



Design as a carrier of innovation

TRACTO-TECHNIK machine design nominated for bauma Innovation Prize

The German special machine manufacturer TRACTO-TECHNIK GmbH & Co. KG was nominated for the bauma Innovation Award in the Design category for the design of its new generation of GRUNDODRILL HDD rigs. The family-owned company with headquarters in Lennestadt/Germany produces and distributes machines and accessories for the underground installation and renewal of pipelines for the construction of supply and disposal pipeline networks.

This trenchless technologies have numerous advantages over the classic method open installation method because it interferes hardly with the ground, valuable surfaces are protected, environmental pollution is significantly reduced and traffic or economic activity are not obstructed. Being a pioneer in the development of these so-called NODIG techniques, TRACTO-TECHNIK has become one of the leading companies in the industry thanks to continuous innovation. Today the product portfolio covers the complete range of trenchless pipeline construction. This also includes horizontal HDD rigs, which are being sold under the brand name GRUNDODRILL.

Process and equipment technology

When installing pipes using the horizontal directional drilling method (HDD), a pilot hole is first a pilot bore is established along the planned bore path using a steerable drilling head. In a second step, the bore hole is upsized and the attached pipe is pulled into the bore path. The HDD method is applied to install pipes for gas, telecommunications, district heating and drinking water supply under traffic ways, railway tracks and buildings or parallel to roads. Thanks to its manifold advantages and broad application range, horizontal directional drilling technology is being used more and more frequently worldwide, which is leading to an increasing demand for efficient and innovative HDD rigs. These high-quality and complex systems consist of a crawler track, a rig boom, a hydraulic Diesel drive unit, a rotation and feed drive, a magazine for the drill rods and an operator cabin.

Das „Straight Dynamic“ Design

For the latest generation of these GRUNDODRILL HDD rigs, a special new design has been developed to reflect the core of the TRACTO-TECHNIK brand. In doing so, the modular construction



concept for different machine sizes and the premium quality of the machine technology had to be considered. SCHINDLER CREATIONS, a proven specialist for UX design & technology in an industrial context, was commissioned to implement the design strategy. According to the claim "Design. Innovation. Together. SCHINDLER CREATIONS has realised more than 5,120 projects for small and medium-sized enterprises as well as for global corporations in 12 years in studios on Lake Constance and Lake Zurich.

The result is a "Straight Dynamic" design with all components of the GRUNDODRILL HDD rig forming a striking optical unit with a high recognition value. The central element is the operator cabin, which is equipped with the latest technology and large panoramic windows. The consistent visual appearance is created by a circumferential contour line in the TRACTO-TECHNIK corporate colour blue, which forms a striking contrast to the black cabin and the machine. The design concept also allows for the hood to be adapted to individual customer requirements by leaving space on the side for individual labelling and replacing the blue of the contour line with the customer's desired colour.

Features of the „Straight Dynamic“ Design:

- The course of the blue contour line, which runs in the direction of the ground, expresses both down-to-earthness as the brand core of TRACTO-TECHNIK and, at the same time, the stability of the machine during the drilling process. In addition, the high thrust forces driving the drill rods into the ground are highlighted.
- The dynamics conveyed by the optical unit of cabin and machine hood express the performance of the drill rig, which creates an advantage in marketing.
- Intelligent 3D frames ensure that the machine is resizable without having any significant influence on the design.
- The new design of the cabin, tailored precisely to the needs of the machine operator, provides a perfect overview of the HDD rig and the entire jobsite environment - even without the cabin having to be swivelled for operation, as was previously the case.
- Since it is no longer necessary to swivel the cabin, reducing the space required for the equipment is even further. This leads to an optimisation of the processes on the jobsite due to an even lower use of space and further reduced impairment of adjacent residents, traffic routes, etc. in the proximity of the HDD rig.

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- Thanks to the ergonomic seat and optimally arranged operating elements as well as further details such as storage compartments, charging sockets, etc. in sufficient quantity, the operation of the HDD rig and the control of even the most complex bores becomes even more ergonomic, simple and at the same time more efficient for the operator.

Overall, the futuristically looking "Straight Dynamic" design clearly depicts that TRACTO-TECHNIK with the new GRUNDODRILL generation is offering trend-setting HDD machine technology with a high degree of innovation and further improved ergonomics and easier handling for the machine operator.

Exclusive presentation as world premiere at bauma 2019

The new series of horizontal HDD rigs in "Straight Dynamic" design will be presented to international experts and the public exclusively at bauma 2019 in Munich from 8th to 14th April. TRACTO-TECHNIK will be presenting these and further innovations at its stand FN.521/1 in the outdoor area.

Lennestadt, 16.01.2018

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Picture caption:

Photo 1 (TRACTO-TECHNIK_Design_StraightDynamic_Logo_neu.jpg):

A digital rendering of the latest generation of GRUNDODRILL horizontal HDD rigs from TRACTO-TECHNIK in "Straight Dynamic" design.

TRACTO-TECHNIK, a manufacturer of special machines, develops and constructs high-quality machines for underground installation and trenchless pipe rehabilitation. This continuously growing market has customers in the gas, water, electricity, district heat supply and telecommunications sectors, as well as sewage disposal. A further mainstay of the family company founded in 1962 are machines, production systems and software solutions for pipe fabrication and pipe processing technology. TT is headquartered in Lennestadt-Saalhausen and currently has around 500 employees worldwide.

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More information is available online at www.tracto-technik.com and www.pipe-bending-systems.com as well as on [Facebook](#), [Google+](#), [Xing](#), [LinkedIn](#), [Twitter](#) and [YouTube](#)

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