

# Modern machine manufacturer with history

Baden-Württemberg is the centre of German mechanical and plant engineering – around a quarter of all German mechanical and plant engineering companies are based in this state, or ‘Ländle’ as it is known. Including Merz Aufbereitungstechnik GmbH. For over 100 years, it has been manufacturing processing equipment for bulk goods – and is synonymous with the internationally recognised and valued ‘Made in Germany’ quality.

## Interview with



**Falko Neubert,**  
CEO  
at Merz Aufbereitungstechnik  
GmbH

Mills and crushers, bucket conveyors, vibrating conveyors, roll feeders, dosers, screeners and classifying machines – Merz offers a wide range of sophisticated products. High-quality processing technology has always been the

main focus. “Merz was founded in 1919, making it one of the oldest machine manufacturers in Baden-Württemberg,” says Managing Director, Falko Neubert. “It all started in a garage, the usual ‘one-man show’. Back then, founder

Karl Merz was already producing innovative machines for processing technology, screeners, vibrating feeders and conveyor systems, initially serving the region around the former Tiengen site. Even in those days, the machinery stood out thanks to its exceptional quality.”

### A time of upheaval and continuity

Merz continued to deliver top-quality products in the years that followed. In the 1930s and 40s, the company attended trade fairs, establishing itself on an international stage. In 1949, the second generation, in the form of Karl Heinrich Merz, took over the reins of the company. Under his leadership, new applications were developed in the area of bulk goods, and internationalisation efforts were stepped up, also beyond the DACH region. Merz machinery hit the worldwide markets thanks to new partnerships with major companies like BASF and Krupp. In 1990, the third generation appeared on the scene with Karlheinz Merz; he set the course

for further growth and increased diversification of markets, which now included building blocks and earths, chemicals, recycling, medicine and food, with a focus here on salt and sugar. In 2019, a new era begins. The search for a successor brings Merz and the Neubert family together with the help of the CCI. “We were looking for a company in engineering,” explains Falko Neubert. “I’m an engineer myself and my wife is a business economist; Merz seemed the ideal opportunity. Karlheinz Merz sadly passed away shortly before the handover; in order to finalise the new arrangement, Mrs Marianne Kramer-Merz, who was involved in the company, provided assistance for a period of 12 months. Then the coronavirus arrived on the scene, creating a whole host of new challenges. All of the trade fairs were cancelled, and on-site customer visits became difficult. Despite the complicated environment, despite the pandemic and the handover, 2020 proved to be a great financial year.” Even as customers became more conservative in 2021 due to



Equipment for processing minerals

the pandemic, Merz chose to use the time wisely, rebuilding its marketing, sales and engineering departments during this period. With success. Today the company has 35 employees and turns over five million euros. A modular portfolio of roller mills, roller crushers, jaw crushers, screeners and vibrating feeders is adapted to customer requirements; each machine is

site in Südbaden; the machines are sold in around 30 countries around the world. Merz is one of the top providers in Germany, Switzerland, Spain, France, the Netherlands, Belgium and Austria. The engineering company has also made its mark in the USA, China and Russia. Despite its international presence, customers can get in touch with Merz at any

increasingly important role both for us and our customers. We are also open to exploring innovative technologies and trends such as digitalisation. In this context, predictive maintenance is a particularly interesting topic." At the same time, issues such as supply bottlenecks and the war in Ukraine present a challenge to Merz. The company is indirectly active



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Water-cooled roller mill with electric grinding gap adjustment and vibrating feeder



Jaw crusher with vibrating feeder



Linear screening machine made in Germany, made by Merz



unique. "When it comes to quality, we're right at the top," emphasises Falko Neubert. "Our products are synonymous with 'Made in Germany', an average life cycle of 15 years reflects this commitment to quality. All of our supplier components come from Germany, and we boast a production depth of 80 per cent. We can support the entire life cycle of a machine and ensure lifelong spare parts availability.

**Individual product or turnkey solution**

Merz sets the benchmark these days. Depending on customer requirements, individual machines or turnkey solutions are developed. Engineering, production and a technical centre, through which 90 per cent of products are sold, are all based at the Lauchringen

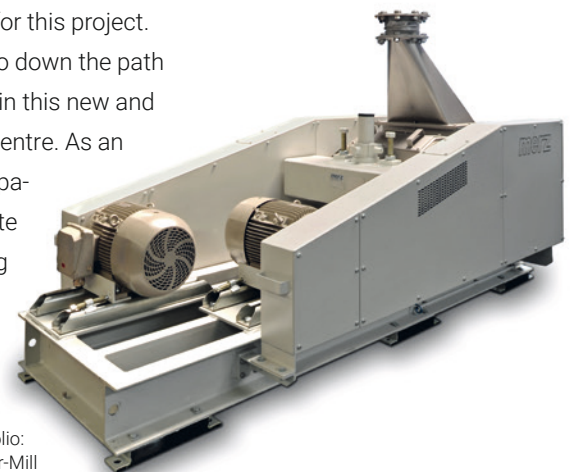
time – "our customer care is impeccable," as Falko Neubert emphasises. "Against the backdrop that we work with a clear customer focus, ensuring close contact is essential."

**Talking about our achievements**

Customer focus is to remain a common thread of corporate strategy going forward – for example, when it comes to topics such as Industry 4.0 or innovative drive concepts. "We're currently concentrating on a variety of different topics," as Falko Neubert explains. "In terms of machine technology, for example, we're working on new drive concepts. The machines of the future should be smaller, lighter and more energy efficient, while remaining robust and low maintenance. The topic of sustainability is playing an

in Russia and Ukraine through major customers with machinery and components. "We're not experiencing any major issues at the moment and can therefore plan with cautious optimism," says Falko Neubert. "We want to make solid progress in terms of optimising quality, value creation and availability. We're planning to extend the technical centre and we've already managed to secure an adjacent site for this project. We might even go down the path of contract work in this new and larger technical centre. As an engineering company, we concentrate on the processing of metal; in

the future, we want to place a stronger focus on the area of electrical engineering." And there's still one more thing on the agenda – assertive marketing. Because we've realised that Merz is always doing lots of good and interesting things but tends to keep pretty quiet about them.



Classic of Merz portfolio:  
 Roller-Mill