florian Albrecht and his colleagues got in touch, and were given the opportunity to visit a longstanding reference customer of Lino. “What we found out at that company really excited us: the basic layout functions were spot on, the software was fast and intuitive and the 3D visualization in stainless steel look was really impressive.”

“Even these early drawings are so precise that there are virtually no deviations in a production line over an extent of 20 meters [...] We wanted a sales solution – and now many more areas are benefiting.”

Florian Albrecht

Simple operation within Solidworks

Thus, Seydelmann chose the rule-based solution from Lino GmbH. “In the beginning of course, we were wondering how we were going to get the enormous variety of machines, options and rules into the system – but in the end that went incredibly well. Lino’s experts quickly understood our challenges and the industry details and rapidly got up to speed on issues of representation type, depth of detail and key representation,” recalls the Project Manager.

Lino staff members are currently provisionally supporting the maintenance of the rule set. But Florian Albrecht reports that this will change soon: “The rule set and logic are easy to understand, and we can handle them with no problems. This independence was an important argument for choosing Lino 3D layout – as well as the intuitive operation within the familiar Solidworks environment.” The add-in enables designers to drag and drop components into the layout correctly every time and configure them in context.

For Seydelmann, the integration in Solidworks opens up seamless, end-to-end processes that are replicated in the CAD solution in full: a dummy generated in Sales also forms a solid basis for the subsequent design process complete with all its features (parts, dimensions, angles, etc.). “Even these early drawings are so precise that there are virtually no deviations in a production line over an extent of 20 meters”, says Florian Albrecht. “We were looking for a sales solution – but now many more departments are benefiting.”

**“The rule set and logic are easy to understand,
and we can handle them with no problems.
This independence was an important argument
for choosing layout planning with Lino 3D layout –
as well as the intuitive operation within the
familiar Solidworks environment.”**

Florian Albrecht

Competitive advantages both internally and with customers

Internal, interdepartmental coordination processes present a further example. With the sales layouts as a basis, the various project stakeholders from Mechanical and Electrical Design or Production can immerse themselves in the details and advance projects much more rapidly. “We’ve enhanced both speed and quality. If a customer wants to change requirements, we verify the feasibility and can generate a presentation in the same step. That reinforces customers’ confidence in us and we avoid uncertainties at the end of the project,” declares the Project Manager.

Such qualities line up with Seydelmann’s claim to technological leadership. The COVID-19 pandemic provided an unexpected opportunity to demonstrate this by bringing in-person sales calls to a complete stop. With Lino 3D layout, Seydelmann was alternatively able to offer modern 3D presentations in online meetings, as Albrecht notes: “Our technological lead proved to be a solid competitive advantage. We gained additional customers, and the software investment was rapidly amortized.”

Lino® 3D Configuration Solutions

Lino GmbH is a provider of technology leading software solutions and consulting services for Product Configuration, CAD Automation, GPQ, System Configuration and 3D Visualization. Enterprises in different manufacturing industries realize efficient, end-to-end sales and product development processes with enormous savings potential with the Lino Team along with Tacton Configurator and Software Made by Lino® products.

The Tacton technology sets entirely new standards in Product Configuration and revolutionizes the drafting, configuration and selling of complex industrial products. In combination with Software Made by Lino® products, applications can easily be integrated from CAD, PDM, PLM, ERP, CRM, Web, eCommerce or mobile devices with Tacton software.

Lino is a Tacton Business Partner, Solidworks Solution Partner and Microsoft Partner Gold Application Development. The configuration specialist and software developer operates six offices in Germany and Austria: Bremen, Mainz, Stuttgart, Nuremberg, Dresden and Raabs (A).



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Lino® 3D Configuration Solution for end-to-end business processes from sales to manufacturing

