



Balluff GmbH. sensor solutions and systems.

With over 50 years of sensor experience, Balluff GmbH is a world leader and one of the most efficient manufacturers of sensor technology.

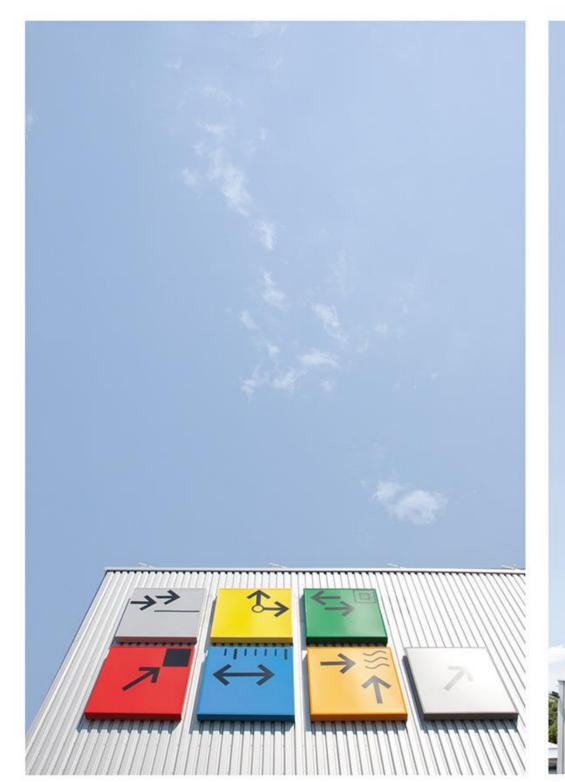






Balluff GmbH. German location

Balluff is a medium-sized family business in the fourth generation.

















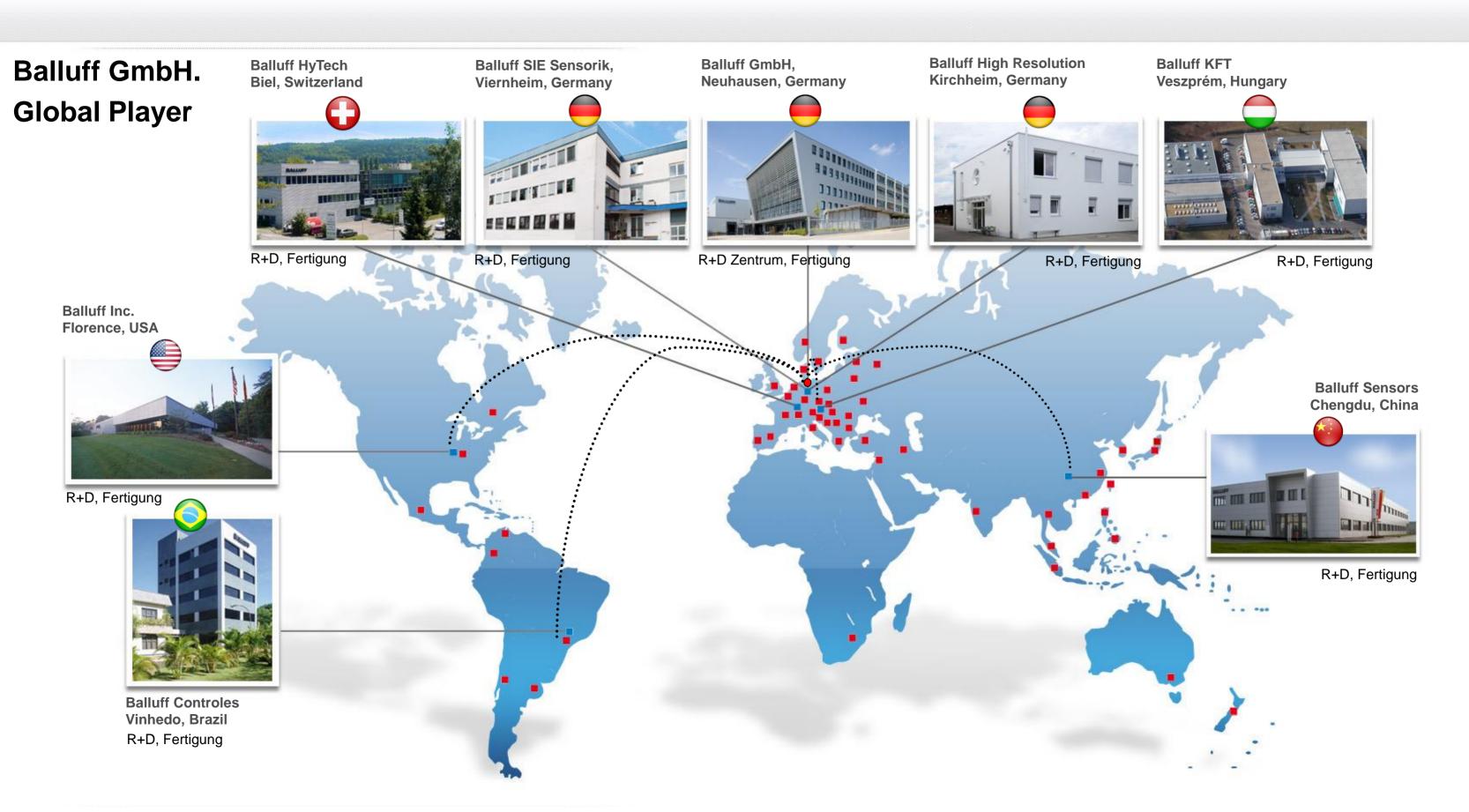






Balluff Catalog on PARTcommunity with product selectors









Balluff GmbH. At home in many fields





















Balluff. Full Range

Systems and Services

Industrial Networking and Connectivity

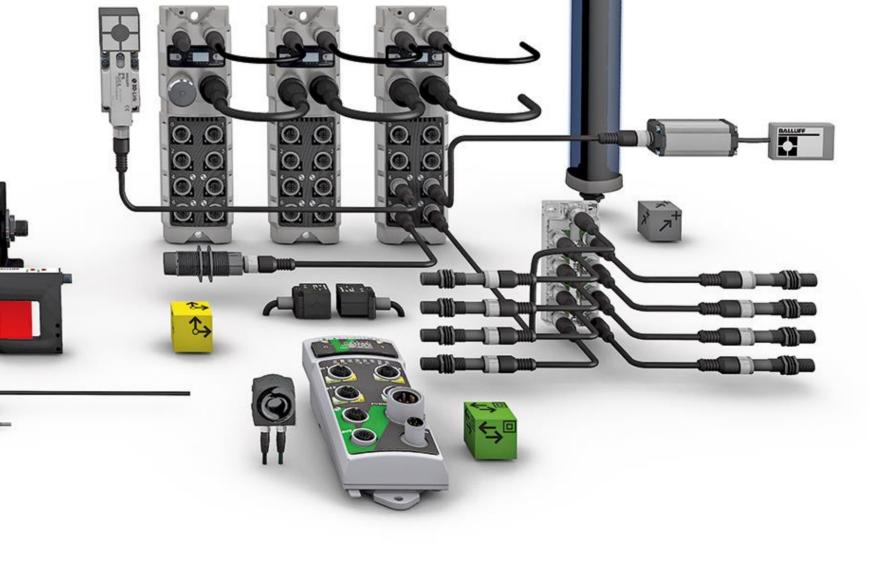
Industrial Identification

Object Detection

Linear Position and Distance Measurement

Condition Monitoring and Fluid Sensors

Accessories







Balluff. For all areas of automation

- Object detecting sensors
- The latest linear position measurement technology
- Newest identification procedures
- Fluid sensors
- Networking and connector technology for industrial communication
- Tailored systems and individual solutions
- Comprehensive services
- Comprehensive accesories

Balluff masters the entire technological spectrum with all operating principles and offers a comprehensive program of the best networking and connector technology.

Tailored systems and comprehensive services guarantee individual and highly economical applications.

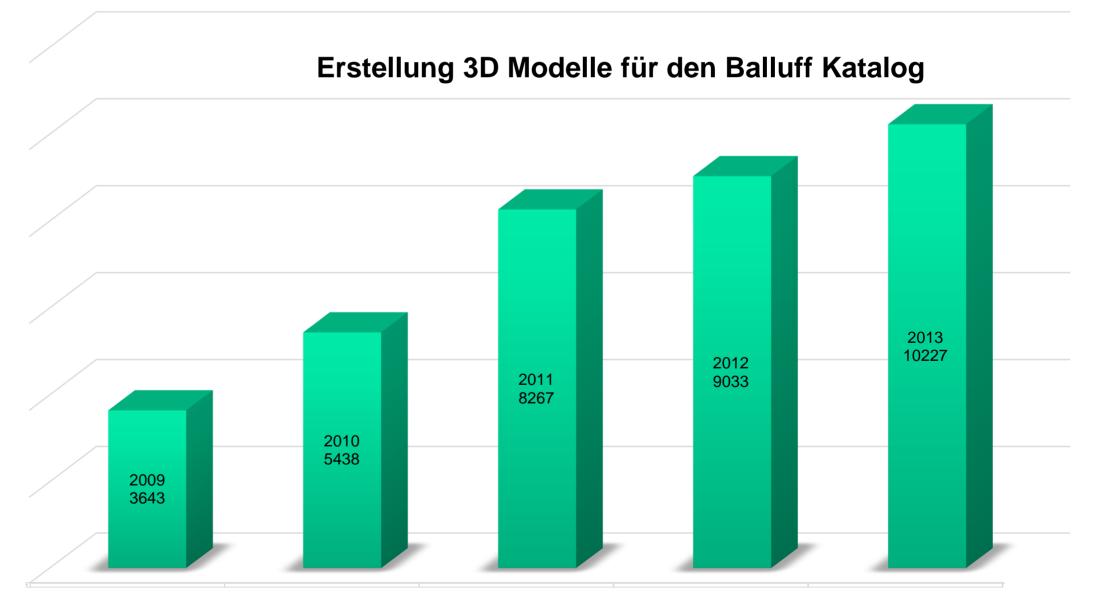




Balluff Catalog on PARTcommunity. Figures and facts

Currently about 90 % of the Baluff products are listed as 3D models on PARTcommunity. Trend: rising.

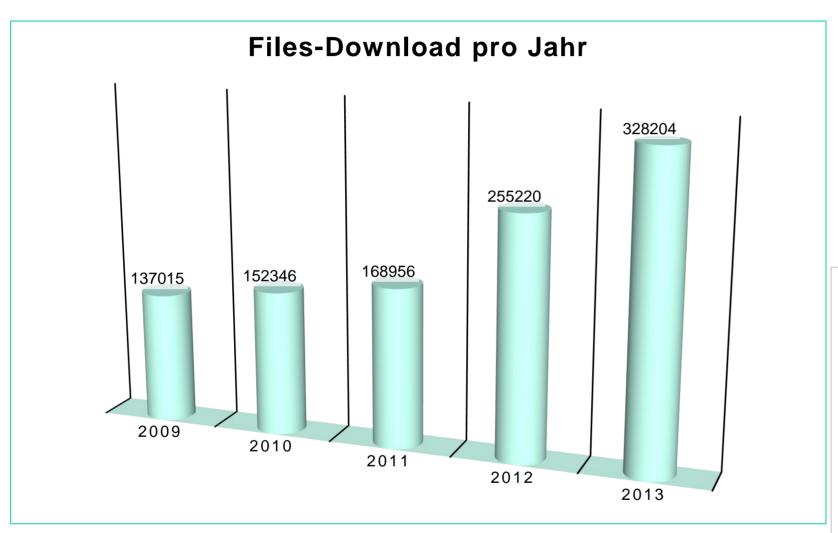
Number of models is rising in 2013 to more than 10 000.





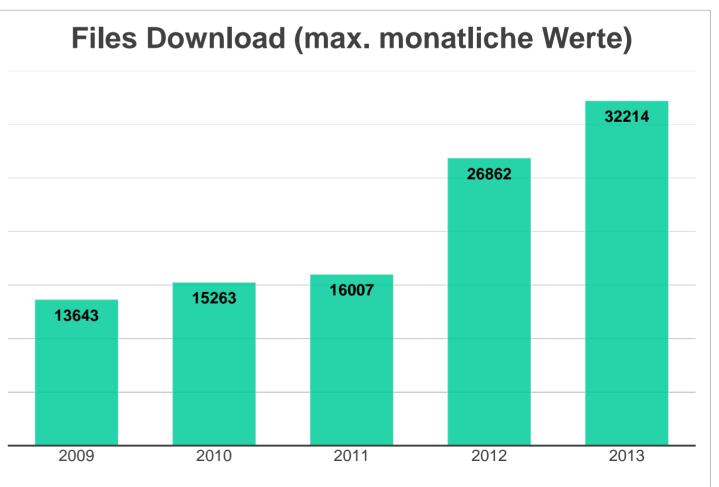


Balluff Catalog on PARTcommunity. Facts and figures



With such a high number of visitors the catalog should offer the possibility to find the product by searching for it as well as by means of the multi variable selection.

Continuous growth of downloads.







Product search.

For our comprehensive catalog the fast and precise search is of highest priority and customers who know the order code or article description will reach their target with only a few clicks.

Search for variables with the "order code" and "article description".



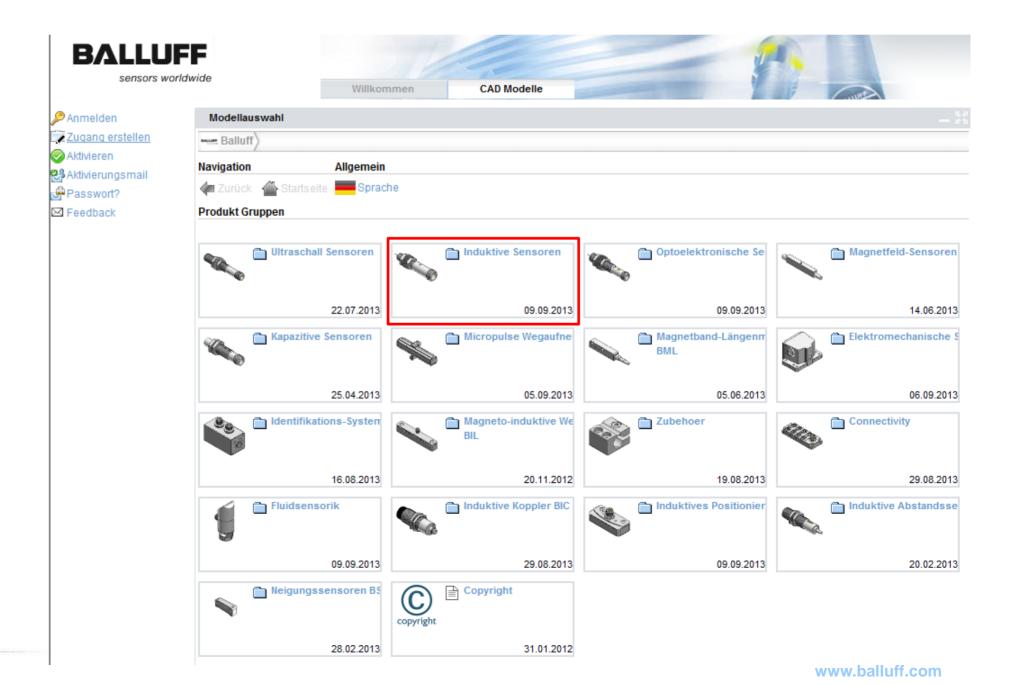
The exact defined search for the "article description" delivers a precise result:







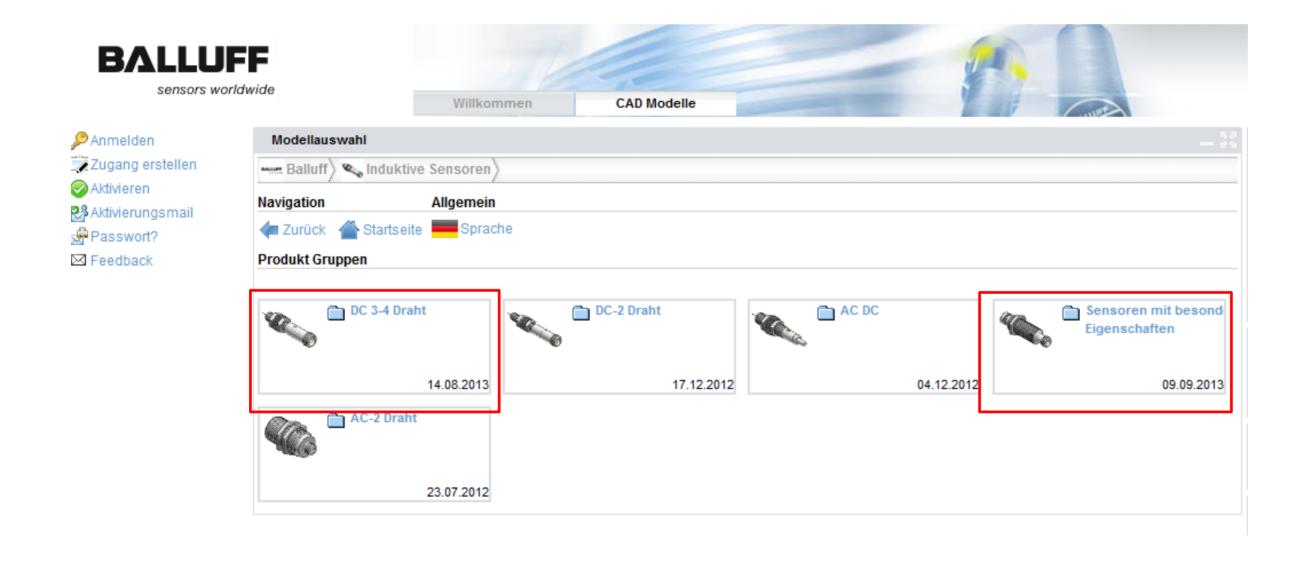
It's a different situation, if the customer has specific ideas about the product, but knows neither the order code nor the article description. For instance: wire inductive sensors 3-4 M12, PNP, Normally open, wire, flush, pressure rated up to 20 bars.







At this point the first difficulties arise: the desired sensor fits the category 3-4 wire, but at the same time – through the criterion "pressure rated" – it fits the folder "sensors with special properties".





Balluff Catalog on PARTcommunity with product selectors



Product selection without product selector.

Content of the folder "sensors with special properties".

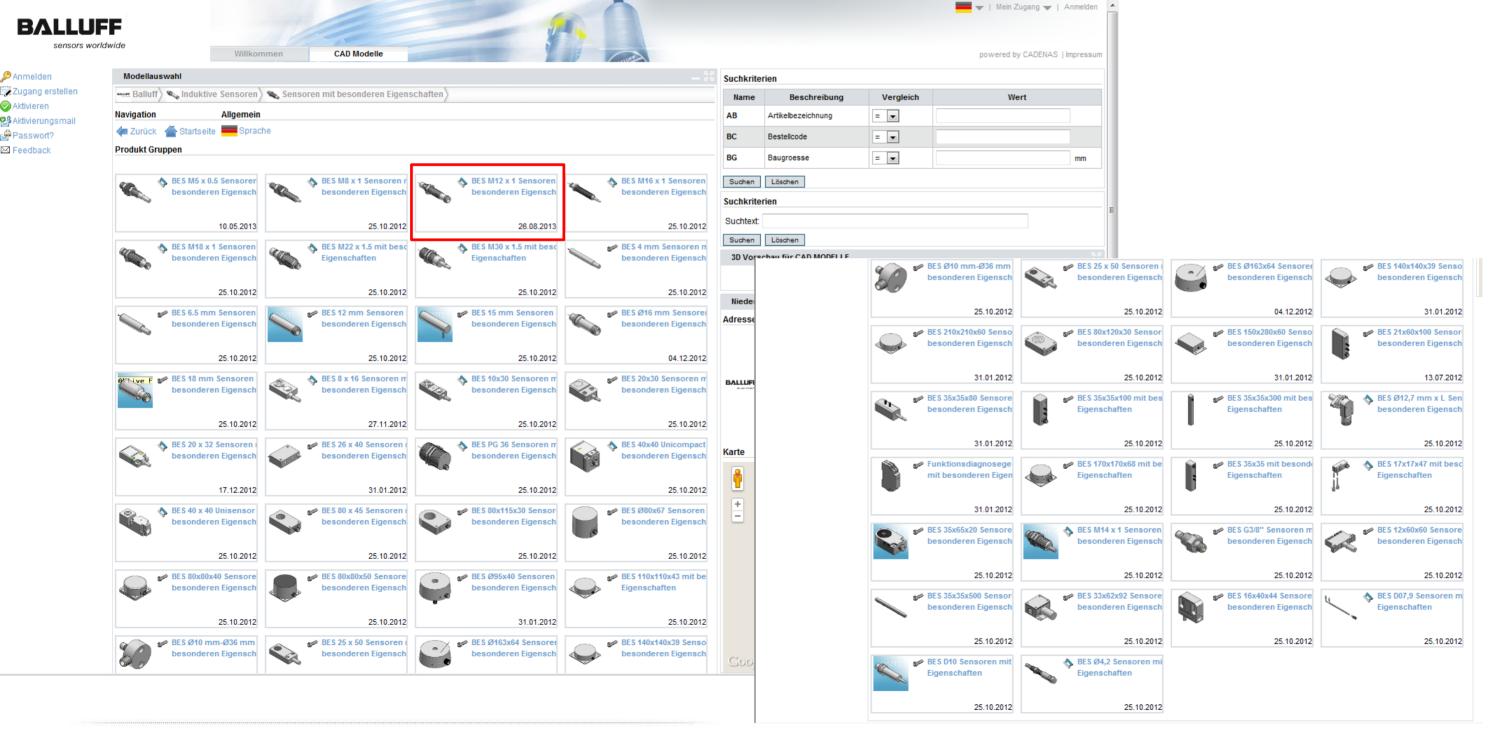
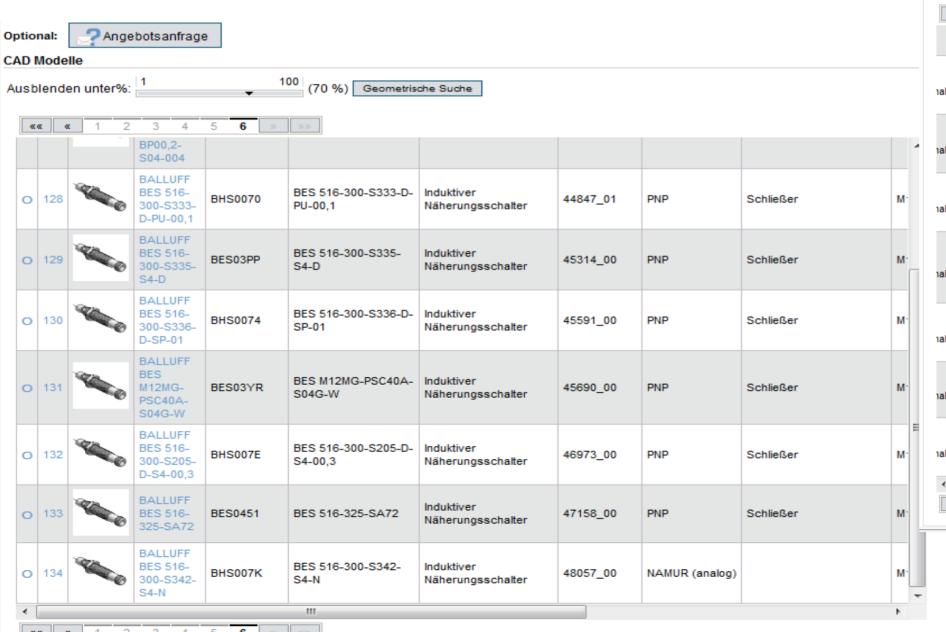
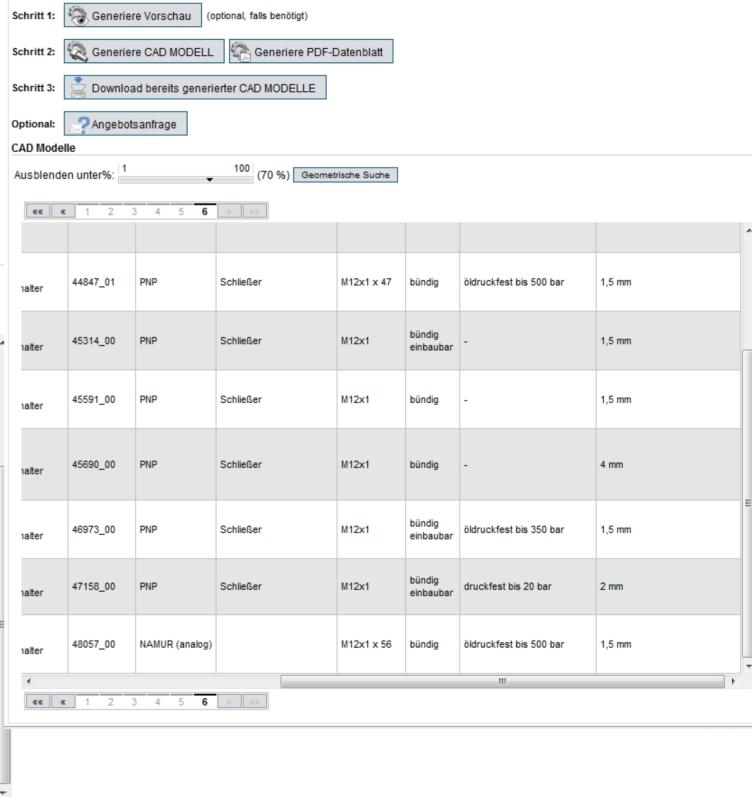






Table "M12 sensors with special properties".

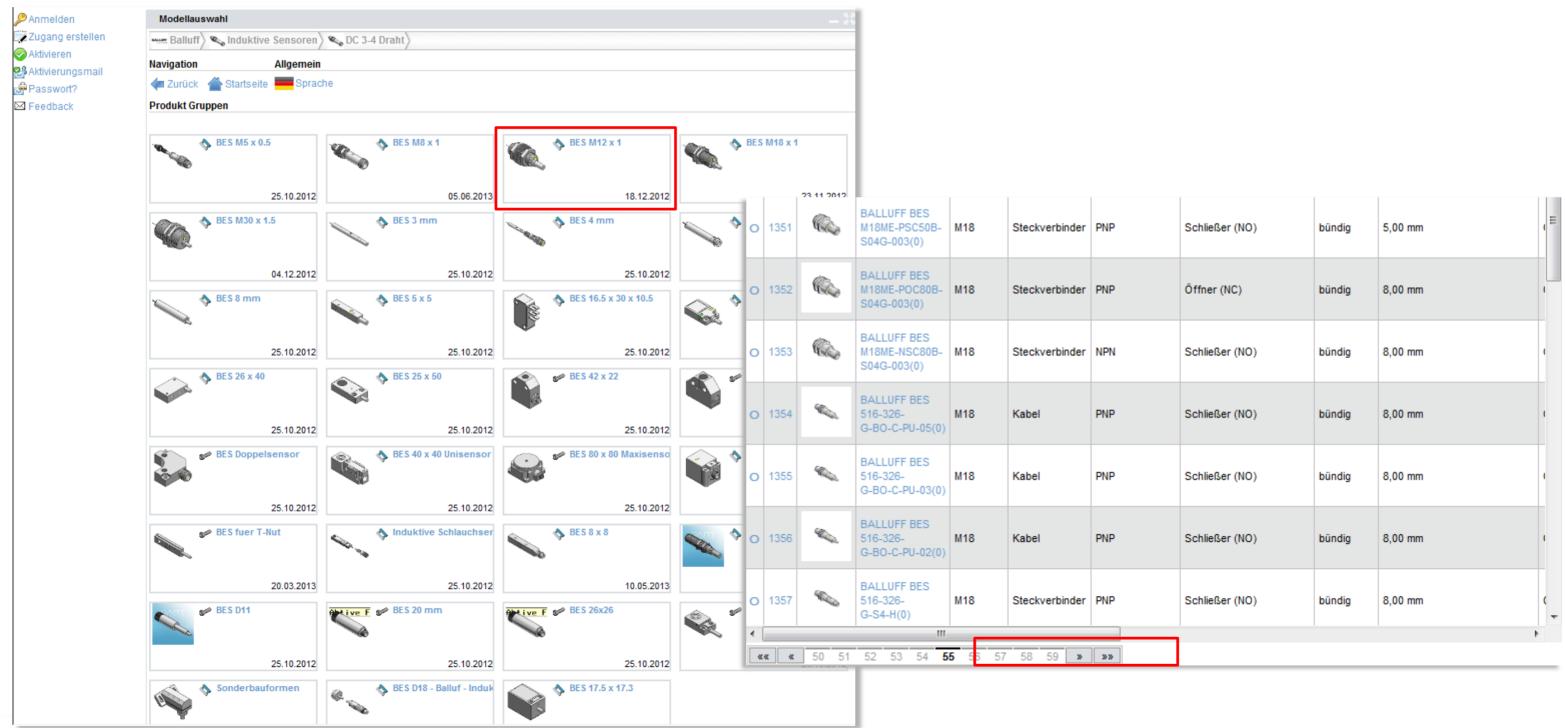








Content of the folder "DC 3-4 wire".







Flash animation "Explaining the selector principle"







We implemented this principle in cooperation with the CADENAS specialists and I would like to introduce the results to you.

First the complete catalog had to be reconstructed.



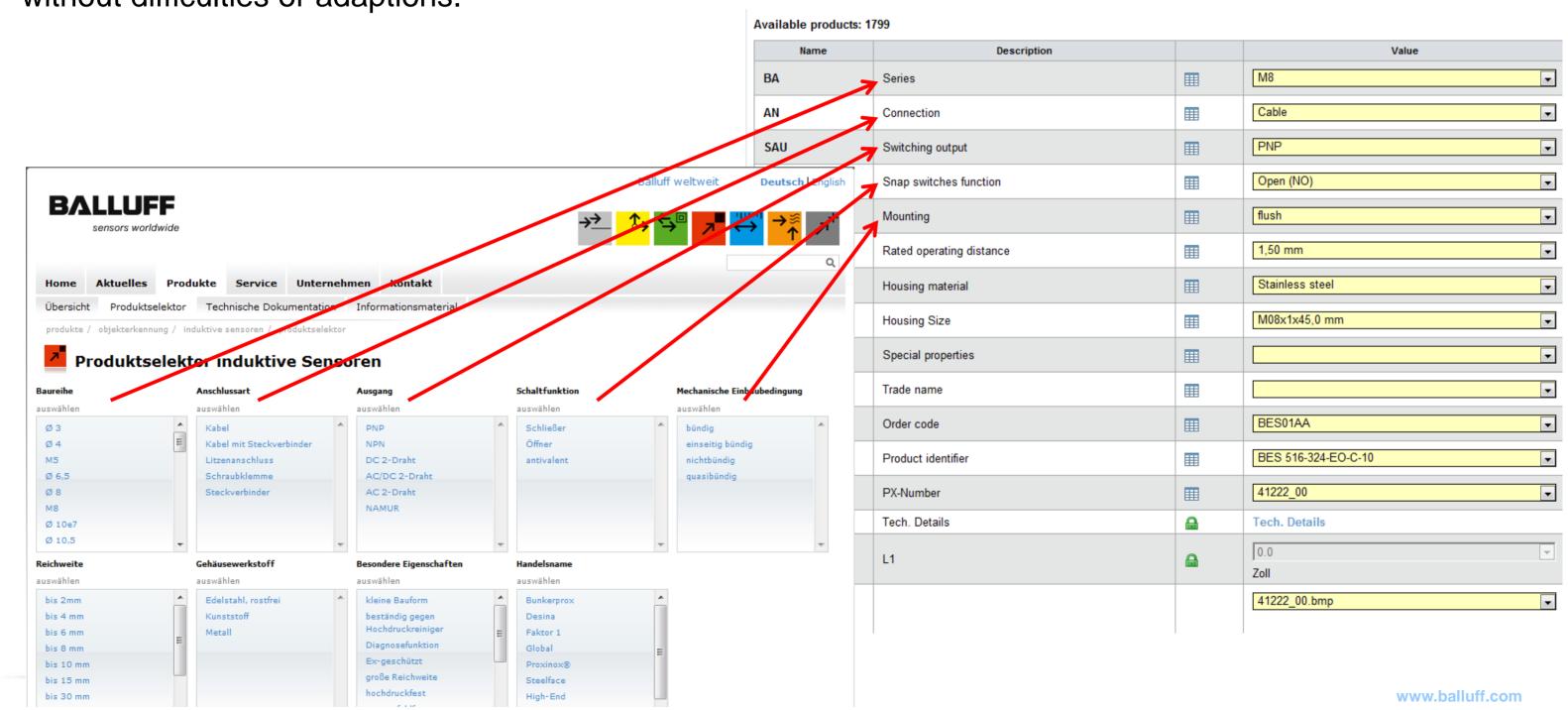




Regarding the selection criteria of the Balluff Homepage:

Customers, who already know the Balluff website should be able to work with the CADENAS catalog

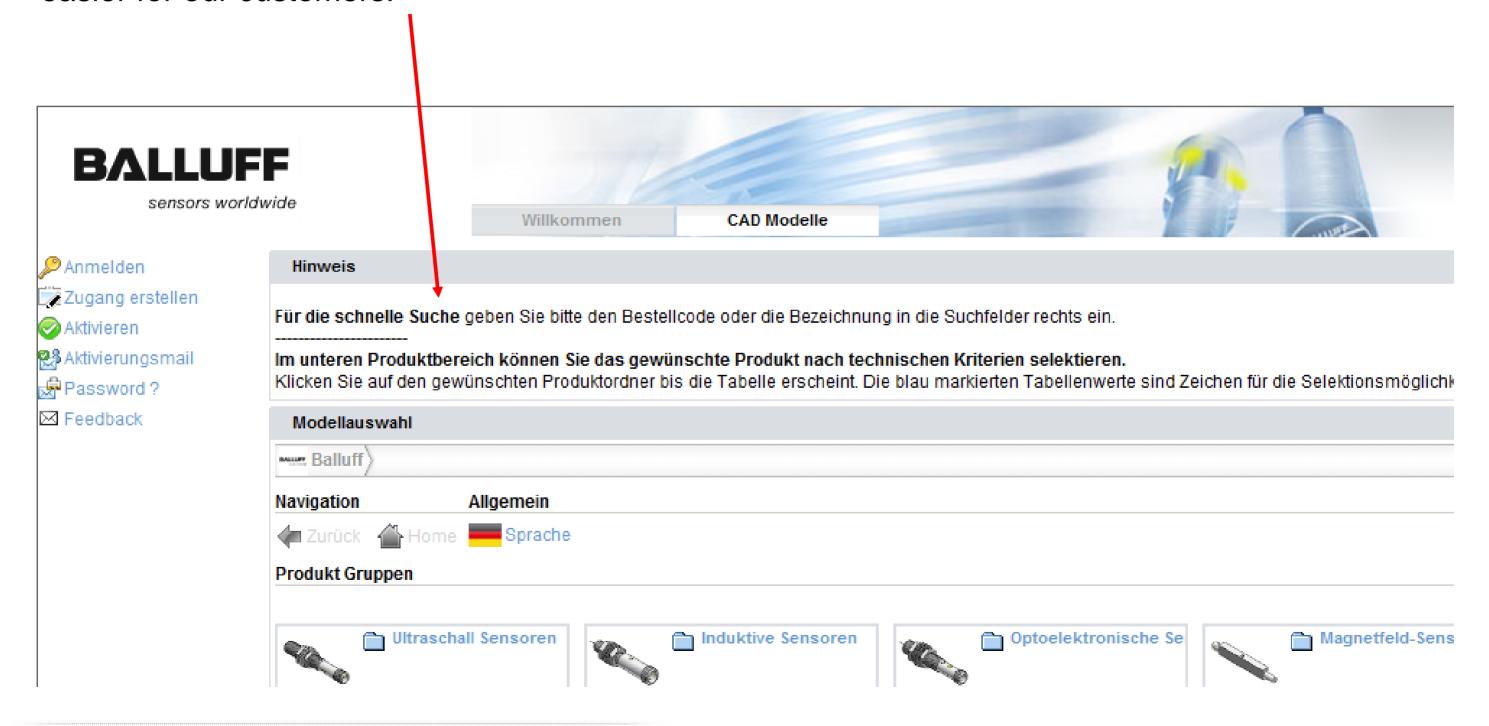
without difficulties or adaptions.







On the PARTcommunity portal we placed a little note to make the handling of the catalog easier for our customers:

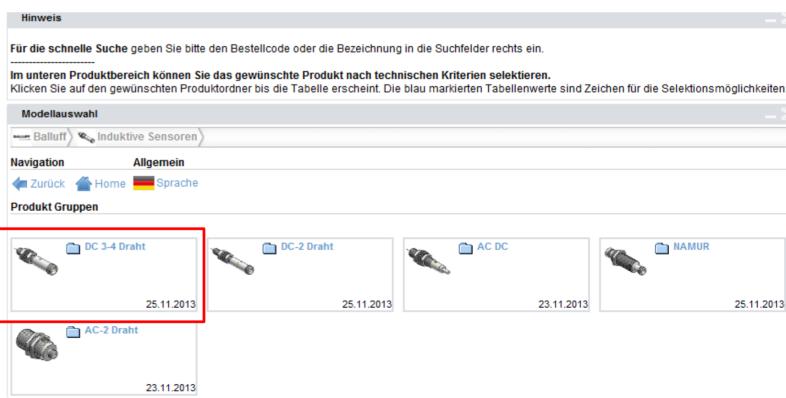






Further proceeding on the example of wire inductive sensors 3-4 M12, PNP, normally open, wire, flush, pressure rated up to 20 bars:





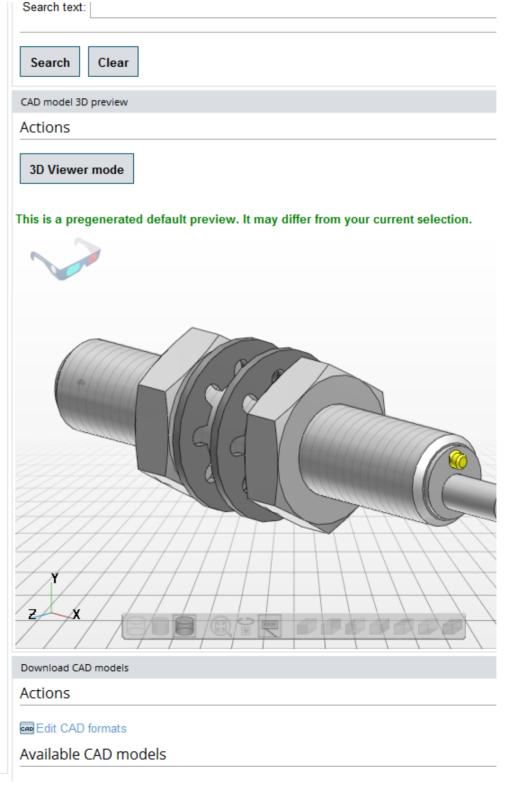




Please select the desired product according to technical criteria. Selectable attributes are highlighted with the table icon. Selections can be reset by clicking on the table icon or on the value.

Available products: 1799

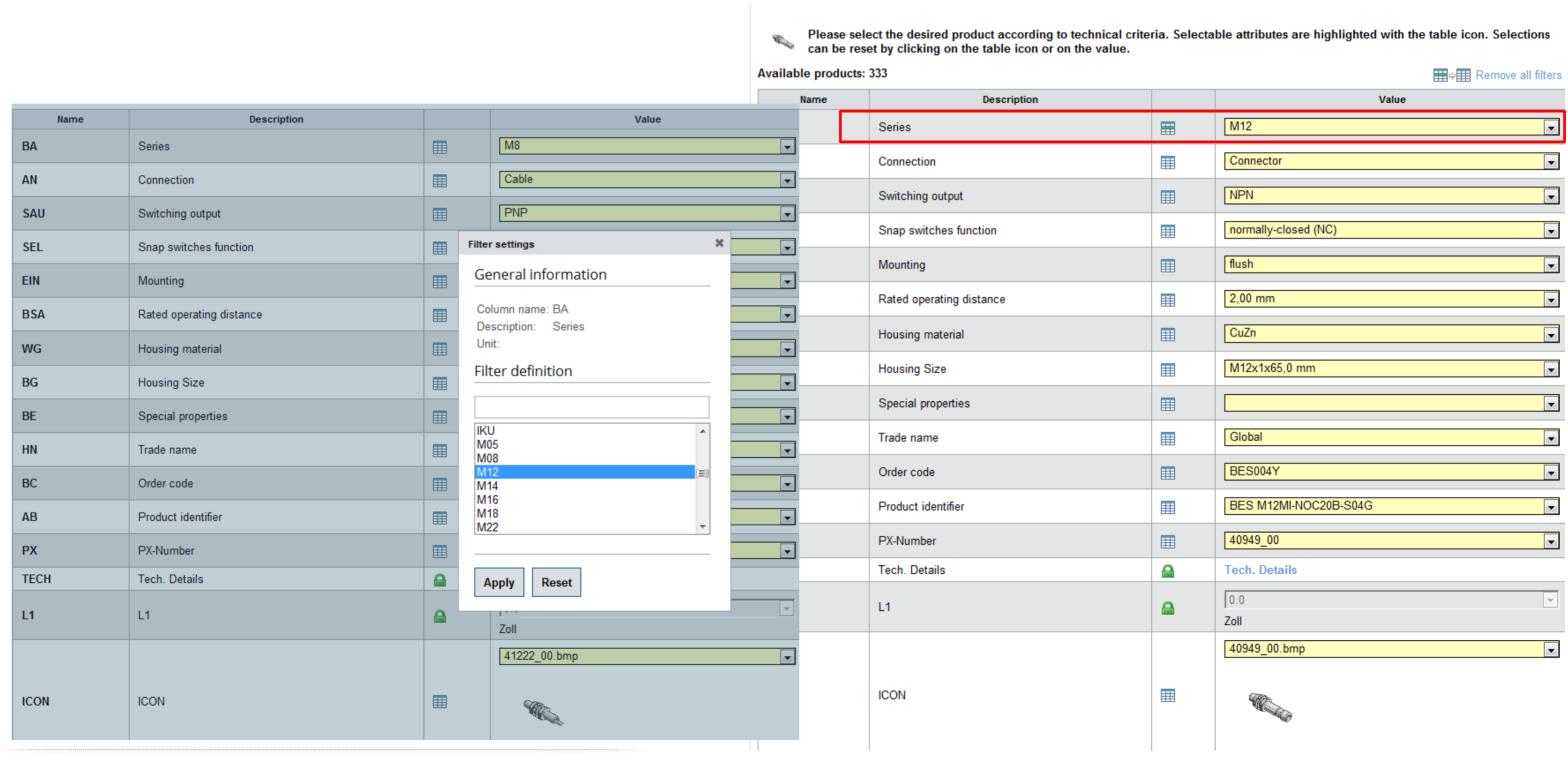
Name	Description		Value
ВА	Series		M8 ▼
AN	Connection		Cable
SAU	Switching output	III	PNP
SEL	Snap switches function		Open (NO)
EIN	Mounting	III	flush
BSA	Rated operating distance		1,50 mm
WG	Housing material	III	Stainless steel V
BG	Housing Size		M08x1x45,0 mm
BE	Special properties	III	
HN	Trade name		
ВС	Order code	III	BES01AA 🔻
AB	Product identifier		BES 516-324-EO-C-10
PX	PX-Number	III	41222_00
TECH	Tech. Details	a	Tech. Details
L1	L1		0.0 Zoll
ICON	ICON		41222_00.bmp







Selection "size M12": now only 333 products are displayed.







Further selection: "Output PNP"
(248 products) and
"special properties – pressure rated
Up to 20 bars": there's already the
result

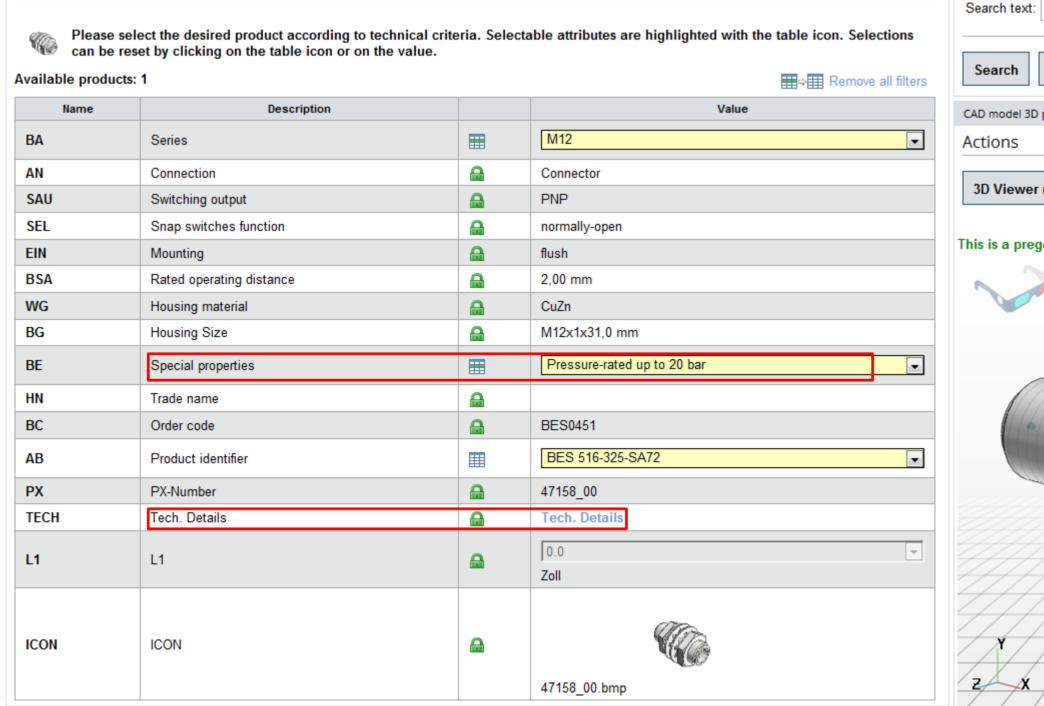
- one explicit product.

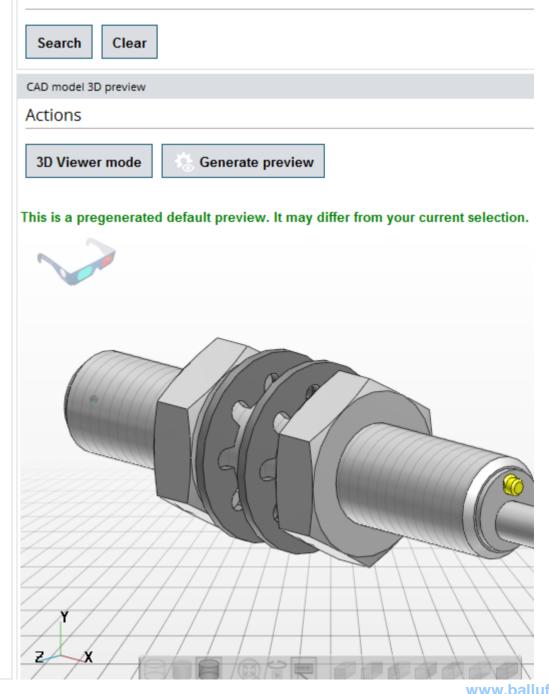
Available produc			##⇒## Remove all filter			
Name	Description		Value			
BA	Series	■	M12 ▼			
AN	Connection		Connector			
SAU	Switching output	a	PNP			
SEL	Snap switches function	a	normally-open			
EIN	Mounting	<u>a</u>	flush			
BSA	Rated operating distance		2,00 mm			
WG	Housing material		CuZn			
BG	Housing Size	<u> </u>	M12x1x31,0 mm			
BE	Special properties	=	Pressure-rated up to 20 bar			
HN	Trade name					
BC	Order code		BES0451			
AB	Product identifier		BES 516-325-SA72			
PX	PX-Number		47158_00			
TECH	Tech. Details	a	Tech. Details			
L1	L1		0.0 Zoll			
ICON	ICON		47158_00.bmp			





The selection can be even more simplified, if the customer immediately goes to "special properties" and selects "pressure rated up to 20 bars... The desired result appears with only one click.

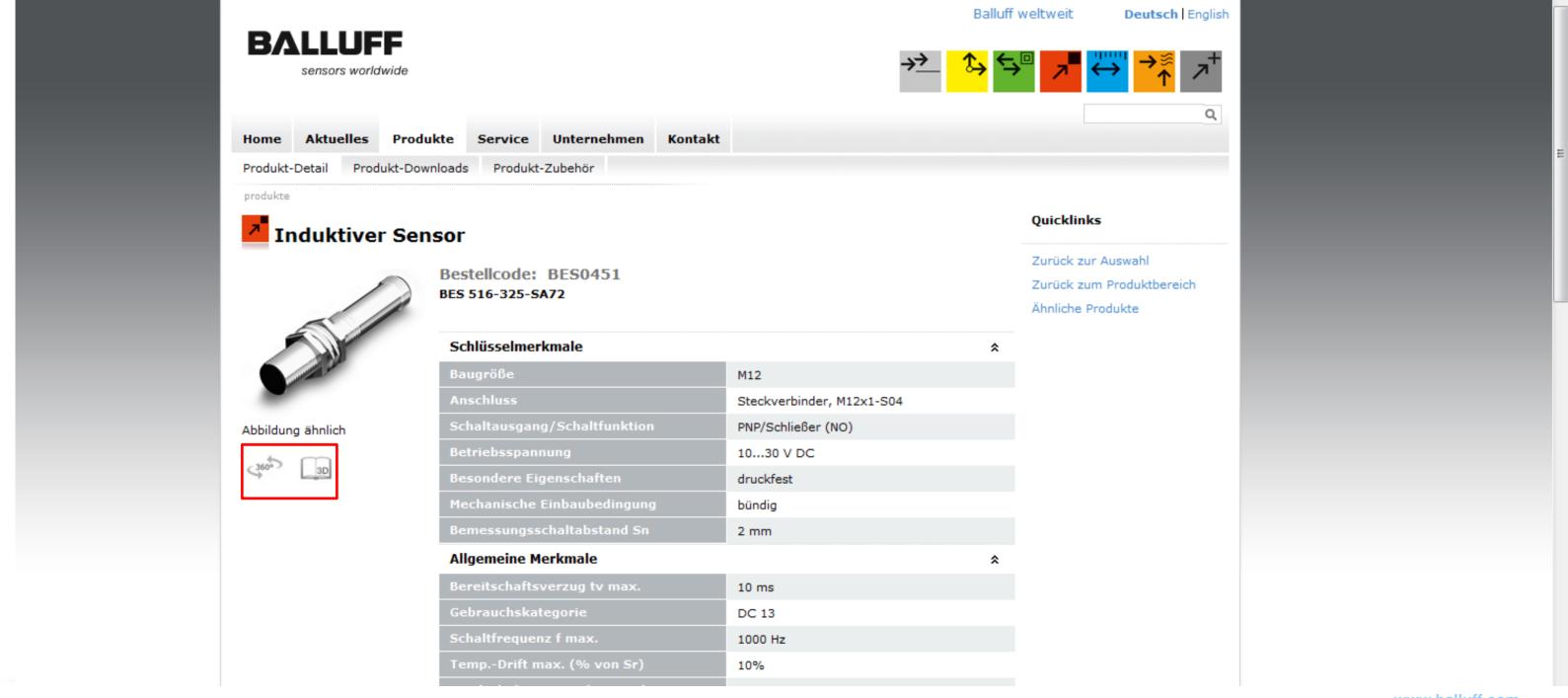








On the Balluff website we placed direct links to the 3D catalog detail pages and to the product preview of the PARTcommunity catalog.



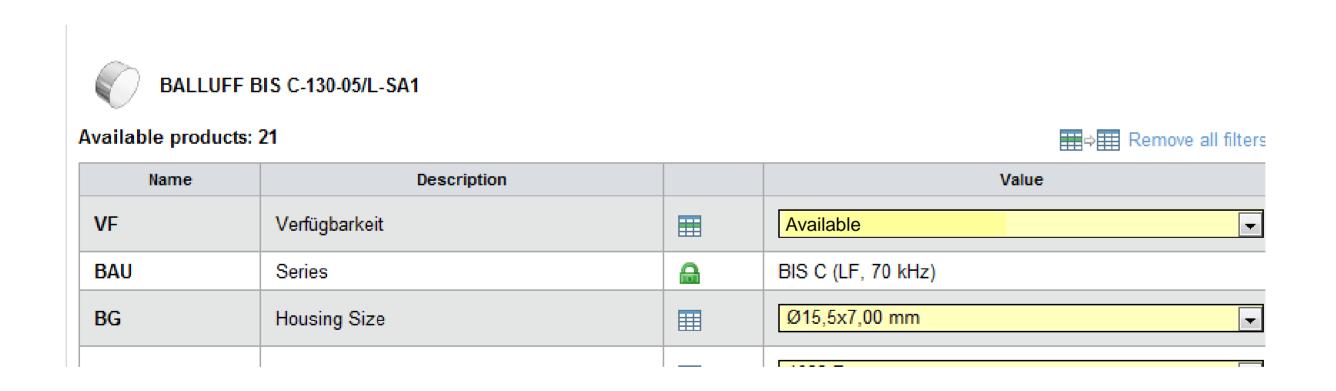




The product selector is compact, clearly arranged and intuitively comprehensible.

These selectors are also flexible and easy to maintain for the person who is responsible for the catalog.

Since there are Excel tables in the background, it is possible to move the columns with selection properties back and fourth at any time, add further selection criteria and even automate the results.



The product selector brings a new fourth dimension in the 3D catalog.



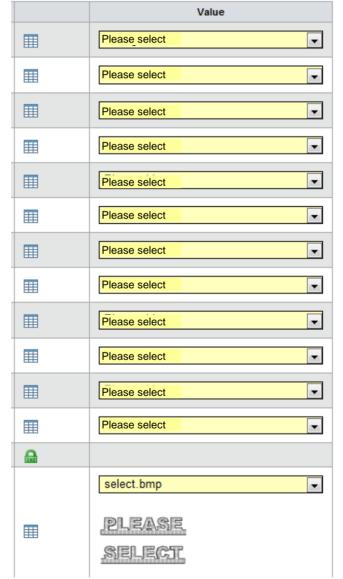
Balluff Catalog on PARTcommunity with product selectors



Product selection with product selector. Visions.

There's no limit to perfectionism, this is why we are now aiming for an extension of the selector function: an additional list or table view for direct comparison of the preselected products.

Name Beschreibung							Wert				
ВА		Baureihe				=	M12	M12			
ΑN		Anschlussart				***	Kabe	Kabel mit Steckverbinder			
SAU		Schaltausgang				=	PNP	PNP			
SEL		Schaltelementfunktion					Schli	Schließer (NO)			
EIN		Einbauart				<u> </u>	bündig				
BSA		Bemessungsschaltabstand				==	2,00	2,00 mm			
NG		Werkstoff Gehäuse				CuZr	CuZn				
BG		Baugroesse			III	M12	M12x1x33,0 mm				
BE		Besondere Eigenschaften			<u> </u>						
HN		Handelsname			==						
ВС		Bestellcode			III	BES00PH					
AB		Artikelbezeichnung			III	BES 516-325-E4-C-S4-00,5					
PX PX-Nummer				40975_00							
TECH		Tech. Details					Tech. Details				
E.	BALLU BES 51 375-BC PU-03(6-)-C-	M12	Kabel	NPN	Öffner (NC)		bündig	2,00 mm	Stahl nich	
	BALLU BES 51 375-BC 02(0)	6-	M12	Kabel	NPN	Öffner (NC)		bündig	2,00 mm	Stahl nich	
War.	BALLU BES 51 370-BC	6-	M12	Kabel	PNP	Öffner (NC)		bündig	2,00 mm	Stahl nich	





Actions







This way we continue our success story.

