

Press release

Central piece of the sustainability puzzle

Service portfolio from SEW-EURODRIVE

Bruchsal/Hannover 2025: With its Life Cycle Services, SEW-EURODRIVE is aligning itself with its customers' specific maintenance strategies. At HANNOVER MESSE, the Bruchsal-based drive and automation technology specialists are demonstrating at every point of their trade fair concept how they offer partnerships to support their customers – from initial orientation to operation and retrofitting.

This year, the SEW-EURODRIVE stand follows the narrative of an interstellar journey to interconnected "planets" that offer an impression of future sustainable drive technology supported by digital tools. Service also plays a key part in this. "Thinking sustainably and implementing digitalization are closely linked to service," explains Bernd Rüdinger, who is responsible for the Service main department at SEW-EURODRIVE.

All the planets and the control center are therefore networked with the company's digital solutions and service offerings, whether that is CDM® - Complete Drive Management, where asset information from the drive technology used – such as service status, service history, and service reports – is all brought together, or on the real Belt Conveyor Loop, on which SEW-EURODRIVE's retrofit offerings are presented. In addition, there is a dedicated service planet, which covers CDM® - Complete Drive Management from a digitalization perspective and repair, recycle, reuse, and remanufacture as aspects of sustainability. One area of focus here is the reuse of rare earths by remanufacturing rotor magnets. In respect of the global sales and service network, what is interesting is the opportunity for in-house services in the decentralized locations and workshops of the company, which can be found in 57 countries. A daily presentation on Life Cycle Services and the portfolio it represents rounds off SEW-EURODRIVE's contribution to HANNOVER MESSE.

"Service will be a central piece of the sustainability puzzle in the future. Repair is already a common sustainability measure," says service manager Bernd Rüdinger. "In the future, Service and our workshops could form the bridge to production for recycling, reuse, and remanufacturing, and therefore for reusing raw materials and rare earths," he continues, looking to the future. He also emphasizes the duty of the political world. "Legislators still have to create the legal framework, however."

About SEW-EURODRIVE

Founded in 1931, SEW-EURODRIVE GmbH & Co KG is a family business headquartered in Bruchsal, near Karlsruhe, in the Baden-Württemberg region of Germany. Today, SEW-EURODRIVE is one of the world's leading specialists in drive and automation technology, with more than 22 000 employees, 17 production plants, and 92 Drive Technology Centers in 57 countries.

Image

Service

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www.sew-eurodrive.de/hanover-fair/
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As a market leader in its field, SEW-EURODRIVE keeps applications, processes, systems, and machinery moving in countless sectors – from airport logistics to industrial processes. With around 800 employees working in research and development, the company is making an innovative contribution to shaping the future of drive technology.

Proximity to customers is one of SEW-EURODRIVE's top priorities. An extensive sales and service network provides professional advice on site and ensures the rapid availability of spare parts and repairs – anywhere in the world.

Alongside its headquarters and production facilities in Bruchsal and its plant in Graben-Neudorf, the company operates 30 other sites across Germany. SEW-EURODRIVE has also had a presence in Canada, the partner country for Hannover Messe 2025, for over 50 years. Its headquarters there are in Toronto.

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