

CERATIZIT – with passion and a pioneering spirit for hard materials

For over 100 years, CERATIZIT has been a pioneer in developing exceptional hard material solutions for machining and wear protection. The private company, with registered offices in Mamer, Luxembourg, develops and produces highly specialised cutting tools, indexable inserts, rods made from hard materials and wear parts. The CERATIZIT Group is the global market leader in various application segments and successfully develops new carbide, cermet and ceramic grades, such as for wood and stone working.

Here at CERATIZIT we have over 7,000 employees working at more than 25 production sites across the globe. We employ a multidisciplinary team of engineers, scientists, economists and sociologists, as well as staff with varied experience and training backgrounds. Together as a team we work tirelessly to continuously develop new carbide solutions.

The technology leader is continually investing in research and development and holds more than 1,000 patents. Innovative hard material solutions from CERATIZIT are used in various sectors, including mechanical engineering and toolmaking, in the automotive and aerospace industries and in the oil, gas and medical industries.

Industry 4.0 category:

At Ceratizit, we are constantly improving and adapting our processes to facilitate and improve the way we interact with our customers. Manufacturers of all shapes and sizes are ever more often to confront the realities of Industry 4.0, the industrial revolution evoked by profound digitalization of all processes. There is no doubt that transferring to smart factory practices and digitalizing your supply chain can help you cut down costs and waste in the production process. However, the effects of digitalization, mainly due to the power of data analytics, don't stop there. They extend from the production line all the way to the end consumer.

SCOPE:

The scope of the Industry 4.0 category is very wide on purpose, as we don't want to limit creativity and ideas. Customer experience and customer interaction should be among the following pillars:

E-commerce and predictive analytics:

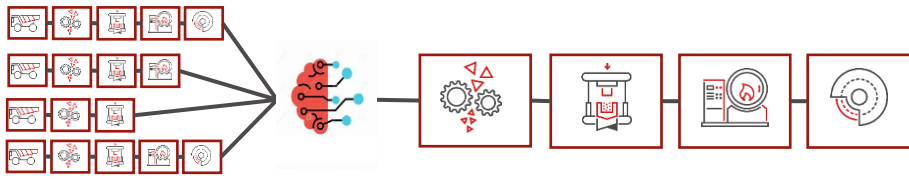
The challenge is around environmental impact. It's imperative for Ceratizit to adapt our customer service strategies and to deliver an interaction strategy that addresses sustainable consumers preference. As Millennials are more 'experience-loyal' than 'brand-loyal,' consumer engagement is quickly becoming a far more influential factor in building positive brand perception. It's imperative that Ceratizit adapts their customer service strategies to deliver an interaction strategy that addresses sustainability, CO2 reduction or zero environmental impact. We are looking for omni-channel support and service ideas that will in a transparent way attempts to satisfy present needs while simultaneously benefiting or limiting environmental impact with our customers and gain a competitive advantage on traditional support channels and technologies. Customer lifecycle information from our e-Techstore should help us to detect patterns in customer behaviour, purchase intent, and thus, make a more compelling product and service recommendations and offerings. The provided ideas should intend to better grasp and evaluate of customer data and behaviour through our ecommerce platform

Ecological, sustainable and economical

For us, recycling means the responsible handling of resources. We pursue a deliberate policy of conserving limited primary resources through metal recycling, by notably increasing the ratio of reused materials.

By recycling secondary materials, CERATIZIT also limits the consequences of intensive mining, such as air, water and soil pollution, and helps check the excessive use of energy.

Another tech advantage that could transform customer experience in the initial stage of buyer journey is the application of artificial intelligence. Since we always need to assure the highest product quality and constancy of our products, we have to control and adjust our process parameters in relation to any type of raw material variances. The raw material (secondary material) retrieved from recycled materials knows typically higher variances than primary material, since most hard material products are refined and consists of further material types the primary material.



AI technology could be brought around our production process to anticipate the process parameter setup in relation to the secondary material. We invite you to think further on what new operations and AI technology we can incorporate to our overall production process, contributing to higher rate of recycled material used in our products.

Augmented & Virtual Reality

We at Ceratizit try constantly to improve the physical experience of our products or try to bring it closer to our customers. AR and VR are two technologies that allow consumers “try out” our products remotely, reducing considerably the CO2 impact of transportation and make the online purchase process more realistic and immersive. Both technologies give us an opportunity to show the company’s commitment to sustainability. The challenge around this subject should help us improve customer retention thanks to a reduced carbon footprint and greater transparency data-driven customer service.