

PRISMA

The WILD Group magazine

Issue no. 3 • 2018

SEE EVERY DETAIL.

WILD Integrated Network develops an innovative high-power light source for surgical microscopes.

▼ **WILD**

▼ **PHOTONIC**

Business Development Team drives growth at WILD.

2.7 million invested in CNC production and measurement technology.

Well combined: Photonic develops 2-in-1 combo light.



Wolfgang Warum

CTO WILD Gruppe & Managing Director WILD Electronics

CREATIVE MINDS, TECH VISIONARIES, AND COMMUNICATIVE NETWORKERS.

Combining vastly different topics, skills and approaches has been part of the WILD Group's DNA for many years. Especially in times of strong growth like these, this open way of thinking is a recipe for success we remain loyal to.

To strengthen the Holding's management resources, I was appointed third managing director of the WILD Group as of 1 June 2018 and I am now in charge of marketing, sales and development. The Business Development team has also also staffed up to six members to further expand our proven markets and tap into new ones. Each one of the team members comes from a different division of the company and contributes different experiences and skills. This multitude of competencies and perspectives represents an inspiring source of new ideas. These different viewpoints allow us to better identify customer requirements and thus develop new solutions for you.

Photonic achieved a similar feat with its innovative 2-in-1 combo light, which unites diagnosis and treatment in an interdependent process. In the future, this device will allow for a smooth transition from examination to phototherapy in newborn jaundice. Check our report on the innovative high-power xenon light source for surgical microscopes to find out how our customers benefit when we network them with our WIN partners. Together with experts from the WIN Partner Network, WILD developed a first prototype in near record time.

Maybe you too will find something in this latest issue of PRISMA that will inspire you to get in touch with us.

Yours Wolfgang Warum



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PRODUCTION

ON ROUTE TOWARDS INDUSTRY 4.1

WILD

Significant investments in plant equipment ensure that the journey towards a digital production company continues at full speed.

The WILD Group will invest EUR 2.7 million in its Völkermarkt factory this year alone. This marks a significant step towards greater economic efficiency, productivity and quality. After all, WILD is not known for focusing on one-off solutions, but for keeping an eye on the big picture. The same applies here: the company took these measures toward greater automation in CNC production and measurement technology as an opportunity to also optimise the goods and information flows around these.

The major productivity gains from the new plant equipment will not come uniquely through increases in speed. „We are also keen on eliminating any waste in these processes. This can only be achieved if, in addition to the system, we also focus on its immediate surroundings and the corresponding information flows“, Production Manager Robert Lackner explains. In the past, for instance, machine operators would be given tool information on paper. Meanwhile, the machine receives this data directly from the tool-measuring device. This eliminates boring routine activities, reduces error rates and saves time. „The next step will be to make drawings and setup sketches available in a digital form. We've already set up a prototype workplace.“

The essential advantage is that the new systems need less human intervention. The loading and unloading of the HERMLE C32 milling machine with workpieces, for instance, is done completely automatically by a KUKA robot. When combined with a large tool magazine, it is no longer

necessary to have a complicated setup and running-in of components into the machine. „The RS05 robot cell can work fully autonomously during the night or on Sundays and holidays. After the weekend, our workers will take out the finished parts“, Lackner explains. In order to expand its part range in terms of size, WILD purchased a HERMLE C42 for larger milled parts. The machine can also be used for multiple setups. In the lathing section, this year the company will invest in an OKUMA LU 3000, an additional lathing centre that allows for milling above driven tools. „In surface engineering, we are also working on the automation of the painting process using robots“, says Production Manager Mario Pföstl.

WILD's planning agenda also includes reorganisation of the measurement technology division. „Our aim is to integrate measurement into the value stream as smoothly as possible, and to further advance the statistical process control (SPC). For this purpose, we want to digitise the collection and management of measurement data wherever possible“, adds Lackner.





➤ PRODUCTION ➤ DEVELOPMENT

CROSS-NETWORKING, A WIN-WIN SOLUTION

▼ WILD

Together with experts from the WIN Partner Network, WILD developed an innovative high-power xenon light source for surgical microscopes in near-record time.

Neurosurgery is considered one of the most demanding specialist areas in medicine. A supreme art, if you will. The same applies to the devices used for such surgical interventions. The requirements are formidable: highly complex technologies, ever more stringent regulations and standards and ever-increasing time and cost pressure. Those venturing into such projects must have quick access to a comprehensive pool of expert knowledge.

This is precisely what WILD did when a renowned medical technology manufacturer approached the systems partner in April 2017. Their plan was to develop an innovative high-power xenon light source for use in neurological interventions. The main challenge was that the UV component in light can cause injuries during surgery. Especially in the case of procedures on the brain, the burning of tissue may even lead to the

death of a patient. For this reason, the light source had to meet the requirements of safety class C according to IEC 62304. In addition to the development of the software and the electronic components, one also had to tackle thermal and FE simulation as well as mechanical design.

Quick access to leading edge knowledge

For WILD project manager Franz Rittmannsberger, the choice was clear: this was a case for the WILD Integrated Network (WIN). „After an internal analysis of the broad requirements, we picked out those partners from the WIN experts matrix who should be involved in this project“, explains Rittmannsberger. Only two weeks later, all of the players had been identified and the distribution of tasks defined. After all, WILD has access to detailed information on the expertise of all WIN partners and the corresponding agreements have all

been settled. The partner companies are in a „standby position“ so that a quick project start is guaranteed.

In addition to the Wernberg and Photonic sites that will provide support in the concept phase, WILD took three WIN partners on board for the development of the high-power light source: **4a engineering** for the simulation and dimensioning of the cooling system, **Duller & Partner** for the implementation of the technical concepts in CAD and **CDE GmbH** for the development

of electronic components and software. Coordination of timetables, compilation of all regulatory topics and delivery of bundled information to the customer were all done centrally from Völkermarkt. The main focus was on coordinating the

development processes with each other and integrating them in the central process defined by WILD. An essential element was the establishment of traceability between the requirements and the related verification tests. „This all-in-one solution enabled the customer to outsource its product development up to serial production while maintaining a single contact partner throughout the entire process“, says Rittmannsberger.

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Particular technical challenges and implementation

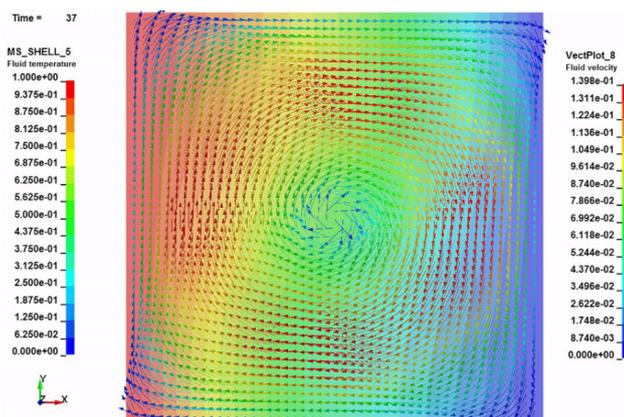
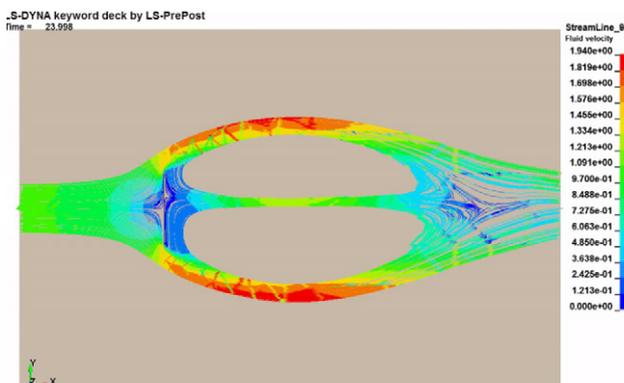
The light output of the new xenon light source is significantly higher than other systems currently available on the market. In order to implement this higher requirement in the same installation space, it was necessary to develop an adaptive cooling system. „In the flow simulation, we were able to demonstrate that a system with four fans regulated according to the respective thermal load is best-suited“, says Christoph

Weinberger of 4a engineering. In the initial stage, Weinberger and his team carried out an „incompressible computational fluid dynamics (ICFD) simulation“ to illustrate the flow through the light

source. After that, using the finite element method, they determined those areas in which hot spots are created in the system. Validation of the results from these simulations took place in the WILD laboratory using measurements on a functional sample

Tackling the required high ignition voltage of the xenon light source was a special challenge for CDE GmbH. „We had to accommodate electronic components and power components on a single board, while avoiding destructive voltage spikes jumping from one system to the other“, Jürgen Nußbaumüller recalls.

Thanks to the collaboration with the WIN players, WILD was able to produce a first prototype of this new high-power light source after just 13 months. Serial production will begin at WILD’s Völkermarkt site in October 2018





↗ INTERN

LATERAL-THINKING, EMPHATIC AND COMMUNICATIVE.

▼ WILD

CTO Wolfgang Warum and his six-member interdisciplinary team are not shy of new approaches in business development.

Understand the market's requirements right down to the last detail and, based on that understanding, implement smart solutions that delight customers: this is the challenging and motivating task that Wolfgang Warum has set for himself in his new role as the third Managing Director of WILD Holding. He is now in charge of marketing, sales and development throughout the group, and he is assisted by a business development team that has been expanded to six members to accommodate WILD Group's growth: Marketing and Sales Assistant Heidrun Freimuth, BD Manager Wolfgang Stiegmaier and Business Developers Franz Aigner, Markus Woschitz, Stephan Payer and Matthias Schmid.

The team operates as an independent unit, though each one of them comes from a different division of the company, ranging from a young marketing expert to an experienced business developer with numerous international contacts. „This multitude of competencies and perspectives is an inspiring source of new ideas and approaches for market cultivation and strategic key account management“, assures BD Manager Wolfgang Stiegmaier. This unique team constellation presents an additional advantage: each member is involved in his or her division's day-to-day business and thus always up to date. „This

“This multitude of competencies and perspectives is an inspiring source of new ideas and approaches for market cultivation”,

says Wolfgang Stiegmaier.

allows us to better identify customer requirements and to develop and implement individual solutions even more flexibly“, Wolfgang Warum explains. At the same time, each division benefits from the fact that the Business Development team contributes new inputs and stimuli.

Franz Aigner and Markus Woschitz only recently joined WILD. The two bring with them several years of experience in sales and business development. **Franz Aigner** has implemented product and technology rollout projects around the world. Over a period of ten exciting years, he delved into the development of innovative industrial digital printing systems, thereby becoming acquainted with the manufacturing processes of many

different industries in the process. His pleasure in reaching out to people in different countries and continents and inspiring them with new ideas is definitely beneficial to his task as Business Developer for Medical Technology.

Markus Woschitz contributes comprehensive know-how in online marketing and an excellent knowledge of the Italian language. His tasks include the evaluation of the Italian market potential for the target segments surgical equipment, in-vitro diagnostics and additive manufacturing.

Stephan Payer, a former network manager of a technology cluster, sees the creation of new networks and the development and improvement of existing ones as his turf. His main task in Business Development is to process the segment of in-vitro diagnostics in the DACH region and in Italy, France, the Benelux countries and Scandinavia.

The role of **Matthias Schmid** is to explore potential new customers and projects for optical technologies

As a long-serving member of the WILD Group, **Wolfgang Stiegmaier** has already held several positions in the company. He knows the creation path of a product from development to serial production like the back of his hand. At some point, he discovered a passion for sales and has now been working in Business Development at WILD for the last three years.

To this day, the only woman in this circle of gentlemen is **Heidrun Freimuth**. Her work focuses on the marketing of the WILD Group. She considers it a labour of love. Her aspiration is to connect humans and technology and to add inject some „emotional intelligence“ to the sector.

Multiply the power.

The BD forum, especially convened by Wolfgang Stiegmaier, serves as the platform for the Business Development team. He organises a meeting every four weeks, during which the team members exchange experiences and provide new impulses. One of the team's strong priorities lies in the acquisition of new customers, especially in the defined target markets of in-vitro diagnostics, additive manufacturing, surgical equipment, medical robotics, laser technology, 3D measurement technology and ophthalmology. Their motto is: „Focus and multiply the power.“ Moreover, a continuous screening process identifies and processes new attractive target markets. Our customers benefit from our in-depth knowledge of these segments, since we deal intensively with topics relevant to them.

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INTERN

THE BRIDGE BUILDER.

WILD

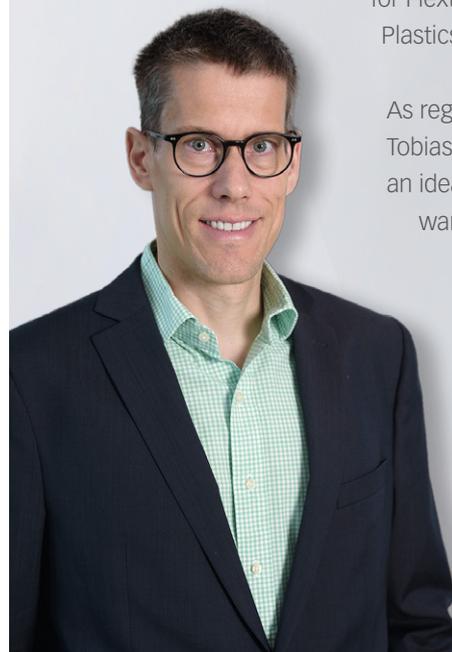
Tobias Knoop, new Managing Director of WILD Technologies, is setting the course for even more efficient, high-quality production thanks to stable processes.

He speaks fluent Slovakian and is familiar with the Slovak mentality, which reflects the country's geographical position between East and West. German-born Tobias Knoop has been living and working in Slovakia for almost 14 years. In May 2018, he was appointed Managing Director of WILD Technologies in Trnava. „My declared objective is to further improve planning, i.e. material use, stock held and service level, so as to efficiently produce high quality“, says the 44-year-old economist. „This calls for stable processes. Establishing and guaranteeing these will be the foundation for generating further.“ A handful of new products will already be launched this year, including a module for an FTIR spectrometer.

„A very broad field of opportunities to shape things is opening up for me, which I will systematically tackle together with my committed team and with the backing of the Group“, says a confident father of two. When asked about the prerequisites he holds for the job, he answers calmly: „Emotional balance, good communication skills and diplomatic aptitude. I consider myself a bridge builder between different mentalities.“ Other characteristic features he cites are the pleasure of working with people and a willingness and curiosity to advance as an individual every day. In his current role as managing director,

he will also benefit from his professional experience as plant manager for Flextronics and DS Smith Plastics in Nitra/Slovakia.

As regards team-building, Tobias Knoop already has an idea: the hobby runner wants to encourage his colleagues to take part in a company run, true to his credo „believe you can and you are halfway there.“



➤ DEVELOPMENT

WELL COMBINED.

▼ PHOTONIC

Photonic is adding phototherapy to its „ATO-Light for Life“ examination light range with a 2-in-1 device for the diagnosis and treatment of newborn jaundice.

Diagnose and treat immediately. Theranostics is a promising trend in medicine because it combines diagnosis and treatment in an interdependent process. The benefits it brings become evident in the example of Photonic's 2-in-1 combo light. In future, this device will allow a smooth transition from examination to phototherapy in newborn jaundice. This results in less stress for newborns, optimises staff workflow and saves costs. „If diagnosis is clear after the first visual inspection, the physician can immediately begin with treatment as the 50,000 lux, 2-in-1 combo light is also equipped with blue LEDs with a dominant wavelength of 458 nm“, explains Photonic Business Developer Joachim Enengl.

New applications

The treatment of newborn jaundice is only the first application envisaged by Photonic for this innovative

combo light currently in the prototype stage. „As a result of the modular structure of the examination light and the use of additional wavelengths, we can quickly expand the scope to more applications, such as, for instance, photodynamic diagnosis and therapy of cancer, wound healing, and sterilisation“, Enengl explains. Here, Photonic benefits from its wide range of know-how in technical product development, especially with regard to regulatory requirements. „Yet medical expertise is also required to guarantee maximum safety and efficacy in the therapeutic application of light“, adds Enengl.

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The WILD Group

The WILD Group comprises the WILD brands based in Völkermarkt, Wernberg (Austria) and Trnava (Slovakia), and the Vienna-based Photonic. We are your reliable partner on a path of continuous growth. We generate an annual group turnover of 91 million euros with a staff of 442 highly qualified workers and employees.