CUSTOMER SUCCESS STORY – SMALL/MEDIUM BAKERY
IPG USES XR* TECHNOLOGY TO WIN MACHINERY BUSINESS

Customer Overview

Customer was a small/medium bakery that was outgrowing its space. They were projecting growth and were thinking of ways to streamline their process.

The Challenge

The main challenge was space. They had outgrown their current location and were still locked into the building for the near future.

Proposed Solutions

I brought up automation and was instantly shot down because they said they didn't have enough room for a machine. That is when I asked if they would like to "see" the proposed machine in their warehouse. I used the AR (augmented reality) right there on the spot. Pulled up the USA 2024 and placed it in a space that he said wouldn't fit a machine.

Results

He was amazed with our technology and said, "Wow, IPG should have this for all their offerings!" If I didn't use the AR technology to show him that the case sealer could fit in the space, the outcome could have been very different. After I virtually placed the machine, it got the ball rolling and the conversation shifted. They ended up purchasing the machine; I received the PO immediately.

Conclusion

I was happy to walk away with a win thanks to XR technology. Without it, we could have left without successfully offering a solution to the end-user. We currently sell them the tape and the company is in growth mode; we are in a solid position to support their continued growth.

> **" Wow, that's awesome! You guys need to do this with everything you offer! "**

Team Information

"I use the App to best prepare me for end user visits. During one visit, the end-user customer was insisting that the case sealer would not fit into his space. I had already done the prep work, so I asked if I could show him using AR technology. He was shocked at the capability and within a few minutes, he was able to see that the case sealer did in fact fit! I received a PO over the weekend and he told me that we need to do AR with everything we have!"

—Shawn T. Clark - Texas TBM

*Extended Reality

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