

# BILSING AUTOMATION, OR HOW TO REDUCE MACHINE SETUP TIMES?



**BILSING AUTOMATION®**

Manufacturer of grippers for automobile  
production lines

## Who would have thought that a simulation software solution would change Bilsing's core business?

And yet, since the company invested in production process simulation, it has achieved 60% of its sales in this area of business. Bilsing Automation France continues to manufacture and sell grippers but also provides a service to its clients in the automotive sector that is invaluable: reducing the time needed to set up machines and optimizing their production rates by using simulation early on in the process. This is what Romain Bournet, Manager of Bilsing Automation, told us.

Before

### How did you work before?

"Before, we assembled grippers on the client's premises and resolved issues on-site, in real time. We would spend a lot of time on machines to adjust the robot's hand, trajectory, etc., which cost money.

**On average, we would need about 30 to 40 hours to make a production line operational."**



**A PRODUCTION LINE SETUP  
TIME DIVIDED BY TEN.**



Now

### How do you work today?

"Now, with simulation of the manufacturing process, we digitize the entire punching line in 3D, simulate the robot's trajectory to check there is no collision, and simulate the machine's cycle time in order to optimize its performance. When setting up on the client's premises, the technician simply downloads the installation program.

**Now the setup time is only 4 hours on average. Our record time is 2.5 hours!"**

### COMPANY FACTS

**BILSING AUTOMATION  
FRANCE**



**BUSINESS:** manufacturing grippers for the automotive industry, i.e. "robot hands" that are used to handle bodywork panels and then assemble them.

**EXPERTISE:** design and manufacturing of grippers, as well as production process simulation. **STAFF:**

**CLIENTS:** SALES: KEONYS solution used for production simulation: DELMIA.

**FOUNDED:** 2003.

**STAFF:** 22 employees in France and 300 around the world working at 22 agencies.

**CLIENTS:** 99.7% automobile manufacturers (Renault, Jaguar, Rover, etc.) and automotive equipment manufacturers.

**SALES:** €3.5 M in 2017 for France. In 2018, sales are expected to reach €5 M.

**KEONYS** solution used for production simulation: DELMIA.



Romain Bournet  
Chief Executive Officer  
of Bilsing Automation

"We face competition in the product segment, but not in the service segment, as we bring added-value with production simulation. We provide unique support for our clients. "

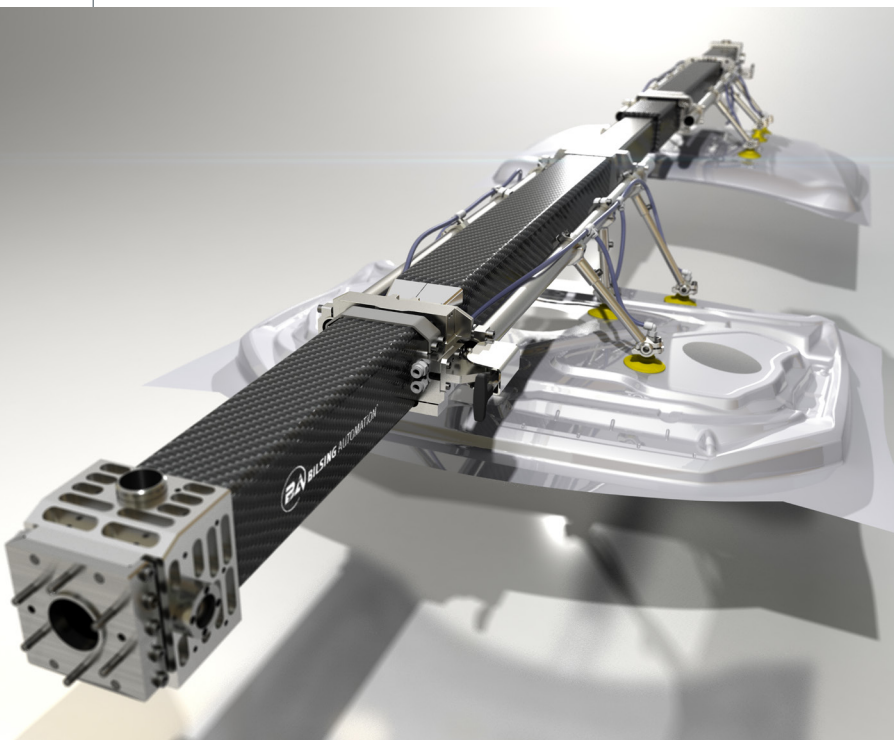
## Benefits

### What are the benefits for the client?

- Reducing the cost of machine downtime: "if we spend 30 hours adjusting a machine, that's 30 hours we're not spending on production. Dividing the setup time by ten means dividing the cost of downtime by ten."
- Optimizing the production rate of a machine: "we are able to produce four to eight additional parts per minute. This means the client doesn't have to invest in new machines that cost €50 M to meet delivery deadlines."

### What are the benefits for Bilsing?

- Direct revenue: € 6 M in sales since 2010 for simulation alone.
- New clients attracted by this service: Jaguar in Slovakia, Volvo in China, PSA, etc.



## Keys to success

- Venture an initial investment equivalent to €250-300K.
- Train industrial designers in production chain simulation.
- Sell a production optimization service to clients

€3.5 M

sales in 2017 for France.  
In 2018, sales should reach €5 M.