

IN Your Innovation

Holmatro User Story

Full tilt transparency



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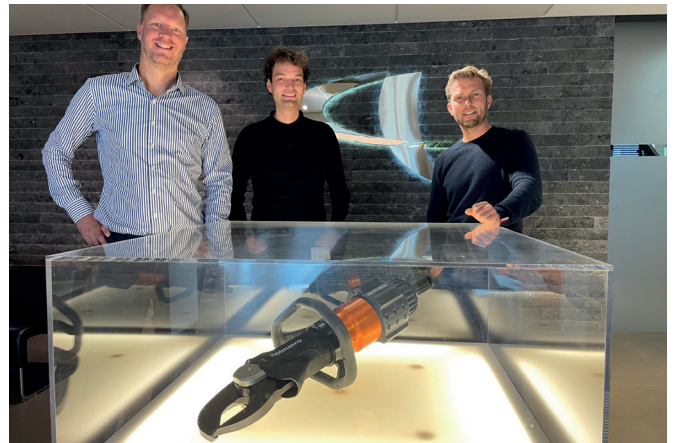
Full tilt transparency

Holmatro's rescue tools combine considerable forces with a compact design. Everything is aimed at efficiency and safety, to which Panasonic Industry also contributes. Sensors and connectors: these are supplied in customised form, rendering them immediately applicable. And this has remained the case in recent times, despite the substantial challenges posed by the global supply chain. "The most favourable relationships are forged on the basis of bottlenecks jointly resolved."



Innovation can take a company a long way, but should it be one's sole focus? Indeed not, they appreciate at Holmatro. The company is a specialist in hydraulic services and equipment that comes in handy when every second counts. So innovate? Certainly, marketing manager Jilles Duyndam admits. "But only in combination with an eye for quality. Our equipment simply needs to work. Literally anytime and anywhere!"

Holmatro supplies customers in the offshore and shipbuilding industries, among others. However, the company also manufactures equipment for special tactics and rescue operations, right here at its plant in Raamsdonksveer, Brabant. Think in terms of operations by police and army units. For instance, when the fire brigade needs to extract someone trapped in a car. Such interventions rely on the ability to swiftly cut, force and spread even the sturdiest materials. And that is exactly what our Pentheon portable tools do, thus ensuring that Holmatro remains the market leader in the field of rescue equipment. "We lead the world in this regard, striving to achieve excellence in performance," Jilles enthuses. "And all with a view to working efficiently and, above all, safely."

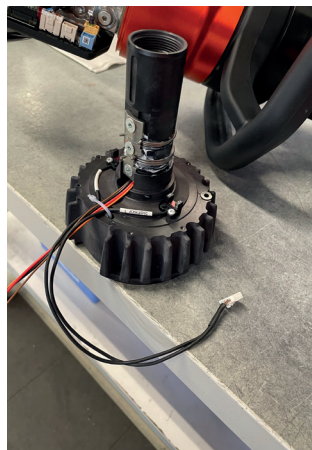
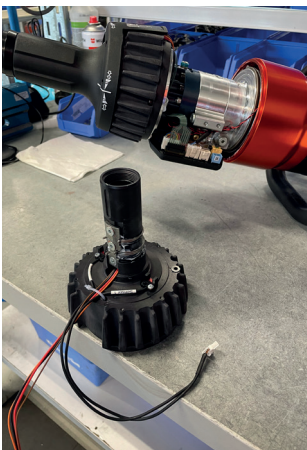


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In needs to be compact

Pentheon tools simplify and speed up the user's work. They therefore weigh as little as possible, they are also ergonomically sound and easy to use, being absolutely packed with the required technology to achieve this. It is all about a measured interaction between parts, about components that are themselves as compact as possible. And the latter in particular also applies to Panasonic Industry's sensors, which do their job in two areas of Pentheon tools.

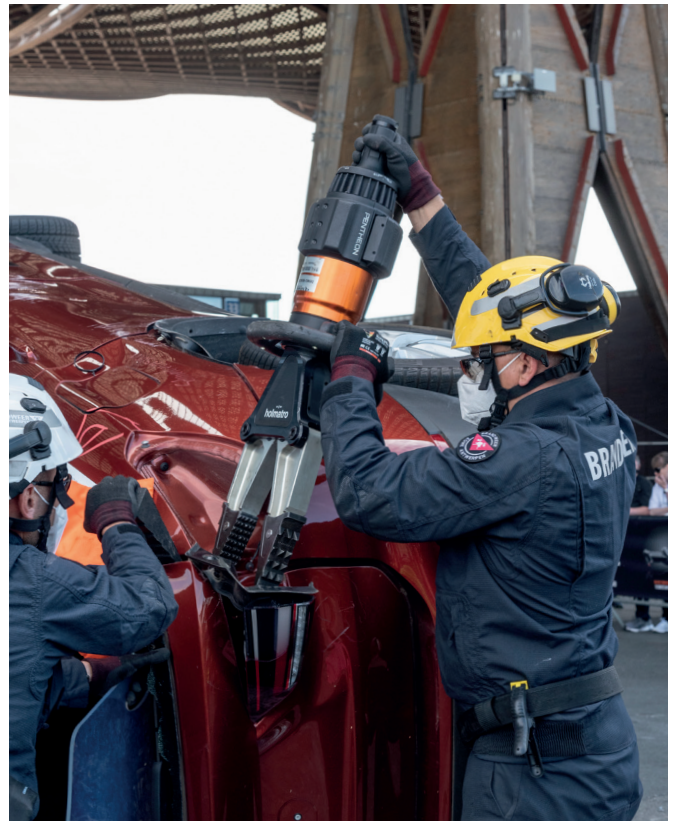
While the PM-25 fork sensor in the Pentheon ram closely monitors maximum working pressure to ensure it is not exceeded, two PM-25 fork sensors in the Pentheon shears co-direct their operation. If the user flips the lever to the left or right, then the sensors ensure that the shears either open or close. And they do so by means of a signal to the connector, which Panasonic links to both sensors, making it part of a ready-to-use set. Fit for purpose therefore, as Holmatro's procurement manager, Peter Binnekade, points out with satisfaction. "This level of customisation makes our manufacturing process smoother, as we can integrate the sets directly in our products."



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Mutual consideration

Customisation obviously has its value. According to Peter, however, the true strength of a sound partnership is most evident in a supplier's attitude. Its ability to meet commitments, but also willingness to put heads together to devise a solution. What about the faltering supply chain? Even Panasonic Industry failed to avoid its recent repercussions. There was considerable pressure on supplies, including those to Holmatro. "This makes things difficult for a supplier, as we fully appreciate," Peter admits. "The fact that said supplier nevertheless succeeds in meeting its commitments – as Panasonic did – is therefore highly significant. Particularly when one considers that we scaled up our forecast by 20 per cent last year. We enjoy mutual consideration, while communication is open and transparent. And that's rather pleasant." In the case of Pentheon tools, business involves over thousands units annually. So, how might at least the sensors required for those be provided? According to Peter, the solution can be largely attributed to a concerted effort and close, timely consultation. "A great deal depends on how one is treated and informed as a customer. And Panasonic certainly hits the mark on both counts; we view its support in a positive light."



Saving human lives

Another contributing factor for consideration was the function of Holmatro's rescue tools for society. These tools help save human lives, which gave Panasonic every reason to prioritise the deliveries in question. "A customer that fulfils such a social role is something that our company truly values," explains Roel Lommers, key account manager at Panasonic Industry. "Contribution to society is one of our company's seven principles, which enjoys broad support throughout the Panasonic organisation." Peter greets Roel's comment with approval: "One thing we have noticed about Japanese companies such as Panasonic is their genuine keenness to support our business. They appreciate the urgent nature of our products." This fits in well with madison industries' mission, of which we are a part: Making the world safer, healthier and more productive."

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Being there when needed

Similarly to Peter, Roel emphasises the open and transparent cooperation between the two parties. There is mutual understanding, is the way he puts it, and no false promises, according to Peter. "It's just about being there when asked and taking responsibility. We know from Panasonic that the company does that for us."

At the end of the day, a period like the one we witnessed recently makes things crystal clear. After all, how well do you get to know a partner while things continue to run smoothly? Peter: "The most favourable relationships are forged on the basis of bottlenecks jointly resolved." I think we have jointly proven this in recent times."



About Panasonic Industry

As part of Panasonic Corporation's global business, people at Panasonic Industry strive for continuous innovation and share the company's mission and vision - shaping the future for the better. To take engineering to the next level, Panasonic Industry researches, produces and supplies technologies for a vast range of industries. From the tiniest electronic components manufactured in billions of units, to full-custom batch-size 1 factory automation devices, our clear focus on performance, quality and reliability sets the bar high in multiple market sectors and also in industry trends: industrial automation, smart home and building automation, energy solutions, E-mobility and automotive engineering, smart farming and many others. Being an integral member of Panasonic's global family, albeit with a strong network of local European partners, Panasonic Industry is proud to offer continuous and outstanding support to all customers.

Over Holmatro

Idraulica promuove l'efficienza

Holmatro Group is a Dutch firm. Founded in 1967, it has a current workforce of some 400 and branches in the Netherlands, the United States and China. The brand is represented in over 160 countries, supplying hydraulic products and services. The last of these categories also comprises software and online portals, says Jilles Duyndam, global marketing manager Rescue Tools at Holmatro. "Furthermore, we will soon be launching a new shoring system, with which we efficiently support the stability of objects and vehicles."



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