Just a click away from automated production



Sales 4.0: Customers can use the online configurator from ZELTWANGER to assemble the new innovative product developed in-house, the X-CELL WB, in line with their own requirements in just one click – including price information in real time.

(Tübingen/Dußlingen, 09/13/2019) Optimum utilization of CNC machines, high-end robotics without programming knowledge, shortened set-up times, reduced amortization periods, and cost-effective, efficient, and reliable order processing – ZELTWANGER is setting new standards in machine tool loading automation with the X-CELL WB. The Tübingen-based company is also playing a pioneering role when it comes to selling the Industry-4.0-ready handling cell: Interested customers can put together the X-CELL WB in line with their own requirements using an online configurator – and after completing the configuration, they receive a non-binding quote including pricing in real time. Such transparency towards the customer has so far been unique in the selling of manufacturing systems. "With the configurator, we offer our customers the opportunity to adapt the X-CELL WB to their own individual circumstances. This applies to the equipment on the machine as well as to its costs. Because if the customer knows the cost of the investment, they can precisely calculate the return on investment," says Tobias Schall, Product Manager for the X-CELL-WB at ZELTWANGER.

Maximum efficiency that pays off

An innovative robotic system that can be operated without any programming knowledge, short changeover times thanks to intuitive handling, maximum efficiency due to high self-sufficiency – with the X-CELL WB, it has never been easier to increase production capacities. And thanks to the online configurator, each company can calculate whether production automation is worthwhile for them and when the purchase of the X-CELL WB will pay off for their company.

With the X-CELL WB, a machine tool can run 24 hours a day, seven days a week without the company having to implement special shift patterns. The capacities saved here can be used elsewhere and allow orders to be accepted that would otherwise have had to be rejected. The machine costs/hour are also significantly reduced – ideally, the X-CELL WB will have paid for itself after a few months.

Ten steps to a complete system

The online configurator stands out due to its easy and intuitive operation: Simple and appealing design, logical and clear menu navigation. You can assemble your individual X-CELL WB handling cell in ten steps: Selection of the load capacity, number of part drawers and the associated inlays, selection of part grippers, loading situation, selection of clamping technology and prestamping, optional reversible grippers, innovative software packages, selection of comprehensive services and special requirements.

Each individual configuration step is briefly explained, and the different selection options are described. Nice and clear: The visual representation adapts with every selection. After completing the configuration, the customer gets a precise overview of the selected modules including price information.

Easy and intuitive operation from the first click through to the non-binding quote including the price: With the online configurator, ZELTWANGER is launching a thoroughly self-explanatory sales tool that offers the customer maximum transparency and freedom of choice – and is therefore just as innovative as the product that the customer receives.

Here is more information about the innovative product X-CELL WB and a link to the online configurator: www.xcellwb.com

ZELTWANGER Holding GmbH

Technology and quality leader

The Zeltwanger Group has established a well-respected position in the market with its modular assembly and testing systems, which can be constructed individually and flexibly. The main focus is on manually linked "one-piece flow" line concepts and ergonomic single-position systems. In addition, fully automated part carrier and robot-based assembly systems meet customer-specific requirements. The range includes leak testing systems, modular assembly systems, pin assembly systems, and polishing systems for ceramic substrate. For use in the medical and biotechnological field, systems are created in accordance with European and American standards and the "Good Manufacturing Practice" guidelines.