

BAUMANN 'ramps up' 3D printing and explores color capabilities with an offer from HP Integrated Financial Solutions



Data courtesy of Konstruktion Bureau Baumann

Thanks to a financing offer from HP Integrated Financial Solutions, Baumann and their customers can experiment with 3D printing in color

Introduction

Germany-based Konstruktion Bureau (KB) Baumann is a leading engineering firm and a customized solutions provider for the medical technology and mechanical engineering industries. From idea to implementation, Baumann offers consulting, planning, and manufacturing services to customers around the world.

Founded in 1998, Baumann combines cutting-edge technology and expert knowledge with a family business approach to customer service to help their customers bring their ideas to life.

Compamedia, in collaboration with the Institute for Entrepreneurship and Innovation at the Vienna University of Economics and Business, has named Baumann “Top Innovator” in Germany three times (2015,

2017, and 2019), a title that recognizes the 100 most innovative medium-sized companies in Germany.

A crucial part of Baumann’s success comes from their commitment to adopting the newest technologies and ability to remain agile to flow with changing innovation.

Although Baumann had used 3D printing technology in the past, they wanted to invest in a 3D printer that would not only improve the quality of their parts and production speeds, but also would allow them to add color to parts to help facilitate assembly, indicate areas of abrasion for certain parts, and improve spare part replacement. Baumann recognized the HP Jet Fusion 3D Printing Solution as an all-in-one solution to deliver added value and drive their own business success.

Ramping up to scale up

When it came to how to invest in the HP Jet Fusion 3D Printing Solution, Baumann chose the 1-2-3 Ramp-Up program from HP Integrated Financial Solutions. With 1-2-3 Ramp-Up, customers pay just 1% of the solution price for the first 3 months, 2% for the following 3 months, and 3% for the duration of the agreement. This provided a way for Baumann to ease into their new technology.

“In this case, the ramp-up service made a lot of sense because we needed time for employees to familiarize themselves with the system as it’s different than the FDM technology we used in the past,” said Christian Baumann, CEO and Managing Director of Baumann. **“Under this program our payments gradually increased as we scaled up our business on this machine.”**

Additionally, the program provides the flexibility to bundle HP 3D Printing hardware and services into one agreement; add another build unit to their solution during the payment periods; and refresh their solution regularly as their needs or technology change.

During the first few months of the program, HP technicians who installed the machines took time to train Baumann employees on the new technology. The employees’ past experience with similar technologies reduced the learning curve, so training was more focused on software and tips, like how to orient the parts correctly.

“It was important that they (employees) saw another way of producing parts,” said Baumann. **“They didn’t have to pay so**

much attention to certain geometries because the components are more stable. That is quite different from other technologies that we have in-house. It was also important during the ramp-up that parts could be printed, simply to try things out.”

One of the first ways Baumann used their HP Jet Fusion 580 Color 3D Printer was to print samples of parts to send to both current and prospective customers, allowing customers to see and feel the difference in the parts rather than to hear Baumann explain the features over the phone. Baumann notes that without the ramp-up program, it would not have been possible to raise awareness of the new technology in such a hands-on way.

Since adopting the HP Jet Fusion 3D Printing Solution, Baumann has been offering various workshops and promoting the technology’s capabilities on social media.

“We are simply perceived differently on the market,” Baumann said, **“and the printer has played a major role in this.”**

“At the end of the contract term, I can decide if I want to keep the system or return it for something new, so I’m simply more flexible.”

“What I liked is that everything is taken care of by HP. They know their technology, they know their machine, and why is there any reason to go elsewhere? Here you have everything from a single source.”

Connect with an HP 3D Printing expert or sign up for the latest news about HP Jet Fusion 3D Printing: hp.com/go/3Dcontactus

Learn more about HP Multi Jet Fusion technology at: hp.com/go/3DIntegratedFinancialSolutions hp.com/go/3DPrint

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