

„The challenges are enormous“

When it comes to cold extrusion parts, there are amateurs, advanced users and professionals – and there is Eugen Kraus. A conversation with someone who sees himself as a „positive lunatic“ when it comes to fasteners and seals, and who leads our Sales Engineering team.

Mr. Kraus, as head of the Sales Engineering department, you claim to have the best job at b&m. Why this superlative?

(laughs) There are several reasons. First and foremost, the fact that since joining b&m, I've become a positive lunatic when it comes to cold forming and fastener solutions. The challenges involved in designing and assembling these small parts are daunting. Being able to support everyone involved in the process is what makes my position so appealing.

Who do you work with in the process?

My team and I deal primarily with developers, buyers and quality managers from existing and potential customers. To do this, we coordinate internally with experts from the Development & Production, Sales, Quality and Marketing departments, among others. Our part is to reconcile the various individual interests – technically and economically. Analogously, there is another task at hand: analyzing market requirements.

What will shape the market of the future?

Particularly in the automotive sector, lightweight construction, eco-balance and production know-how are essential. To what extent is it possible to optimize manufacturing processes and supply products that are good for the environment, for example through short delivery routes and the elimination of particularly concerning substances such as lead? There is also a demand for direct screw connections

that prove themselves in a hybrid design with light metals and fiber-reinforced plastics. We also want to know how the forces, torques and tensile strengths of structurally identical parts with different materials behave.

How is b&m positioning itself with regard to market requirements?

We are increasingly focusing on high-quality special fasteners and sealing systems from our own development and production.

Could you give an example?

Take our innovative sealing element, in which we have integrated the technology of a blind rivet into that of a closed blind rivet nut. The starting point for the element, which has been named b&m-KL PLUG®, was a customer inquiry: Would b&m be able to design a smart and cost-effective solution for a turbocharger? Yes, we are. Gathering initial development ideas took five minutes. To design first prototypes and counterparts: one week. To validate the product and bring it to market: two years.

What lessons do you learn from such innovation projects?

I'm impressed by the dynamics. We started with climate change and leakage tests, using a wide variety of materials, limit sample and worst-case



Eugen Kraus, born in 1991, is a trained industrial mechanic and mechanical engineer.

About the most important characteristics of b&m sales engineer, he says: down-to-earth, communicative and willing to learn to love fasteners.

scenarios, whether with water-glycol mixtures or oil. But it was only through exchanges with customers and other technology enthusiasts that it became clear how flexibly the b&m-KL PLUG® can act. For example, by using it as an element for volume flow regulation or equipping it with sensors for temperature measurement. Being able to contribute to projects like this puts a big exclamation mark behind „best job at b&m“!

*Interview conducted by
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