

ENGEL founds new sales unit for digital products

One-stop shop for digital transformation

Schwertberg, Austria – June 2021

The establishment of a Digital Solutions Sales Team sees the ENGEL Group bundle all sales activities for digital products and solutions from the inject 4.0 programme. Customers now have a central contact for all topics relating to the digitalisation of injection moulding production.

inject 4.0 includes products and solutions from all three areas of the smart factory – smart machine, smart production and smart service. These include the smart assistance systems from the iQ product family, shopfloor management solutions by TIG, such as MES authentig, and e-connect service solutions, such as e-connect.24 and e-connect.monitor.

"Our customers can look forward to holistic, requirements-driven consultancy for their digitalisation strategy and to matching solutions from a single source", says Dr. Stefan Engleder, CEO of the ENGEL Group. "The three areas of smart machine, smart production and smart service are becoming increasingly meshed. Bundling expert knowledge in a single sales team takes this development into account." ENGEL's close-knit sales network, is now available to all customers worldwide with products from both ENGEL and TIG.

Synergies boost customer benefits

Head of the new Digital Solutions Sales unit is Hannes Zach, previously Head of Sales and Marketing at TIG and with the ENGEL Group since 2000. "On-going development of our sales approach helps us to ensure that our customers continue to have a fast and uncomplicated communications channel to our experts. This makes us the global one-stop shop for digital transformation in the injection moulding industry," says Hannes Zach.

TIG has been a member of the ENGEL Group since 2016 and will continue to be managed as an independent company in the future. In the areas of development and service, TIG continues to operate independently of ENGEL.

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"We leverage synergies to further boost customer benefits."

Hannes Zach, Head of Digital Solutions Sales

Picture: ENGEL

ENGEL AUSTRIA GmbH

ENGEL is one of the global leaders in the manufacture of plastics processing machines. Today, the ENGEL Group offers a full range of technology modules for plastics processing as a single source supplier: injection moulding machines for thermoplastics and elastomers together with automation, with individual components also being competitive and successful in the market. With nine production plants in Europe, North America and Asia (China and Korea), and subsidiaries and representatives in more than 85 countries, ENGEL offers its customers the excellent global support they need to compete and succeed with new technologies and leading-edge production systems.

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