

Showcase your Cement Plant through Micro-modeling

Version 1.0

An Application Note Series

Precise Engineering

Experts in Micro Engineering Models

Showcase your Cement Plant through Micro-modeling

Learn how organizations are using Miniaturization(micro-modeling) as a new Marketing Tool to reduce distance between large complex engineering structures and various people involved in making decisions on such important assets. For Cement Plant owners, employees, consultants and contractors; miniaturization offers a very strong proposition for faster decision making by offering better visualization.

You can now

- ✿ Showcase your Cement Plant and Machinery*
- ✿ Speedup process reengineering*
- ✿ Speedup workflow studies*
- ✿ Speedup train interns and recruits*
- ✿ Speedup visual training of employees on your plant*
- ✿ Physically present Cement Plant & machinery in an exhibition*
- ✿ Carry your plant with you, any where*
- ✿ Sell and consult your plant design better*

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Preface

A very positive outlook has been projected for the Cement industry due to rising demand of housing construction and infrastructure development activities. The high demand from Middle East Asia due to boom in infrastructure activities would boost up exports for companies from Asia and Africa. While not too many Greenfield projects are expected, it is expected that brown-field expansion projects and modernization of existing plants will continue. The prices, driven by fuel and coal cost are also due to move northward, making the market more competitive. Although, Cement has been one of the best performing sectors, companies need to sell their capital and operational excellence better, internally as well as externally. Imagine a scenario....

Scenario

“You have been one of the *largest* cement plants in the country. You have been, recently, acquired, owing to the consolidation driving this industry. Now, you are on a major move to re-engineer your operations to meet the competitive market and prepare yourself for a robust growth ahead, regionally as well as globally. You have done an internal brain storming and the management has identified your Plant itself, as the largest selling point to drive an integrated message of leadership.

You have a challenge to showcase yourself through your plant to a range of stake holders.

- 🔗 Investors
- 🔗 Customers
- 🔗 Operations
- 🔗 New recruits
- 🔗 Corporate Office
- 🔗 Reengineering team
- 🔗 Marketing Team
- 🔗 The industry

Your plant is a complex, spatially huge setup, with multiplicity of material movement routes and machinery installation from mines to railway dispatch. Would you go for following:

- 🔗 Prepare reams of documents that describe your plant in the best possible ways
- 🔗 Prepare multimedia presentation
- 🔗 Take people to site for a 7 day paid visit
- 🔗 Prepare media posters
- 🔗 Prepare video documentary

That will be a couple of quarter long assignment to some high end corporate communication consulting company, running over a million bucks. Factually, the marketplace is un-pardoning and you have little time to push your message in a consistent way. You have to do it fast ! Suddenly, you thought, if it were



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possible to shrink wrap the complete plant (may be in a box !) and dispatch its duplicates to various locations. You thought it right !!! “

An Alternative

For large and complex engineering structures, there is a new way of marketing and visualization technique to move faster into the market. Believe it ! when looked from a couple of yards, it will be an exact, a real and if you want it, an operational one. Thanks to the engineering of miniaturization, you could realize your dream.

Case Study

Exhibit-2: Far East End View



The exhibits shown here, are not photographs taken on the site. They are photographs of a scaled down model of a 8000T/per day Cement plant. One of the largest plants in India. Look at the exhibits, you can immediately make out design, machinery and layout of the plant. This model is built in a size of 7 ft x 4 ft, with a scale factor of 1:700. The plant in its color, machinery and landscape is an exact replica of an existing operational plant, delivered in 8 weeks after visiting the site on two occasions. The plant is, in fact, delivered along with its mines. The model is proudly showcased in the corporate office of the client and used for enhanced visualization of this prime asset to corporate visitors, interns, customers and employees.

Miniaturization a New Marketing Tool



Miniaturization is an engineering practice that allows representation of real life objects, however large and complex, into smaller scale, to provide utilities that are not readily fulfilled by original objects owing to size, cost or location constraints.

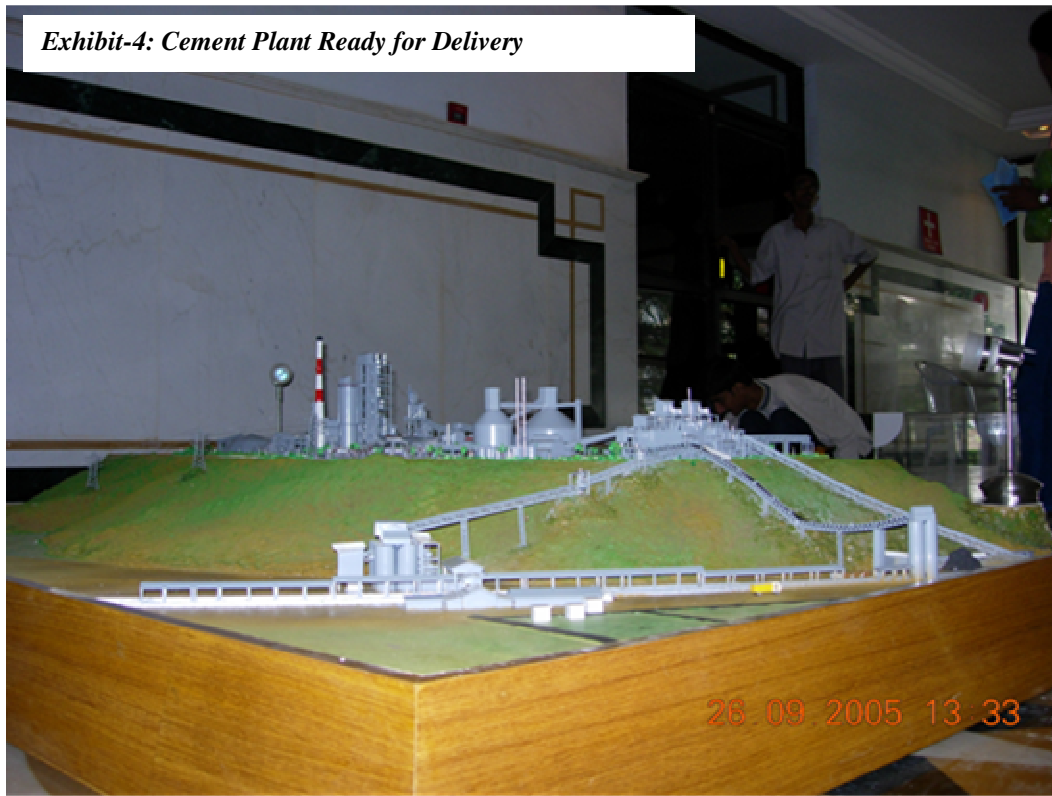
More and more organizations are using this technique as a novel “marketing tool” to reduce the distance between site and stakeholders that involve decisions/ visualization of complex setup like cement plants. Miniaturization models are being used for following high value realization:

1. Showcasing: in exhibition, board room and corporate office e.g. plant landscape, process layout, infrastructural layout, complex large products and systems etc.
2. Walk-thru exercise, Workflow simulation, Process re-engineering: through visualization of spatially large systems e.g. cement plant, automobile factory, steel mill etc.
3. Instructions & Training: to recruits, employees, customers and students, about features and functionalities of products and systems
4. Working demonstration, e.g. movement of conveyor system etc.

Various industry stakeholders who are using miniaturization models include plant owners, consultants, project offices, training institutes and exhibitors.

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Miniaturization of Industrial Structures is not a job of hobbyist or toy maker, it is an exact engineering practice that involves multidisciplinary engineering approach. It needs expertise in industrial design, knowledge of assembly and precision manufacturing process, adeptness in painting, special carving and cutting process, ability in handling tiny components and special materials, and experience in structural landscaping. In making dynamic (or live) models, e.g. movement of conveyors or rotation of kiln, implementation of advanced industrial automation techniques is required. Hence normally, miniaturization of a structure like Cement Plant, is an engineering project in itself. It takes time to produce an exact replica with the right scaling, precision and visualization.



Derive the Benefits of Miniaturization

So, whether you are on a green field project or in the process of re-engineering your existing project or discussing a process or flow across your plant, supplement your imagination by having a miniaturized model. You could ship your plant to any destination and could have as many copies as possible in a very short time at a very less cost !!

Further Information

For more information on miniaturization, log onto <http://www.enggmodels.com> and download following white papers

1. "Micro Industrial Models- A new marketing tool".
2. "Showcasing Power Industry through Micro-modeling".
3. "Showcase Engineering Products through Micro-modeling".

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Disclaimer:

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