

# „FOR US, CUSTOMER-SPECIFIC WORK IS THE FOCUS.“

Lutz Büttner, Director of Sales, and Jana Tischler, Head of Sales New Business, spoke to the bauMAGAZIN editorial team about the product portfolio, trade fair highlights and revealed what benefits customers can expect from a business relationship with b&m.

**bauMAGAZIN:** Ms. Tischler, Mr. Büttner, b&m is making its debut at Bauma this year. Can you tell us about the motives behind this? What do you expect to get out of the trade fair, for example?

**Lutz Büttner:** Our main objective was to become better known in the industrial and construction segment. This branch is of tremendous importance to us as a supplier. After all, the growing number of collaborations shows that our solutions, which were originally developed for automotive customers, are also proving successful in applications of industrial customers.

**bauMAGAZIN:** You've been at the trade show for a few days now. Could you give us a brief summary?

**Jana Tischler:** We've had lots of great discussions over the last few days. It's almost always about how b&m could improve the interplay between quality, cost efficiency and environmental performance of components, for example in gearboxes, motors or pumps.

**bauMAGAZIN:** Since you just mentioned the automotive sector: b&m is already regarded as a specialist in fastener technology there. What is it exactly that sets your portfolio apart?

**Lutz Büttner:** High-quality materials, for one thing, and the processing, for another: We place a lot of emphasis on offering our customers not only safe and reliable products but sustainable ones too. That's why we also aim to focus more on environmental compatibility in production, for example by covering our electricity needs with solar power systems.

**bauMAGAZIN:** Where are b&m's in-house brands produced?

**Jana Tischler:** We develop and manufacture directly at our headquarters in Ober-Ramstadt. We also use our non-cutting process b&m-ECCO TEC® here. This allows us to produce rotationally symmetrical components with a wide variety of external contours - not just precisely and quickly, but also efficiently in terms of resources and energy.

**bauMAGAZIN:** To conclude, let's take a look at b&m away from the production level: What can customers expect from the company as a business partner?

**Lutz Büttner:** For us, customer-specific work is the focus. It is important for us to actively work on customers' problems beyond the usual market approaches and to offer new, high-quality solutions throughout this process.



Presenting our products at Bauma: Lutz Büttner and Jana Tischler. This photo was taken during the interview for bauMAGAZIN (11/2022).