

Today's marketing strategy:  
marketing products



Proposed marketing strategy:  
marketing product usage

The manufacturer is  
liable for the product  
during the warranty period



The manufacturer is  
liable for product operation  
including manufacture,  
maintenance, repair and disposal.

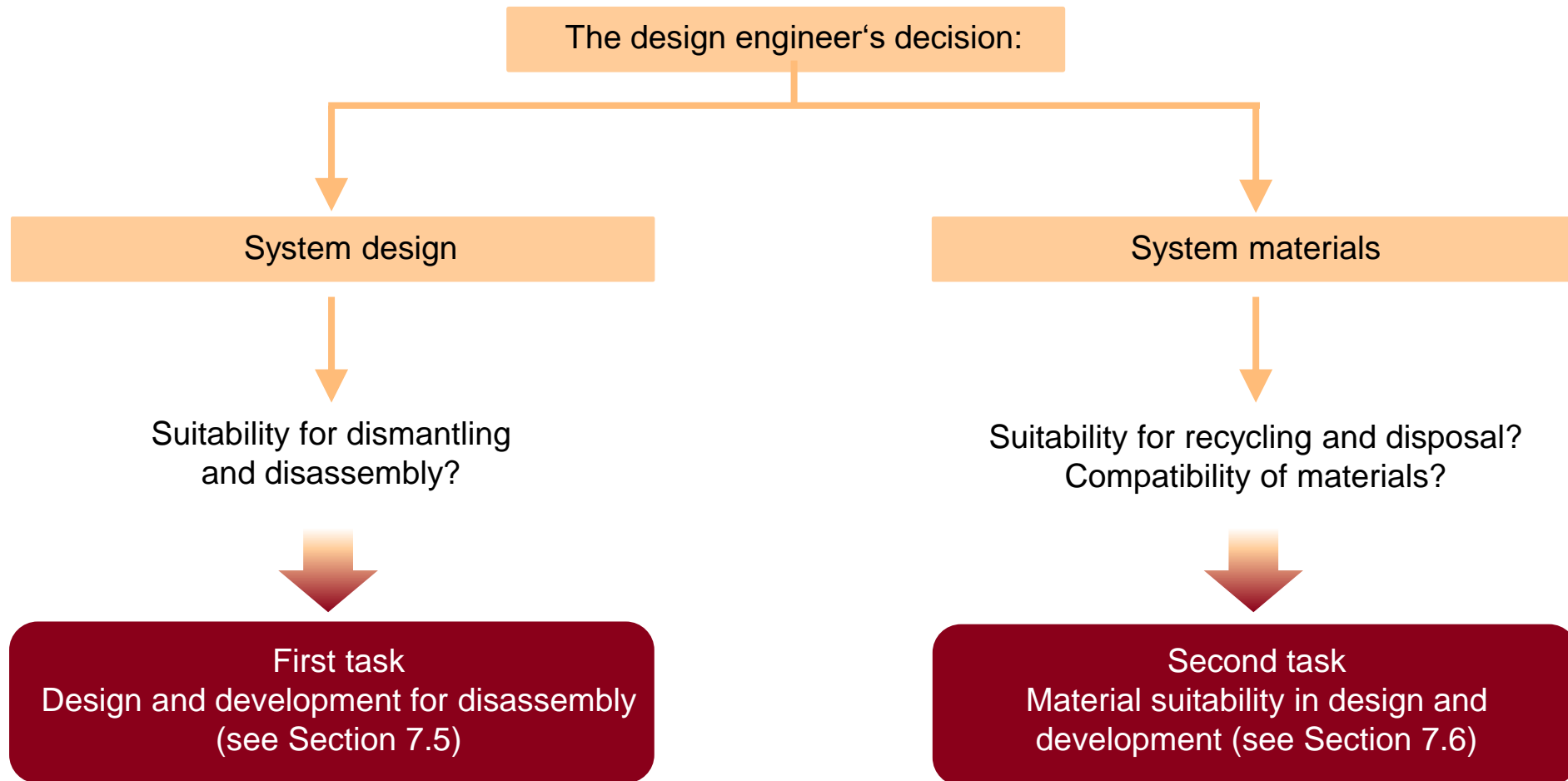
Design for durability	
Strategy	Dimensioning and designing systems for service over long periods with little or no maintenance.
Principles and guidelines	<ul style="list-style-type: none"> <li>– Avoiding wear and tear by electronic and optical means</li> <li>– Reducing wear and tear by compensating measures, adjustments and replacement of consumables</li> <li>– Preventing corrosion</li> <li>– Increasing reliability by functional and structural measures (functional elements with lower failure rates, introducing redundancy)</li> <li>– Deploying diagnostics with automatic error correction and scheduled maintenance (preventive maintenance).</li> </ul>

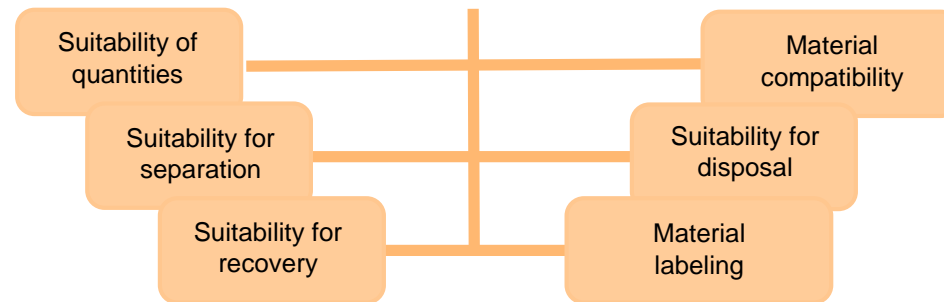
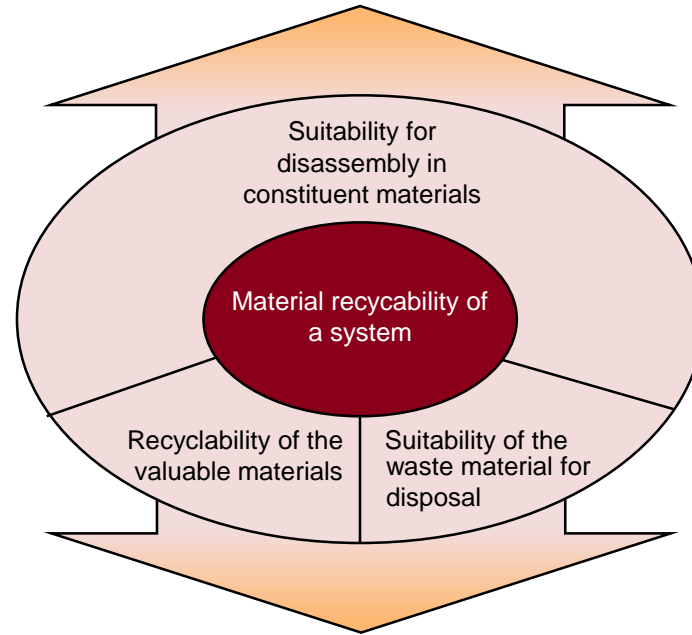
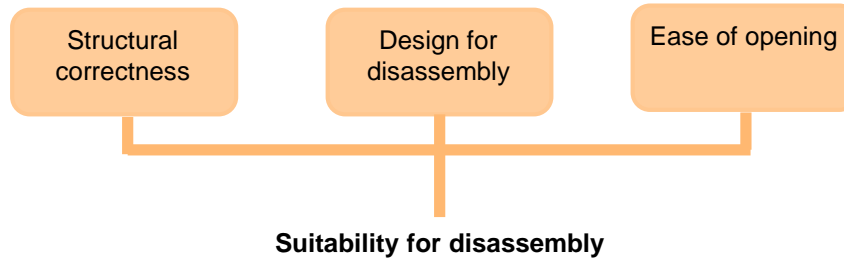


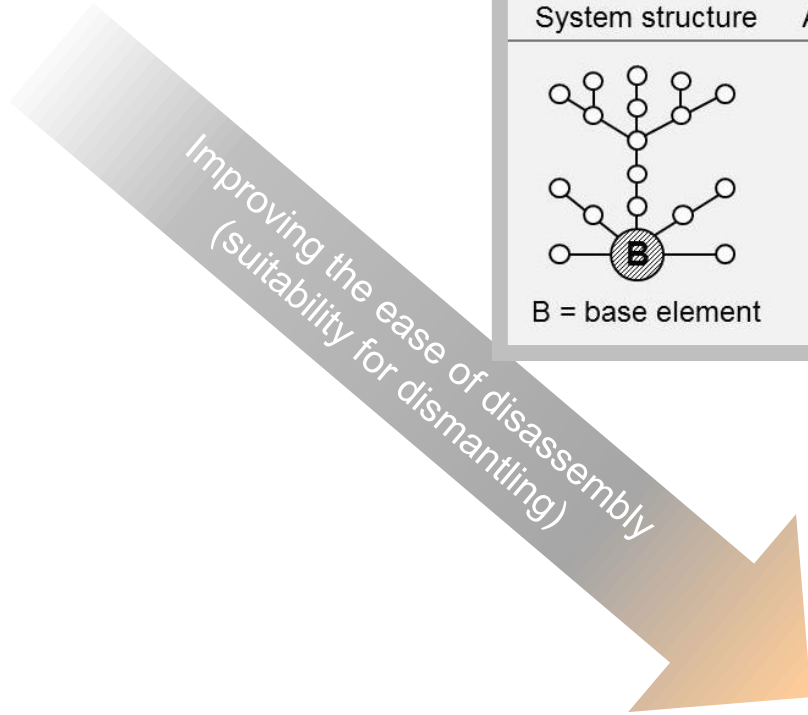
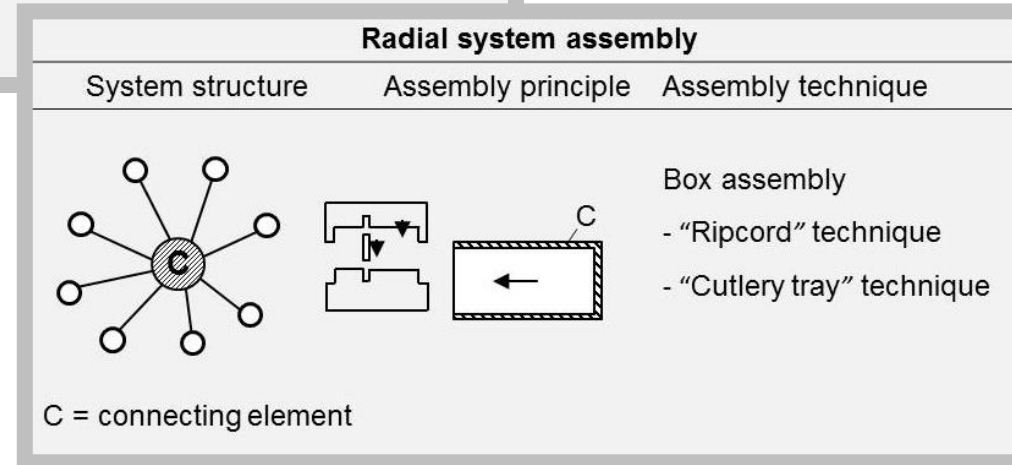
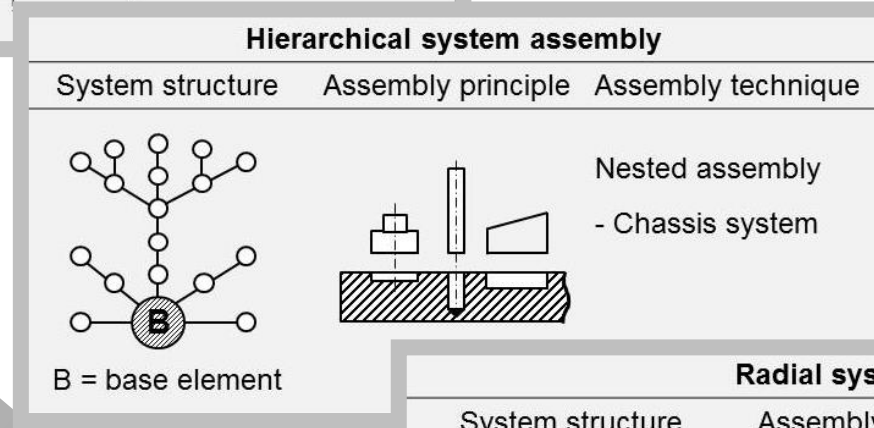
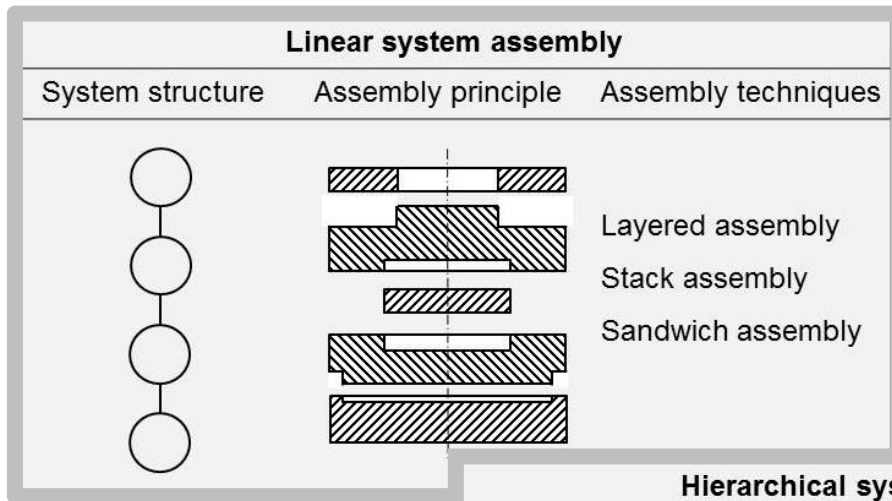
### Design for regeneration

<b>Strategy</b>	Dimensioning and designing systems so that simple and quick repairs can be carried out after a malfunction, and simple refurbishment or regeneration work can be carried out after loss or degradation of functionality, with the objective of a complete recovery to fully operational status.
<b>Principles and guidelines</b>	Enabling ease of disassembly and re-assembly of defective parts or parts for refurbishment (Design for disassembly, see Section 7.5).

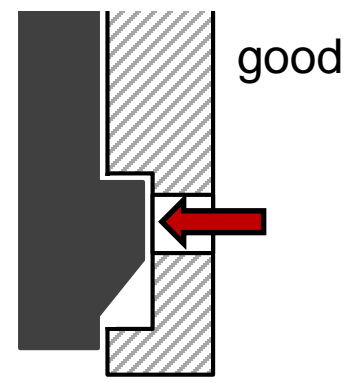
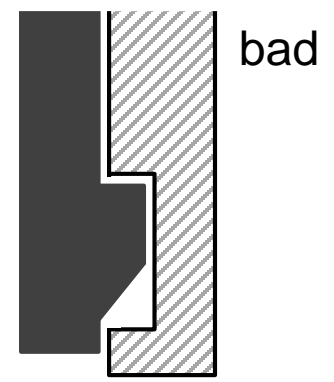
Design for adaptability	
Strategy	Dimensioning and designing systems so that they are easy to upgrade to technical, technological and design changes with the objective of improving quality.
Principles and guidelines	<ul style="list-style-type: none"> <li>– Application of modular design principle (modular design approach or industry-wide standard module development, see Section 3.2.1)</li> <li>– Application of modular design principles by splitting the system into subsystems with long expected service lives and those that are expected to change or be extended, along with a clear separation of functional and design elements.</li> <li>– Assuring the adaptability of modules by pre-emptive standardization.</li> <li>– Long-term acceptance of the design solution by applying the design-for-usability principles of functionality, simplicity and authenticity.</li> </ul>

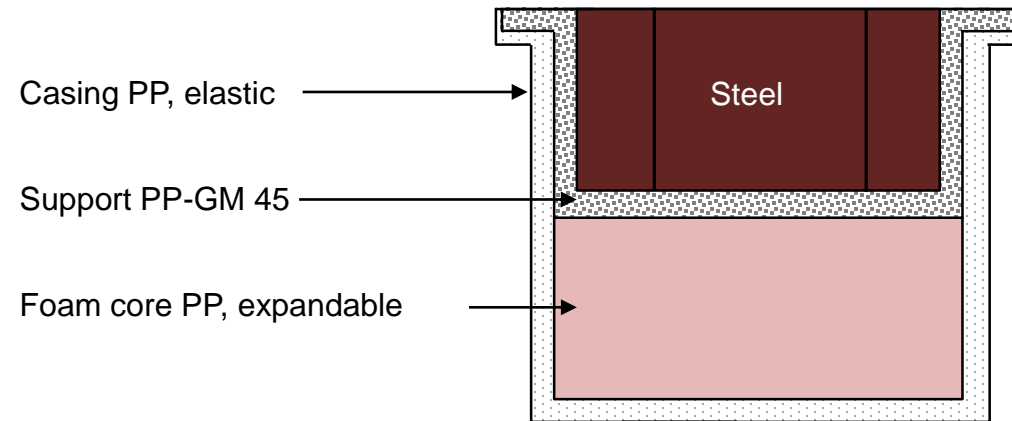




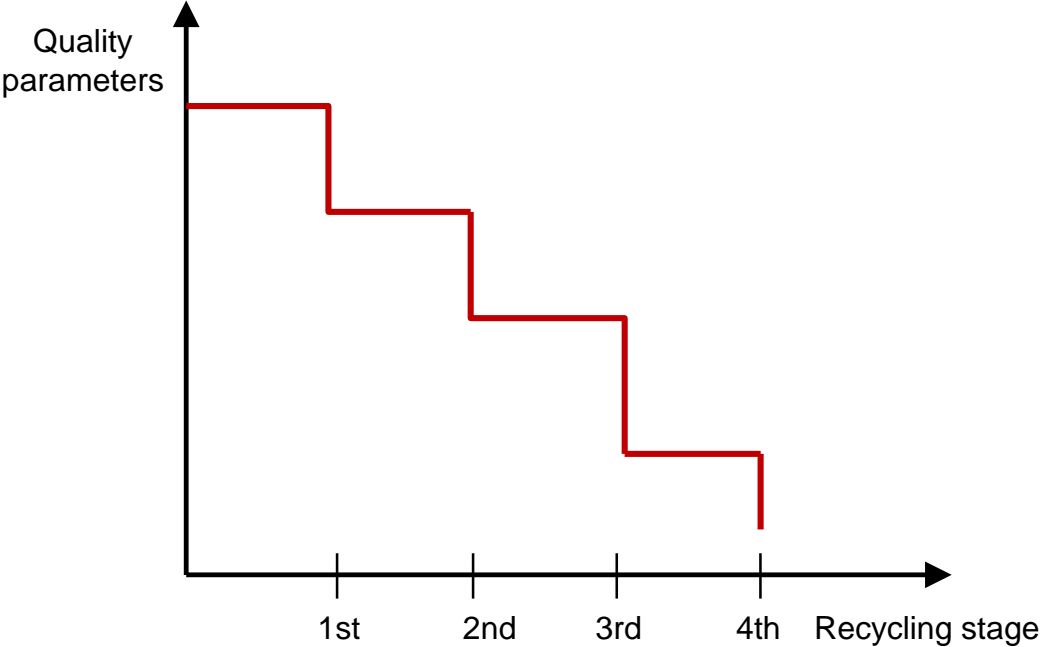


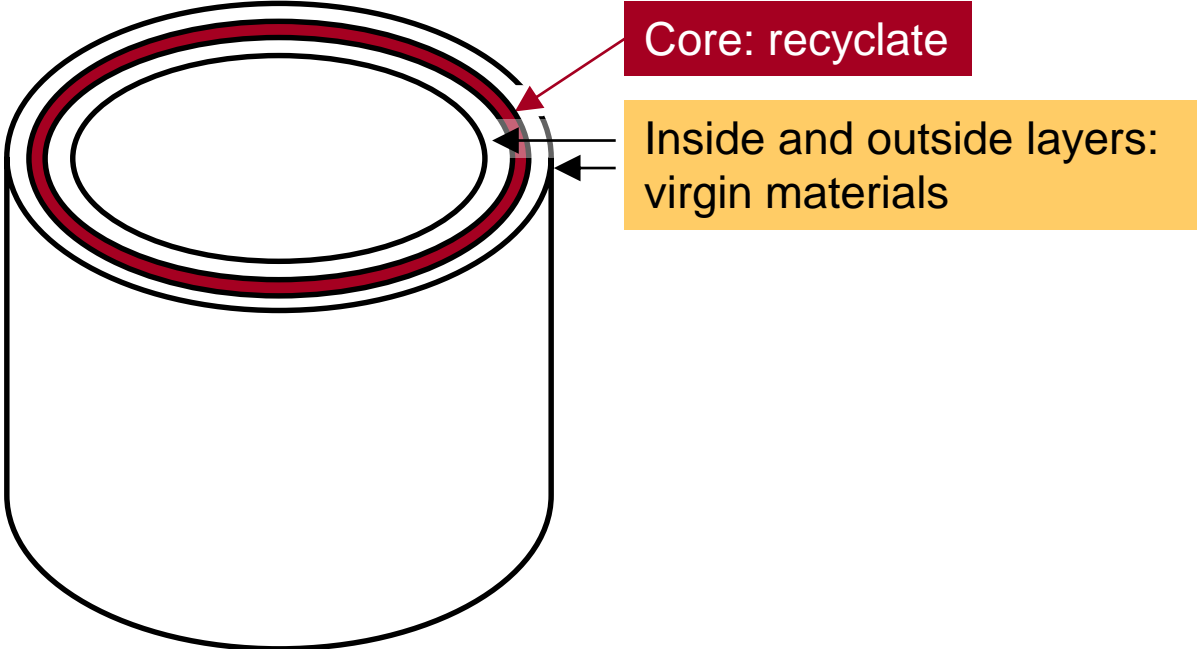












		Additive										
Matrix material	Engineering plastics	PE	PVC	PS	PP	POM	SAN	ABS	PBTP	PETP	PMMA	
	PE	●	○	○	●	○	○	○	○	○	○	○
	PVC	○	●	○	○	○	●	●	○	○	○	●
	PS	○	○	●	○	○	○	○	○	○	○	○
	PP	○	○	○	●	○	○	○	○	○	○	○
	POM	○	○	○	○	●	○	○	○	○	○	○
	SAN	○	●	○	○	○	●	●	○	○	○	●
	ABS	○	○	○	○	○	○	●	○	○	○	●
	PBTP	○	○	○	○	○	○	○	○	○	○	○
	PETP	○	○	○	○	○	○	○	○	○	○	○
	PMMA	○	●	○	○	○	○	○	○	○	○	○

- compatible
- partially compatible
- compatible in small amounts
- incompatible



Polyethylen terephthalat



All other plastics



High-density polyethylene



Cardboard



Polyvinyl chloride



Other paper



Low-density polyethylene



Wax Paper (single sided)



Polypropylene



Steel



Polystyrene



Aluminum