

SWISSPACER invests in finetuning its service offering



With services that include tailored consultations on efficient, warm-edge spacer bar processing, SWISSPACER has considerably expanded its support range in recent years. This includes personalised customer accompaniment with machine settings, as well as training courses and marketing activities.

Conducted over the past year, a comprehensive client survey has served as the basis for Swisspacer's recent boost in customer excellence. The days when the value chain stopped at pure product delivery are now long gone. Customers increasingly expect manufacturers to support them through the production processes - both with technical know-how and further, added measures. These include, for example, activities to do with knowledge transfer, personal and customised support, as well as assistance with market preparation and marketing. Here Swisspacer evaluated where any problems lay by holding detailed customer interviews - which have since had the company expanding its service portfolio on the basis of those results.

HIGH QUALITY - ALSO IN SERVICE

"Our products have been proving their quality for years," says Martina Pankoke, Marketing Director Europe at Swisspacer. "Indeed it's hardly for nothing that our spacer bars are among the best

on the market. That's why we seek to further expand this pioneering role in our services too. Speaking to our customers got us better understanding how we can best support them by optimising both their products and their production processes - given that our aspiration remains that of flanking them across the entire value chain."

To this end, Swisspacer hired more technical personnel and expanded its range of services. "The measures we've implemented include, for example, customised consultations for optimal processing of the spacer bars," says Matthias Bach,

Technical Director at Swisspacer. "This concerns either machine settings or tool choice - like cutting blades, for instance. It helps us optimise procedures in insulating glass unit production while making them more efficient too."

LEARNING FROM EXPERIENCE

Among those who took part in the customer survey was Ralf Maus, head of Application Technology at Glas Fandel in Bitburg. It left him impressed by the implications. "The demand for spacer bars is undisputed. That said, we encountered constant

processing problems. In the past, this often left us feeling alone and unsupported." And considering that production interruptions are often associated with lost sales, the issue is especially problematic.

For Maus, it represented a strong motivation to participate in the customer survey. "I was really pleased that Swisspacer was after a one-on-one discussion to scout for the problem types we were contending with. As a customer that makes one feel better understood than in usual group surveys." Maus was also happy with the speed with which Swisspacer reacted. "The

prompt advice and support, in production for example - which was necessary due to the DIN EN 1279 standard update - helped us enormously. To me that's what really good cooperation looks like."

Here Maus was especially pleased to find a Swisspacer employee on hand to keep an eye on the potential for optimisation on the production line.

SUPPORT WITH VISUALISATION AND MARKET CULTIVATION

"In the surveys, we frequently heard how very important the topics of vis-



ualisation, knowledge transfer and market processing are to our customers," says Matthias Bach. "That motivated us to further expand the video section. The videos make, for example, processing methods easy to understand while minimising the risk of misinterpretation. We're even able to explain topics like changing from cold flexible aluminium spacer bars to Swisspacer warm edge spacer bars as well as the necessary changes in processing really well in a visual way."

Swisspacer's Marketing Director for Europe, Martina Pankoke, was especially pleased to learn that customers appreciate the market preparation measures. "We know that every single window maker or architect won't fully understand the potential of the warm edge. Yet even if that were the case, the aim would need to be that of convincing their

customers. Here's where we wish to provide support with reliable, solid information." Training courses and seminars for different players as well as studies, analyses and theme setting all jointly help to highlight problems on the market while increasing demand for innovative product solutions: "Both our customers and theirs benefit from this - right away."

ABOUT SWISSPACER

Swisspacer operates globally and is a leader in the innovation of 'warm edge' spacer bars, which is why the company's products impress with their excellent functional and aesthetic properties. Its product portfolio is supplemented with the Swisspacer Air component, which enables the equalisation of pressure inside the insulating glass unit. Founded in 1998, the company belongs to the Saint-Gobain Group.



An equally positive topic is that of sustainability, which is slowly gaining traction. Here, too, Swisspacer is expanding its portfolio beyond existing data sources like EPDs. Says Pankoke: "At this year's Glasstec we sought to focus 'all around' on this consideration - from energy-saving and improved living comfort to product quality, simplified processing and optimum frame stability."

"Here we walk in lockstep with our customers and are always ready to adapt our range of services flexibly to their requirements. Already we have an extensive after sales service for insulating glass unit manufacturers and window makers: from pure technical services to our online

tool Caluwin, EPDs, training courses and extensive documentation, as well as video instructions focusing on processing." Says Pankoke: "It's through these that, as manufacturer of premium spacer bars, we want to continuously adapt and further expand the programme."

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