



# The Groz-Beckert customer product

Customized needle designation for improved know-how protection and protection against mixing up needle types.

## Know-how protection:

- The previous needle designation is replaced by a personalized designation.
- The needle designation remains unrecognizable to third parties.

## Benefits:

- The needle designation can be optimally adapted to customer systems, such as storage, merchandise management and needle rotation systems.
- The needle designation can also be standardized throughout the company group.



## Simplified needle handling

The simplified needle handling reduces the risk of mix-ups in production.

## Process reliability:

- The individual designation means that needles are easier to assign in production.
- Individual production processes benefit from perfectly tailored needle designations.

# GROZ-BECKERT

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## The advantages of the customer product:

- Clear label design
- Custom-tailored needle designation
- Can be amended at any time
- More know-how protection
- Increased process reliability
- Optimized adaptation options for customtailored merchandise management systems



## How does the customer product work?

Clearly-identifiable designations for felting and structuring needles make it easy to determine the product-needle combination. Long developed process and product knowledge can thus be lost, along with the competitive edge over market competitors. This is where the Groz-Beckert customer product comes into play: The previous clearly identifiable nomenclature that describes the needle is replaced with a unique individual designation.

The comparison shows the key differences between the previous standard label and the individualized customer product label at a glance:



### Previous standard label



### Customer product label and logistic label

