

„The strongest aha-effect prevails“

In coolant and lubrication circuits, the interaction between quality, cost-efficiency and eco-balance can be noticeably improved – with fastener technology by baier & michels.

ROHRBACH. Founded in 1932, today a family business with around 500 employees at nine locations and a member of the Würth Group with a global presence: baier & michels (b&m) scores as a problem solver for fasteners. Developers Eugen Kraus and Michael Lendle talk about the art of simplicity and a unique closing and sealing system: the b&m-KL PLUG®.

Mr. Kraus, Mr. Lendle, you offer special solutions in fastener technology to automotive manufacturers and suppliers. How do you go about your daily work?

Lendle: With curiosity, a great desire to fiddle and puzzle, but also the willingness to fail sometimes.

Kraus: There are always screws, rivets and nuts lying around on our desks. Completely new, even crazy ideas are first brainstormed and discussed, and then later on tested for their practicality in our workshops and labs. In the end, the strongest aha-effect prevails. Was that also the case with the b&m-KL PLUG®?

Kraus: Indeed, it was. Since we are not only technical developers, but also service providers, the starting point was: listen, understand, and do it. Communication with customers is essential. In this case, we were asked if it was possible to develop an intelligent alternative to conventional closing and sealing systems, which are often time-consuming and costly.

In other words, a solution that differs wholly from expanders, screw plugs and press-fit balls – through what?

Lendle: Through the art of simplicity. We have integrated the technology of a blind rivet into that of a closed blind rivet nut, thus creating a unique sealing element.

What does that mean in practice?

Kraus: First we look at the requirements: whether it's a gear box, a pump or an engine battery, the car requires coolant and lubrication circuits in various areas and thus process-related boreholes. These are either closed or sealed by the b&m-KL PLUG®.

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Which advantages does the b&m-KL PLUG® offer?

Lendle: It promotes the interaction of eco-balance, quality and cost efficiency in the modern car. As a light-weight, one-piece element, the b&m-KL PLUG® is not only adaptable to individual customer applications due to the wide range of materials and diameters. It also feels itself at



Deriving technical innovations from customer needs at baier & michels:

Eugen Kraus (right) and Michael Lendle (left) are the designers and name givers of the b&m-KL PLUG®.

home in different pressure ranges, enables fast and reliable assembly without waste generation – and disassembly without damaging the counterpart.

How do customers react to the smart plug?

Kraus: Curiosity is followed by attention – and afterwards concrete interest. The clever thing about the b&m-KL PLUG® is that its application range can be flexibly expanded. For example, by using it as an element for volume flow regulation or equipping it with sensors for temperature measurement. We are looking forward to exchanging ideas with other developers and technology enthusiasts.

*Interview conducted by
Andreas Wollny*

„The b&m-KL PLUG® is an intelligent alternative to conventional closing and sealing systems.“

Let us present: b&m-KL PLUG®

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