



# Oerlikon Balzers: Digital services and smart coating solutions

Investment in digital technologies is currently thriving across all industries and manufacturing firms have benefited from systems and applications that deliver greater efficiency and improved productivity. This trend is set to accelerate as the manufacturing industry begins to transform through increased use of digital technologies and services.

Oerlikon Balzers, a world leading provider of surface solutions, has lately introduced its digital services in Thailand.

In a one-on-one interview conducted by Kathryn Gerardo-Elagio of International Metalworking News for Asia, Michel Maeusli, Sales and Operation Director Thailand & CLMV Countries explained Oerlikon Balzers' entire coating services, from the moment the order is placed through to delivery, these high-quality and future-oriented services offer a wide range of benefits for customers.

The company's services are more than just coatings. Its products, processes and services are clearly focused on benefits and added value for the customer. Any pre- or post-processing steps that are critical to the coating's performance are coordinated and carried out by Oerlikon Balzers including complementary services, such as hob regrinding,

polishing and stripping fit seamlessly into the customer's process chain.

## Oerlikon Balzers in Thailand

Oerlikon Balzers Thailand is located in Amata City Industrial Estate in Chonburi province in the heart of the industrial region of Thailand, south east of Bangkok. The company serves over 300 local customers in several fields of applications and from various metalworking industries to the automotive industry.

"This year, we are working on new solutions with our partners towards Industry 4.0. As a first step, we will start our digital platform "myBalzers" that will significantly improve our customer service," he said.

myBalzers was presented in Thailand during the Metalex Thailand exhibition. The new digital platform has been designed to greatly simplify and accelerate order processing for customers, including logistics sequences, such as door-to-door tracking and document management.

## Digital services to simplify the order and delivery process

"Time to market is always the challenge," explained Michel and continues: "myBalzers offers our customers in

Thailand real-time logistics information for all orders. It is easy to track orders, check their status and know when they can be expected back. And, it proactively informs customers in case of an order delay once the delivery date was confirmed by our customer service. We also offer a Pick-up App so that employees without a computer can check the status on the mobile phone.

He commented, "With this digital service, we help customers to simplify and better plan their processes, and to avoid paperwork and above all, to save time."

Michel also remarked, "Our customers will profit from myBalzers allowing them to order online, to easily repeat orders and to check documents like invoices or certificates attached to their orders.

## "Digital" reconditioning of cutting tools and solving equipment issues in real-time

Moreover, the company introduces a digital solution for its coating workflows: a "digital twin" of a cutting tool that allows relevant data such as the coating used, the number of reconditioning cycles, quality and measurement protocols to be stored. "This full tool history transparency will in future enable connected and automated reconditioning workflows, giving customers a number of key advantages," says Michel.

Finally, the company presented a specially developed app that helps Oerlikon Balzers experts respond in real-time to questions about a coating system or coating services. The app helps queries to be resolved quickly and reliably, so that customers benefit from even faster response times and optimised coating system availability.

**A strong role in the automotive supply chain**

When asked about Thailand’s automotive industry, Michel commented, “Thailand, having a strong supply chain for automotive, is also helping other industries or markets to grow. As an international player, Oerlikon Balzers always strives to provide the best service with continuous improvements. Thailand now plays an essential role in Oerlikon Balzers’ global presence and growth strategy. With our worldwide



Michel Maesli,  
Sales and Operation  
Director Thailand &  
CLMV Countries

recognised reputation, we also aim here in Thailand to position ourselves as a market and technology leader.”

*Oerlikon Balzers is one of the world’s leading suppliers of surface technologies that significantly improve the performance and durability of precision components as well as tools for the metal and plastics processing industries. Meanwhile, Oerlikon engineers materials, equipment and surfaces and provides expert services to enable customers to have high-performance products and systems with extended lifespans.*

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