

„Transforming the cement industry from #grey2green“ –

## Marketing-Strategie der thyssenkrupp Industrial Solutions AG

d3con| Hamburg, 23.11.2021 | Carsten Sichler // Head of Brand & Marketing

engineering.tomorrow.together.



thyssenkrupp

# thyssenkrupp Cement Technologies

>2.000 Mitarbeiter,  
davon 1.000  
international

Mit unserer Familienmarke  
polysius® seit mehr als  
160 Jahren am Markt

Mehrere tausend  
Produkte &  
Maschinen verkauft



engineering. tomorrow. together.

Three Words that describe, who we are,

what we do and how we do it.

## Portfolio

- Als weltweit führender Anbieter von Prozess-Technologie, Maschinen und Services für die Zementindustrie adressieren wir den globalen Markt
- Wir sind mit >160 Jahren Erfahrung im Zementgeschäft, fest verwurzelten Kundenbeziehungen und einem umfangreichen Portfolio bekannter Produkte und Marken gut etabliert
- Mit unserer großen Basis an installierten Anlagen und Maschinen und Zugang zu mehr als 70% aller Großanlagen weltweit, sehen wir großes Potenzial in der Erweiterung unserer Dienstleistungen als wichtigen Wachstumshebel.
- Neue und nachhaltige Lösungen und eine große Innovationskraft zeichnen uns aus. Daraus resultieren mehr als 1.100 Patente und kontinuierlich neue Lösungen.
- Wir sind in der Lage, die gesamte Wertschöpfungskette der Zementproduktion mit Angeboten in den Bereichen EP/EPC, Produkte & Maschinen und Services anzubieten.



Fokus-Themen –

Den Veränderungsprozess sichtbar einleiten

STORYTELLING



SOCIAL SELLING



SEO



PERFORMANCE MARKETING

## Anlagenbau ist people's business

**thyssenkrupp Industrial Solutions**  
40,068 followers  
1yr • Edited •

Continuously developing proven solutions and products with high customer satisfaction is part of our DNA. Therefore, we have geared the design of the polflame®, the well-established clinking zone burner, in its second generation towards simplified operation, higher energy efficiency and increased fuel flexibility. Please contact our product expert [Valentina Bordei](#) for more information.

Follow us on our journey from #grey2green.  
#greencement #clinkingzoneburner #fuelsubstitution  
Link: <https://lnkd.in/gu3m9uV>



polflame® VN  
2nd generation of our  
clinking zone burner

polflame® VN - clinking zone burner

261 · 7 comments

**Valentina Bordei** • 1st  
Product Manager polytrack® at thyssenkrupp Industrial Solutions  
1y \*\*\*

Dear Mr. Skibin, the primary air ratio depends on your fuel mix, it can be as low as 6% for oil and as high as 11% for anthracite, it is slightly higher for alternative fuels, if you have a concrete example/ application, we would be happy to give you more specific information.

Like · 3 | Reply · 2 Replies

**Hennadii Skibin** • 3rd+  
Lead engineer of Investment Support Department - Метинвест  
1y \*\*\*

Ok. Many thanks! For anthracite and other coal powder fuel the primary air ratio should be more higher than oil fuel or Natural gas? It's approximately 11% for coal powder?

Like · 1 | Reply

**Valentina Bordei** • 1st  
Product Manager polytrack® at thyssenkrupp Industrial Solutio...  
1y \*\*\*

**Hennadii Skibin** anthracite has the highest ratio among the conventional fuels. For coal powders it is actually typically around 7%

Like · 1 | Reply

**Subrahmanyam Irukuvajjala** • 2nd  
Consultant (Cement Technology&Academics)  
1y \*\*\*

What is the maximum capacity of Polflame burner in terms of MW

Like · 1 | Reply · 1 Reply

**Valentina Bordei** • 1st  
Product Manager polytrack® at thyssenkrupp Industrial Solutio...  
1y \*\*\*

Hello, the largest burners delivered so far had a capacity of 240MW+, and were designed for use with both conventional and alternative fuels.

Like · 1 | Reply



**Pablo Hofelich** • 1st  
CEO Business Unit Cement at thyssenkrupp Industrial Solutions

The cement industry is facing its greatest challenge: sustainable and efficient solutions! And this is where **thyssenkrupp** comes in. For more solving the technological challenges of the cement industry has another dimension. We want to take the industry cooperation with our partners and customers. I am f the cement industry is green and digital. Let's go thi

For generations we have been used to living in growing economies with access to seemingly unlimited resources. Based on measurable climate change, there is a deep conviction in our society of an urgent need for change towards a more sustainable economy. The cement industry, that alone accounts for seven percent of global CO2 emissions, is particularly challenged to protect the climate with environmentally friendly technologies. That is why we at **thyssenkrupp** have come up with new ways to produce cement more sustainably and at the same time more efficiently.

#greencement #greencementplant #polysius thyssenkrupp Industrial Solutions



106 · 6 comments · 2,434 Views



sustainability – the future for cement  
Pablo Hofelich on LinkedIn · 5 min read  
For generations we have been used to living in growing economies with access to seemingly...

## polysius® pure oxyfuel

**More emissions than India**

More than 4.6 billion tons of cement are used worldwide every year.

This means that over 3,800 Hoover Dams could be built every year.\*

2.8 billion tons of CO<sub>2</sub> are generated during the production process

\* Assumptions for calculation: Approx. 400 kg of cement are required per cubic meter of concrete. Approximately 2,400,000 cubic meters of concrete were used for the Hoover Dam, i.e. 1,100,000 tons of cement.

**Clinker production is the main emitter**

Approx. 0.6 tons of CO<sub>2</sub> are produced per ton of cement. That corresponds to almost 4,200 km by car – 2x from Berlin to Paris and back.

Share of CO<sub>2</sub> emissions by manufacturing step\*

- > 60 % Clinker production Process emissions
- < 35 % Combustion emissions
- < 5 % Remaining manufacturing (e.g. grinding and mixing)

\* Own calculation

**CO<sub>2</sub> as a raw material**

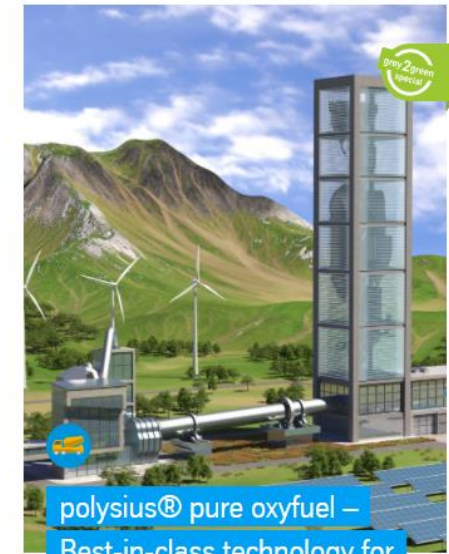
With the **polysius® pure oxyfuel** process, up to 95% of the CO<sub>2</sub> from cement production is captured.

Other industries can then use it as a sustainable source of carbon.

**What is carbon used for?**

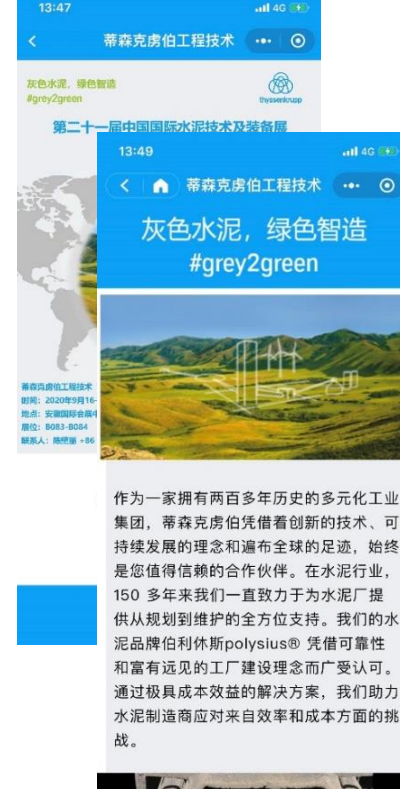
- Basic chemicals
- Synthetic materials
- CO<sub>2</sub>
- Synthetic fuels
- Material energy storage

Sources: Federal Ministry of Education and Research, Federal Environment Agency, BCC, GreenWatchData.org, beton-info.de, herbertstat.de



# Storytelling – mithilfe des C-Levels und verschiedener Formate





#grey2green

Eine Initiative wird Teil der Unternehmens-DNA



# HOW WE WORK





# Marketing, Kommunikation & Vertrieb zusammenbringen, Content zentralisieren –

## in einem organisationsverträglichen Set up



### Jour Fixe

- 1x wöchentlich
- Teilnehmer:
  - gesamtes COM Team (External/Internal, Digital Marketing, Brand & Marketing, ...)
  - Fachbereichsleiter Business Development & Sales
  - Abteilungsleiter Regional Sales



### Globale Community

- COM (national, international), COM national (Daily Meetings // 10min)
- Vertrieb (Abteilungsleiter, Teamleiter)
- Service (Abteilungsleiter, Service-Vertriebsmitarbeiter)



„Freiraum“ für kreatives Arbeiten schaffen.

Gestaltungsdrang und Kollaboration fördern.



### Methodik (Beispiele)

- Personas & Customer Journey Mapping
- Storytelling Canvas
- Markensteuerrad
- ...



### Lernen

- After Work Sessions (voneinander lernen)
- Externe Schulungen/ Weiterbildungen (zertifiziert)
- 30min – 1h „Blocker“ /Woche



### Digital Tools (Beispiele)

- **Newsletter:** rapidmail
- **SEO:** Sistrix, Keywordtool.io
- **Website:** Xovi, crazyegg, Balsamiq, Marvel
- **Content/Social:** dirico, Canva
- **Paid:** Google Ads, Facebook Ads, LinkedIn Marketing Solution
- **Sales Support:** LinkedIn Sales Navigator
- ....



# Auszeichnungen

2020



BRAND DIGITALIZATION



BRAND EFFECT OF THE YEAR



BRAND COMMUNICATION

2021



STORYTELLING



SHORT CLIP





## NEW GLOBAL WEBSITE

- Starker Service-Fokus
- Weniger Verzeichnisse
- Suchfunktion & Interaktionsmöglichkeiten



## MARKENENTWICKLUNG

- Markenidentität
- Positionierung
- Markenversprechen umsetzen



## SERVICE EXPERIENCE PLATFORM

- Kontaktmöglichkeiten
- Weitere Services (Login)
- Experience World



## TESTEN & LERNEN:

Tools testen & sich fokussieren,  
Know How aufbauen

## ENABLING:

Transparentes Arbeiten im Content Hub –  
über Abteilungsgrenzen hinaus,  
Kolleg:innen einbinden, begeistern und  
schulen

**MESSEN:** Vertrieb/Business unterstützen,  
weg vom Bauchgefühl



Let`s talk!

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**Carsten Sichler**

Head of Brand & Marketing  
thyssenkrupp Industrial Solutions AG

