

raum für ideen*

2018

Good ideas are needed everywhere.
That's why we're bringing ours directly to you.



From the idea onto the road: The LÜBBERING ShowTruck is ready for the tour.

EVERY IDEA REMAINS JUST AN IDEA – UNTIL YOU TAKE IT SERIOUSLY AND FOLLOW THROUGH.

We have been thinking about a LÜBBERING ShowTruck for some years now. Time and again, our customers have stressed their enthusiasm for LÜBBERING product presentations at trade fairs. The essence of these conversations is that often many of their colleagues don't have the time or opportunity to attend these trade fairs. Thus they also don't have the chance to see the range and possibilities of our product landscapes and services first hand.

This led us to one conclusion: if our customers and partners can't come to the trade fairs, we'll simply bring our ideas to where they're needed, straight to the company premises where our tools are used.

raum für ideen – a meeting place for our partners and customers to develop solutions and ideas together with our experts.

This **raum für ideen** is more than just a ShowTruck, it is the partial relocation of our company to our customers and partners, making it more than just one more idea.





ONE YEAR – MANY HANDS – ONE AIM: THE SHOWTRUCK IS TRANSFORMED INTO A ROOM FOR IDEAS.

The idea behind the ShowTruck is one thing but precise planning is required to transform it into a finished vehicle.

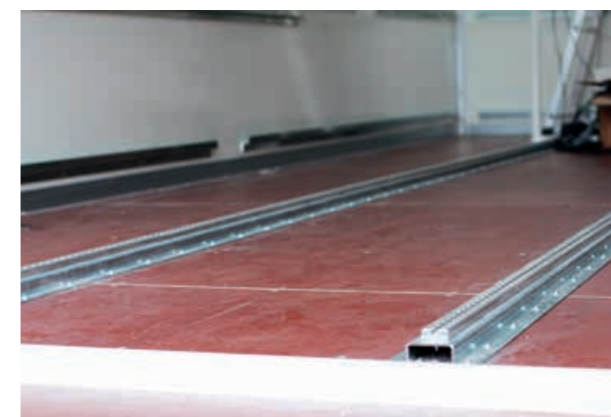
One idea after another was checked and assessed but rejected. It took cooperation with a long-term friend of LÜBBERING, Ulrich Disselkamp from the truck sales department of BERESA OWL, and also Sebastian Kaufmann of WEKA Fahrzeugbau from Wiedenbrück, to implement the idea in its current form.

The solution to all weight and space problems was a trailer. Armed with this information, further planning could then commence. It was clear that the design should match our group's corporate design and the simplistic elegance of the Motek trade fair stand concept from 2015 seemed the obvious choice. The concept was finalised and implemented together with our long-term trade fair construction partner step one from Hamburg.

In cooperation with the Design, Sales and Production departments, our Corporate Communications Manager Verena Baxhenrich was responsible for the project.

The **raum für ideen** embarked on its maiden voyage in July 2016: Hamburg, Osnabrück, Wörth am Rhein, the Teutoburg Forest and East Westphalia were the initial destinations. Our employees Uwe Bröskamp and Daniel Frauendorf were charged with the nerve-racking job of casting the **raum für ideen** in the right light, from morning to night for the film team and photographer – under the constant challenge protecting the truck from scratches. After all: guiding our 18-metre long, jet-black, shiny, brand-new ShowTruck down the middle of a track through the Teutoburg Forest not only requires great skill but tough nerves as well.

“Perfect team, perfect planning, perfect implementation – the **raum für ideen** is a team effort between all employees of LÜBBERING who I am extremely proud of and extremely thankful for.” – Achim Lübbering, Managing Director of LÜBBERING.



**WE'RE SETTING OFF IN ALL DIRECTIONS FOR YOU –
BECAUSE THERE'S ALWAYS ROOM FOR IDEAS.**



**YOUR INDIVIDUAL SHOWTRUCK EVENT ON SITE:
WELCOME TO THE 'RAUM FÜR IDEEN'.**





The ultimate in individuality: The **raum für ideen** is there for you all day long.

PERSONAL, DIRECT AND WITHOUT DETOURS: EXPERT KNOWLEDGE AND PRODUCTS FOR YOUR APPLICATION.

The **raum für ideen** is aimed at customers, partners and people interested in LÜBBERING. First, we coordinate with you and organise the event at your premises. We send your employees and colleagues written invitations and provide you with posters for the event which is individually tailored to your needs.

Planning engineers, machine operators and maintenance technicians can see the quality and versatility of LÜBBERING products live in person – like at an exclusive trade fair. They can test fastening solutions at fastening stations and can evaluate a wide spectrum of geared offset heads ranging from our standard **L.SP3** to our sophisticated special geared offset head.

See our drilling technology products **L.ADU** in operation and get to know the **L.ADU** smart interface in Industry 4.0 Standard.

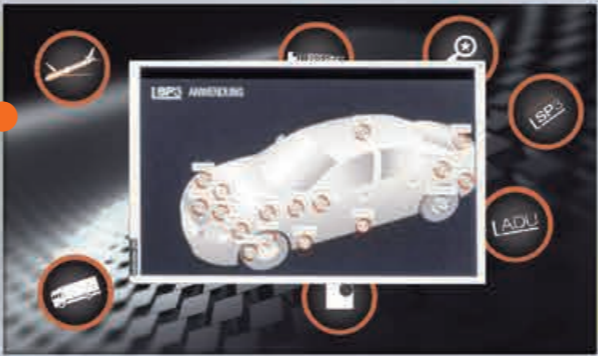
Discuss the details of ongoing projects and clear up any questions you may have with our expert team.

- + **Fastening and drilling technology products to try out**
- + **Exclusively at your premises**
- + **Unfiltered expert knowledge**
- + **More than 120 tools on board**





Interactive product experience at the touch display



L.SP3 special fastening solutions

L.ADU drilling units (pneumatic, electronic)

Fastening solutions to try out on various fastening stations

Various types of fastening systems



Practical fastening stations to try out.

HERE YOU WILL SEE, TEST AND FASTEN EVERYTHING YOURSELF – FASCINATION GUARANTEED.

The focus is firmly on your projects and applications in the **raum für ideen**. It's time to take matters into your own hands: test the handling and functionality of our geared offset heads in conjunction with tools from various manufacturers on a large workbench with different fastening stations. Find out how to access hard-to-reach fastening points with special solutions and what you should pay attention to early on in the process.

Planners and users can test the handling of open geared offset heads together, solve fastening problems in production and thus optimise their fastening processes.

Like all tools from LÜBBERING, our angle heads are subject to the most stringent quality standards. Find out how these angle heads are designed and what should be kept in mind during planning and handling. See for yourself in a practical test. Gather information on the installation and

removal of geared offset heads: we can offer you an initial insight and show you how to enhance your expertise at an L.SMR training course in Herzebrock.

- + A variety of realistic fastening stations
- + Geared offset heads with tools from various manufacturers
- + Handling tests for users
- + Tips and tricks for maintenance technicians





IDEAS FOR FASTENING TECHNOLOGY TO TRY OUT: OUR STANDARD L.SP3 PROGRAMME.

Discover the great variety that our L.SP3 standard range has to offer: unlimited possibilities open up beneath the workbench. Get to know the world's largest standard range of geared offset heads with 460,000 combinations.

Our experts will explain the L.SP3 product range and give you an overview of the entire range of output socket profiles, angle heads and sockets.

- + **Wide variety of L.SP3 geared offset heads**
- + **Configuration options of the L.SP3 series**
- + **Angle heads of all sizes**
- + **Output socket profiles in all shapes**

OUR SPECIAL SOLUTIONS: FASTENING TECHNOLOGY, POWERED BY YOUR IDEAS.

Even though L.SP3 offers largest standard range in the world, countless special solutions are still required to handle the most complex fastening applications.

This is where the special geared offset heads from Herzbrock have been providing solutions to our customers' and partners' problems for decades.

Can LÜBBERING geared offset heads also fasten in a circle? You will find the answers to this and many other questions in the **raum für ideen** – and learn about many

special fastening systems for highly specific applications. After all, you can always rely on us to find the ideal solution, even for exceptionally hard-to-reach situations.

- + **More than 50 different special geared offset heads**
- + **Suggestions for your application**
- + **Making the impossible possible**



COMPLEX AND PROFOUND: OUR DRILLING TECHNOLOGY SOLUTIONS FOR ALL PRECISE AND INTRICATE CASES.

The brand **L.ADU** represents high-precision drilling units from LÜBBERING. We are presenting the latest machines from our think tank in eastern Westphalia.

Find out that Industry 4.0 is a familiar concept at LÜBBERING – it's product development in practice. However, drilling is not the only focus: handling, ergonomics and performance data are all discussed in detail.

- + **L.ADU electronic 255 "live" in use**
- + **Smart drilling**
- + **External programming with L.ADU smart interface**



STILL MORE IDEAS TO EXPERIENCE: OUR INTERACTIVE CONNECTION TO THE LÜBBERING PRODUCT RANGE:

In order for you to experience our applications and solutions visually, we have been presenting these in a completely new form. A brilliant touch display presents a wide variety of applications with additional information such as image and video material as well as CAD data on fastening systems.

The L.SP3 configurator also makes it easy for you to create the solution you want on the display. Our expert will inspire and guide you step by step through the specific configuration you want in our ShowTruck.

- + **Product videos and images by touch**
- + **3D data as a visual experience**
- + **L.SP3 configurator "live" in action**

**AT THE END OF THE DAY, WE KNOW PRECISELY
WHAT MATTERS TO YOU: MORE KNOWLEDGE.
AN AIM WHICH WE WILL DEFINITELY ACHIEVE.**



WHATEVER YOU WANT, WHENEVER AND WHEREVER YOU WANT IT. TELL US AND WE WILL PLAN EVERYTHING FOR YOU.

We will handle everything you need to organise a perfect ShowTruck event at your site – and will happily tailor all aspects to meet your individual requests and needs.

Contact us! We'll be glad to organise the detailed planning and arrange the topics, presentations and length of the event together with you.

We are looking forward to your call and to your event!

+ **Individual**

+ **Relevant**

+ **Interactive**



Watch the video of our ShowTruck

luebbering.de/showtruck



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