



BPW now simplifies processes for workshops and vehicle operators with a new type plate, thereby making it easier to identify and order spare parts.

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## BPW axles with new "digital DNA" QR type plate: from configuration to production through to spare parts service

- QR code simplifies identification and ordering of spare parts
- Comprehensive digitalisation of all components creates a new range of services for the future
- Smartphone app sets new benchmarks for user-friendliness

**Wiehl, 31/07/2018 --- With a new type plate, BPW has now simplified the process for workshops and vehicle operators to identify and order spare parts: As of now they are provided with a QR code, which makes the associated product information directly accessible on a smartphone or tablet. Spare parts lists, service handbooks and service documents are now available in a matter of seconds.**

Behind the new QR type plate is a far-reaching digitalisation concept at BPW which will accompany the complete life cycle of components in the future. All individual parts already carry a laser-applied micro-barcode, which precisely documents the internal production process and will allow it to be understood, even 30 years from now. BPW is now expanding the "digital DNA" beyond the shop floor to everything from configuration up to, and including, aftermarket service. Suppliers, subsidiaries and external partners will also be gradually included in this concept.

The mobile app sets new benchmarks for user-friendliness: structure, graphic design and operating logic are familiar to the world's leading shopping portals and can therefore be used intuitively. BPW hereby fully exploits the possibilities of the touch screen; the user can scroll through the product lists by swiping with their finger and zoom in on details of the product drawings and exploded drawings with two fingers. The menu graphic is automatically optimised for a smartphone or tablet, depending on the device; the language is also taken from the device and does not have to be set specifically.

Dr. Markus Kliffken, member of the management board responsible for innovation management at BPW, comments: "The new type plate is the initial precursor for new digital services for vehicle manufacturers, vehicle operators and workshops. We took special care when designing the app to ensure an intuitive user experience and consistent information quality right from day one. All technical drawings and dimensions are on a uniformly high level. The QR code enables us to expand the range of services and information on a step by step basis in the future. "

The next step will be an order function that will also set new standards. ---Assembly slides and virtual reality applications are already being planned, as are extended documentation possibilities which will encompass the entire vehicle life cycle.

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### **About BPW Bergische Achsen KG**

*BPW Bergische Achsen KG is the parent company of the BPW Group. With more than 1,600 employees, including around 120 trainees, the family-run company has been developing and producing complete running gear systems for truck trailers and semi-trailers at its headquarters in Wiehl since 1898. BPW's technologies include axle systems, brake technology, suspension and bearings. BPW's trailer axles and running gear systems are in use in millions of vehicles around the world. An extensive range of services also provides vehicle manufacturers and vehicle operators with the opportunity to increase economic efficiency in their production and transport processes. [www.bpw.de/en](http://www.bpw.de/en)*

### **About BPW Group**

*BPW Group, based in Wiehl, Germany, is a dependable international mobility and system partner for the transport industry, serving as a one-stop shop for innovative solutions. Its portfolio embraces axles, suspension systems and brake technologies (BPW), locking systems and bodywork technology (Hestal), lighting systems (Ermax), composite technologies (HBN-Teknik), and user-friendly telematics applications for trucks and trailers (idem telematics). BPW Group's technologies and services support manufacturers' cost-effective workflows and enable vehicle operators to manage their fleets efficiently by maximising the transparency of loading and transport processes. The owner-managed BPW Group encompasses 70 companies worldwide and employs around 7,000 people. [www.wethinktransport.com](http://www.wethinktransport.com)*

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