



INTERVIEW

BW Papersystems Offers Solution for Standard and Custom Applications

share the comprehensive process knowledge and ex - developments helped BW Papersystems in moving for -

developments of new valuable solutions for our customers are well under way.

paperASIA: What are the latest technology that have been developed by BW Papersystems' R&D programme?

BW Papersystems: For sure one of the most impressive de -
velopments has been the eCon folio sheeter. Launched in 2014, it has been developed using advanced design methodologies to offer high quality twin synchronous sheeting at an extremely attractive price level. It was on display during this year's drupa and we got a couple of orders, including from Asia. Customers were impressed by its quick ROI, its reliability and its cut quality.

PaperASIA: What are BW Papersystems' latest installations?

BW Papersystems: In Asia, we have several installations ongoing in China and Indonesia currently, with more to follow in the next months. But we are active in all parts of the world, not only for new machine installations, but also for machine rebuilds and upgrades.

PaperASIA: Customers' satisfaction is also very important. How do you ensure your customer services are of the highest quality?

BW Papersystems: Customer Trust is at the foundation of what we do. We are committed to earning our cus -
tomer's trust by communicating to align expectations, and we have an intense focus on creating a culture of disciplined performance to satisfy our cus -
tomer's needs. Our goal is: we want to be a partner and problem solver to our customers, not only a supplier. Recently, we established our Customer Trust team that looks beyond an order, focusing on the overall customer need. In addition, with our regional service engineers and spare parts warehouses in Germany, USA, Brazil, Mexico, and Singapore and in Shanghai, we try to be as close to our customers as possible so we can support and supply them as quick as possible. And as the original suppliers of their machines, we know best what parts are needed – even for older machines and for obsolete parts.

paperASIA: BW Papersystems is -

rope, America and Asia. How do you view the market developments in these locations? How have the