

**NORO's success  
by the use of**

**CADENAS  
eCATALOGsolutions**



## Christian Lechnitz

employed at NORO Gesellschaft für  
Rohrsysteme mbH since 2006

### Responsibility:

- Executive Assistant
- Key accounting
- Field representative

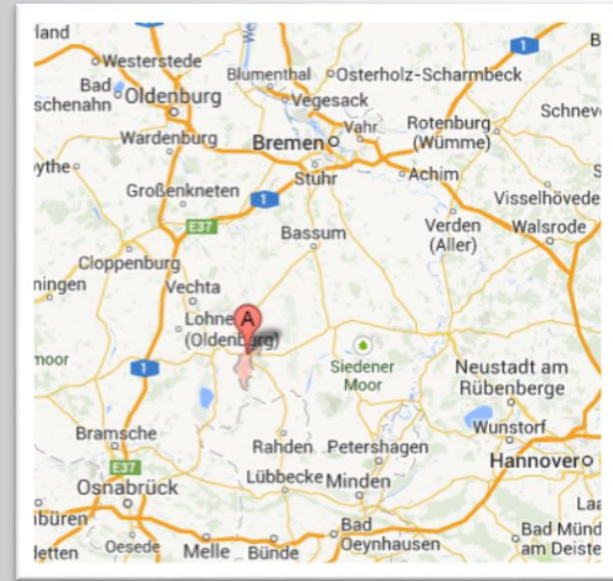
### Projects:

- CADENAS eCATALOGsolutions
- Scanner logistic stock Rehden
- SAP Business One / ERP
- Various projects in marketing & sales



# 30 years NORO Gesellschaft für Rohrsysteme mbH

- 1983** MT Metallbau Twistringen GmbH
- 1987** Founding of NORO GmbH as a sales company
- 1997** Consolidation of the two companies to form today's NORO GmbH
- 2010** ISO 9001:2008 certification
- 2011** Launch CAD-portal based on CADENAS eCATALOGsolutions
- 2012** New building in Rehden  
Shifting headquarter from Sulingen to Rehden
- 2014** CADENAS ...



49453 Rehden, Kruppstr. 1  
Germany

## Locations

- NORO GmbH Rehden, Germany ca. 70 employees
- NORO Systemy Rurowe, Poland ca. 20 employees
- OOO NORO, Russia 3 employees

## Field of business activity

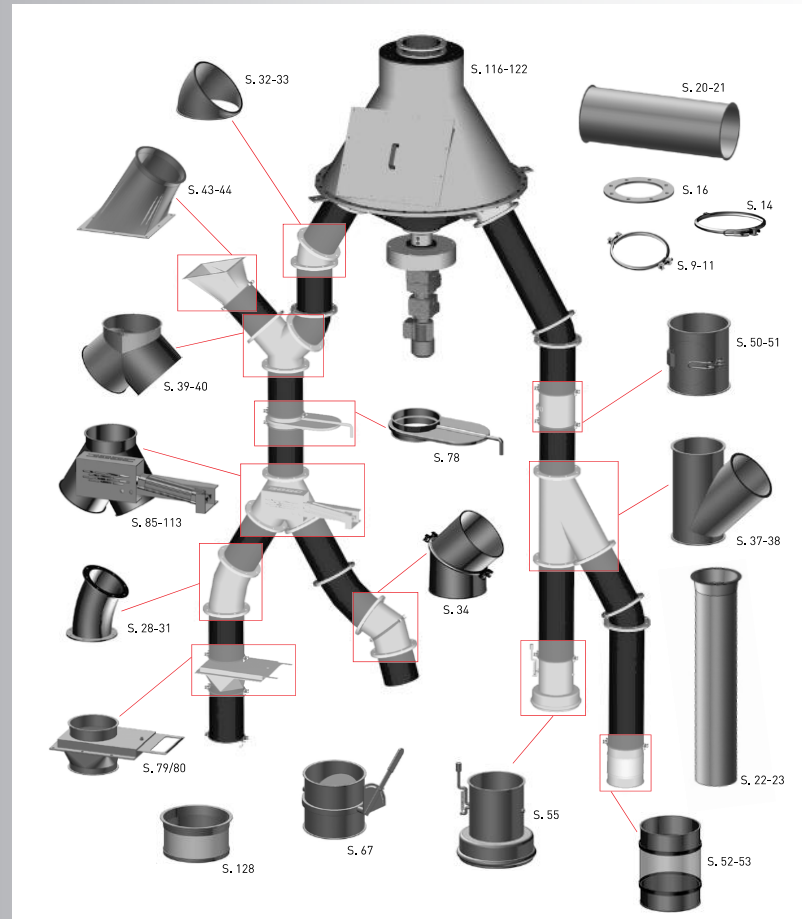
- Production and sales of pipe and distribution systems  
(metal processing industry)



NORO Gesellschaft für Rohrsysteme mbH  
Headquarter 49453 Rehden, Germany

## Product groups

- Connecting components
- Pipes
- Bends & Segments
- Branch pipes
- Transitions
- Inspektion components
- Exhaust components & accesories
- Regulating & shutt-off valves
- Two-way valves
- Multi-way distributors
- Wear protection
- Accessories & fastening elements



## Application of our products:

- Automotive industry
- Ventilation
- Filtration
- Chemical industry
- Grain and feed processing
- Food industry
- Pharmaceutical industry
- Environmental technology
- Milling & feed milling industry
- etc.

# CRM Facts

## Job sites:

- Worldwide
- Main customers are located in Germany and Europe

## Main sector:

- Plant and machinery installer
  - Procurement of low value parts



# Process from first contact though implementation

- **2008** Fair Powtech in Nuremberg
  - first contact with parts management and CADENAS by customer discussion
- **2009** First contact with CADENAS Wolfsburg
- **2010** Commissioning CADENAS –  
Project start
- **2011** Implementation CAD-Portal
  - based on CADENAS eCATALOGsolutions

# Why CADENAS eCATALOGsolutions?

**1. An Implementation was only possible by the use of external services, because of ...**

- low in-house capacities
- not realizable format diversity
- not realizable permanent data administration
- necessary search matrix
- necessary Web-Portal creation

# Product range

approx. 7.000  
Standard products

- **Connection**
  - clamping rings
  - loose flanges
  - welded flanges
- **Nominal diameter**
  - DN 80 – 600 mm
- **Material**
  - steel 1.0330
  - stainless steel 1.4301
- **Surface**
  - powder coated
  - hot-dip galvanized
  - CrNi-blasted
- **Thickness**
  - 1 mm
  - 2 mm
  - 3 mm
- **etc.**

# Why CADENAS eCATALOGsolutions?

## 2. Targets

- Expansion of services for customers
  - particular because of less opportunities for innovation
- Creation of a unique selling proposition
  - in terms of format diversity
- Financial added value for customers
  - Data administration by the supplier
  - Strategic parts management by the use of PARTsolutions
- Marketing

# Benefits of the solution today

- CAD-Portal

# NORO<sup>®</sup>

Gesellschaft für Rohrsysteme mbH

HOME AKTUELLES UNSER UNTERNEHMEN UNSERE LEISTUNGEN DOWNLOADS KONTAKT CAD-PORTAL

## UNSER KATALOG



issuu






## AKTUELLES

Die NORO GmbH wünscht allen Geschäftspartnern,

## UNSER UNTERNEHMEN





LINA Stückliste			
○	1		NORO Rohre 0811001
○	2		NORO Rohre 1011001
○	3		NORO Rohre 1211001

Dies ist eine vorgenerierte Standardansicht, die sich von Ihrer Auswahl unterscheiden kann.





LINA Stückliste			
○	1		NORO Staubdichter Drehrohrverteiler 60° ...
○	2		NORO Staubdichter Drehrohrverteiler 60° ...
○	3		NORO Staubdichter Drehrohrverteiler 60° ...

Dies ist eine vorgenerierte Standardansicht, die sich von Ihrer Auswahl unterscheiden kann.

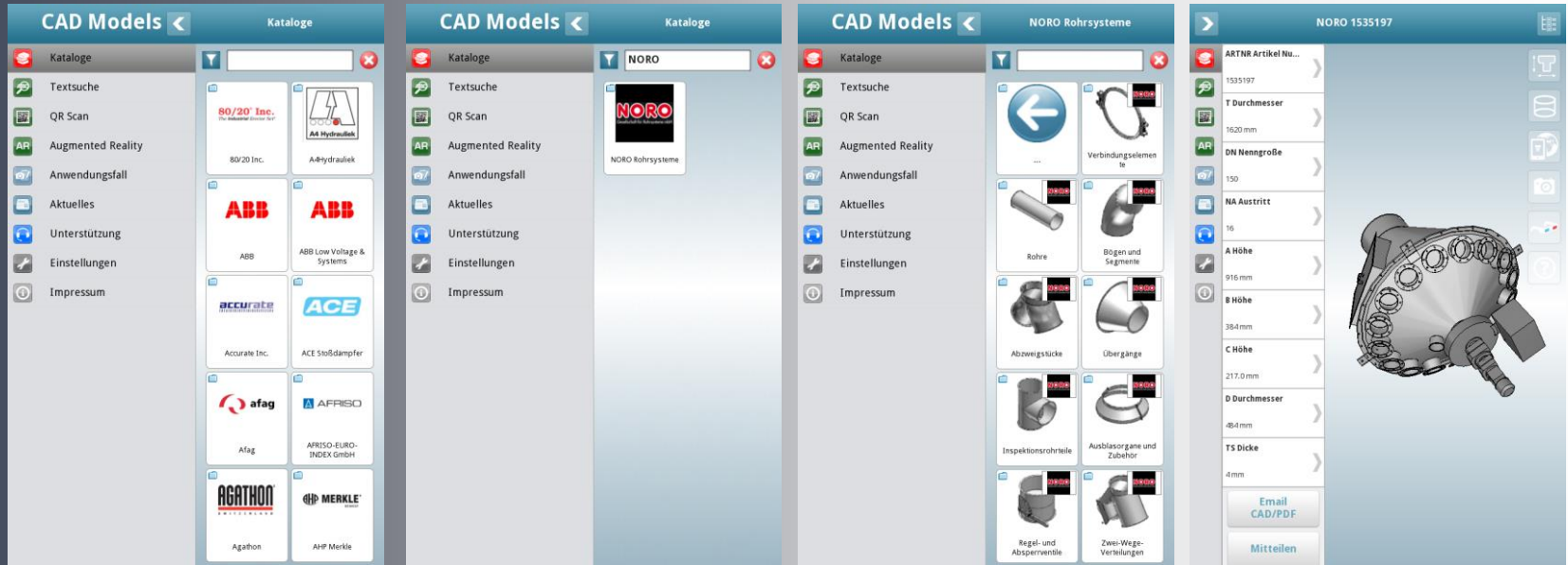




# Benefits of the solution today

- **Added values for customers**
  - format diversity (added values by native formats)
  - simple findability in the portal
  - strategic parts management by PARTsolutions possible
  - actuality of the data is guaranteed
  - no data maintenance
- **Added values for NORO**
  - customer acquisition and retention
  - decline in requests of drawings from our technical department
  - marketing advantages
  - high customer retention by using NORO components

# App – CAD Models



# Future project

- NORO App
  - Preview by Jens Bertram