



HELLO, LET'S
TALK FUTURE

2001 [!]

WE ARE LIVING IN A TIME OF EXTRAORDINARY COMPLEXITY, OPPORTUNITY, AND RISK.

Business is 24/7 activity. Markets are global, competitors are increasingly hostile, & change occurs faster than at any time in history. Managing almost any organization gets harder by the minute. There's too much to do and too many new challenges. Things need more thought, but there's less time to turn ideas into action.

Tony Manning,
Chairman of „The Institute of Directors in Southern Africa“



CHANGE CAUSED BY MEGA TRENDS

FAST INNOVATION AND
AVAILABILITY CYCLES

DEMOGRAPHIC DEVELOPMENT

CLIMATE

RESOURCE POKER

GLOBALIZATION AND
SHIFTING OF MARKETS

VOLATILITY / PLANNING
(UN)SECURITY

DESMA'S RESPONSE

PRODUCTIVITY / COST / COMPETITIVENESS / PROFIT

PRODUCTION / PROCESS
MONITORING THROUGH
SMARTCONNECT 4.U
WITH THE OBJECTIVE
OF A SELF-CONTROLLING
MANUFACTURING
PROCESS.

FLEXIBILITY

- Fast adjustments
- Modular machine design
- Use of all silicone rubber compounds

SAVING ENERGY

- *ServoGear*
- *Iso+* heating plate
- *EnergyControl*

PERSONNEL

- Finding and binding
- Cooperation with Universities / Institutes
- Modern rubber workplace
- Internal and external training
- E-Training

MATERIAL EFFICIENCY

- Design
- Cold runners
- *ZeroWaste*

AUTOMATION

- Filling / removal system
- Control systems
- Robot solutions

POSITION IN

- Asia
- NAFTA (North American Free Trade Agreement)
- Eastern & South Eastern Europe

LOCATIONS IN

- USA, Hebron
- China, Wuxi
- India, Ahmedabad
- Slovakia, Považská Bystrica

QUALITY

- PIS I MIS
- Fully regulated
- Full process monitoring
- Documentation

**SMART
CONNECT 4.U**[®]