EXPERT INTERVIEW

**Three questions for...**

**Christian Jacob, Head of Marketing**

**Networked doors, online product platforms and digital business processes - when it comes to digitization, EFAFLEX is at the forefront. The areas of Industry 4.0, Smart Factory and Internet of Things are just as much a focus as the digitization of various work areas. In an interview, Marketing Manager Christian Jacob talks about the company's digitization strategy.**

**Mr. Jacob, your in-house four-dimensional model includes the digitization of the world, at the customers as well as process and product digitization. At what level are you driving the digital transformation of your industry the most?**

The global dimension and the customer dimension are passive levels that require thorough research and careful listening: What are relevant areas and associated trends for key target groups? This is what gets us into action: looking is the basis for a sustainably efficient digital strategy. Digitization is a booster that the corona pandemic has intensified again. This leads us to the third dimension, process digitization. Within this, it is important to optimize existing processes in your own company as well as in relation to customers and business partners. Our focus is on the dimension of product digitization, in which we proceed with a sustainable approach.

**Where exactly do you start?**

As a premium provider and innovation driver, it has always been important to us to be a pioneer rather than a fast follower. We make our high-speed doors even better by integrating them into a digital environment. For example, maintenance can be simplified with different digital service tools. In addition, we equip our doors with sensors to make them smarter and thus make our customers' on-site processes safer and more efficient. The sensors detect, for example, movements or obstacles in the door area and consequently slow down the opening or closing process. The digitized models of our doors can also be used as a support in modern building planning use, keywords here would be "BIM" and "Smart Building". However, digitization is not only aimed at process optimization and increased efficiency. From our point of view, it is also a sustainability booster. We picked up on that and developed the EFA Energy-Saver: our latest digital tool, which we are presenting at BAU. This tool shows the effect of our doors in terms of sustainability for the customer and shows potential savings in real time and based on well-founded data. In concrete terms: the tool uses a direct comparison with existing sectional doors to calculate how much CO2, kilowatt hours and Euros can be saved with a new EFAFLEX door.

**Do you think there are limits to digitization?**

Our credo is: don't just do something just because it's possible. Instead, focus on what has useful added value for the customer. That is also our message when it comes to sustainability. We want to create an impact - that's where we start with our steps, regardless of which of the four digitization dimensions we are moving in. It is important to listen carefully and to cover the needs of our customers accordingly. Because of course they play an important role in the digitization process. In the future, too, we don't want to be measured by the mass of digitization measures, but by the concrete added values.

***Company information EFAFLEX***

*EFAFLEX produces high-speed doors for industrial applications. Founded in 1974, the company works for clients from industry, trade, food production and the chemical and pharmaceutical sectors, among others. As the only manufacturer in the field of high-speed industrial doors, EFAFLEX is listed in the world market leader index and is therefore one of the 461 top companies in Germany, Austria and Switzerland. The family company employs more than 1,400 people worldwide. With its headquarters in Bruckberg, Bavaria, EFAFLEX is firmly anchored as the largest employer in the region. In addition, the company opens up international markets with ten subsidiaries on five continents. EFAFLEX generates more than 60 percent of its sales abroad.*

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