



Company News

## **ContiTech Reorganizes Conveyor Belt Business for Industrial Applications**

Edited by on 16. Jan. 2017

*Hannover, Germany –*

ContiTech Strategically Reorganizes Conveyor Belt Business ContiTech has strategically reorganized its conveyor belt business to focus more on its industrial applications business in the future. For this purpose, the conveyor belt specialist has created the new segment, Industrial Belt Solutions.



ContiTech wants to cater for conveyor belt customers in the raw-materials-processing industry more purposefully and directly and has therefore reorganized its industrial application business with the creation of the Industrial Belting Solutions segment. (Photo: ContiTech)

“Our conveyor belt portfolio for industrial applications is growing steadily. Service and digitalization also offer the business further potential. Furthermore, many of our customers are merging into increasingly larger units, meaning that our way of

thinking and working is taking on new dimensions to meet their changing needs and requirements,” says Dr. Michael Hofmann of the ContiTech Conveyor Belt Group, who has taken on the role of segment head.

ContiTech is therefore combining its skills from the industrial business and expertise from the development of special conveyor belts. The clear objective of the new industrial segment in the conveyor belt business is to cater for customers more purposefully and directly, focusing primarily on the raw-material-processing industry, power and cement plants, steel manufacturers, port operators, and the recycling and wood industries.



Dr. Michael Hofmann leads the new industrial sector of the ContiTech Conveyor Belt Group. (Photo: ContiTech)

With a portfolio of products comprising harvesters and work machines, the off-highway industry forms a second key pillar of the new segment.

Intelligent solutions, for belt and temperature monitoring as well as planned and preventative maintenance for example, open up additional opportunities for growth. In the future, new digital offerings will offer customers a greater choice, therefore also supporting sales.

With products such as connection kits for conveyor belts, service materials and accessories, ContiTech is focusing on supporting its industry customers on site.

“We will combine our skills in these areas to an even greater degree,” explains Hofmann, who, together with his segment, accounts for around a third of the sales of ContiTech’s conveyor belt business. In particular, ContiTech customers benefit from personalized advice. In the future, they will be supported by a central contact person, who will provide them with information about the entire ContiTech conveyor belt portfolio.