

What will 2024 be like?

What will be the biggest challenges in 2024? And how are companies taking steps to prepare for them? MM MaschinenMarkt has interviewed Lutz Büttner.

What do you think will be the greatest challenge in the year 2024?

Lutz Büttner: As a specialist in direct fastening and sealing systems, we have established ourselves primarily in the automotive sector. I see the most exciting challenge in continuing to accompany the demanding transformation of the automotive industry; at the same time, we want to position b&m even more broadly. The potential is enormous: our fasteners, which were originally developed for use in modern cars, also score highly in applications in other industry segments.



Lutz Büttner is a member of the senior management at baier & michels.
(Foto: Scanner GmbH Kuenzelsau)

How is your company preparing for this challenge?

We don't just want to impress as a supplier, but first and foremost as a partner who listens and understands. That is why our products are not variants of something that already exists, but new developments for specific problems. We approach manufacturers of agricultural and construction machinery, for example, as well as manufacturers of heating and pump systems with this offer.

In doing so, we seek out exchanges at trade fairs and benefit enormously from being part of the Würth Group. Thanks to our cooperation with WIS – Würth Industrie Service –, a subsidiary within the Group, we can combine our know-how in the areas of development and production with the logistics expertise and huge industrial network of WIS. This enables us to offer customers solutions from a single source.

What are you particularly looking forward to in 2024?

That our growth trend will be given a special exclamation mark. We are expanding the production area at the company headquarters in Ober-Ramstadt and establishing a manufacturing process that we have developed there: This will enable us to produce classic long turned parts, which are usually created by machining, using cold forming.

What key trends do you see for the year 2024?

In my view, it is the even shorter development times in many industry segments. The aim here is to further improve the interplay between quality, cost efficiency and eco-balance.