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PRESS RELEASE

New business unit: Reifenhäuser NEXT brings Industrial AI directly to the customer

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With a clear focus on AI-supported systems, the Reifenhäuser Group is now bundling its expertise in digitalization and learning under the new Reifenhäuser NEXT brand. The independent business unit brings industrial AI directly into the production halls of global manufacturers.

Reifenhäuser NEXT will be presenting its three modular product streams **NEXT.AI**, **NEXT.Learning** and **NEXT.Data** for the first time at K 2025. They enable manufacturers worldwide to integrate artificial intelligence quickly, efficiently and precisely into their production processes. Whether process optimization or real-time quality assurance - the NEXT solutions can be seamlessly integrated into new and existing systems, deliver measurable efficiency gains and make manufacturers less dependent on the ever-increasing shortage of skilled workers. Reifenhäuser Next relies on a team of proven AI and data experts who are already working with customers worldwide.

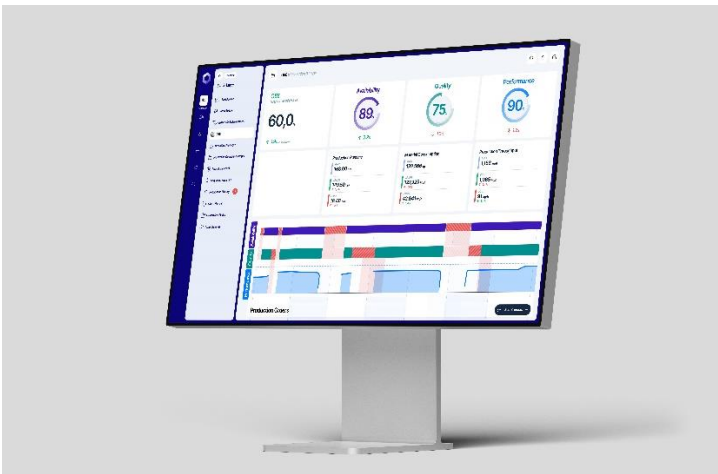
Jan Karnath, Chief Digital Officer (CDO) of the Reifenhäuser Group, says: "Industrial AI will be a decisive game changer for global manufacturers. With Reifenhäuser NEXT, we are bringing these technologies directly into the production halls of our customers and thus sustainably increasing productivity and competitiveness."

Current studies show enormous potential for AI solutions

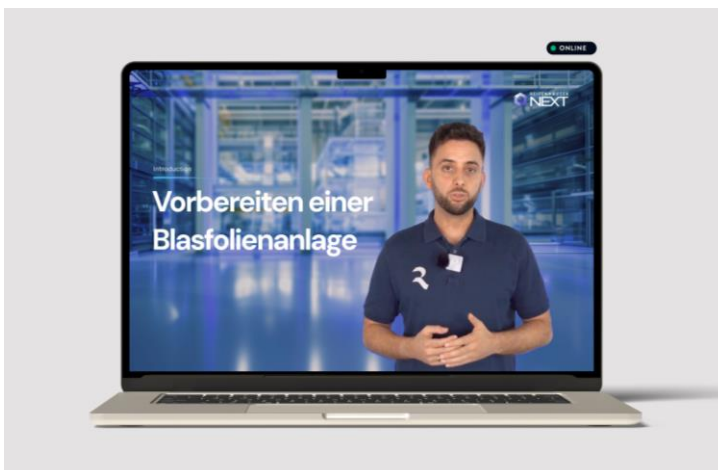
80 percent of Fortune 500 companies are already using Generative AI (McKinsey). The market for industrial AI will grow to around 48 billion USD by 2030 (The Research Insights). 54 percent of machine operators want digital assistance (Capgemini) - clear signals for a new era of productive digitalization.

— "With Reifenhäuser NEXT, we are responding to this market demand and offering scalable AI models, targeted training concepts and a robust data infrastructure. The aim is to give our customers a pioneering role in the next industrial revolution - from planning and implementation to ongoing operation," says Jan Karnath. "A key driver for these technologies is the increasing global shortage of skilled workers. With our Reifenhäuser NEXT solutions, we are making plastics producers less dependent on highly qualified personnel."

At K 2025, Reifenhäuser NEXT will be represented with its solutions and the corresponding product demos in hall 17, booth C22 of the Reifenhäuser Group.



Process optimization or real-time quality assurance - NEXT solutions can be seamlessly integrated into new and existing systems.



Reifenhäuser NEXT makes plastics manufacturers less dependent on highly qualified personnel with digital training concepts.

Pictures: Reifenhäuser NEXT

About the Reifenhäuser Group

The Reifenhäuser Group together with its highly specialized business units is the leading provider of innovative technologies and components for plastics extrusion. Founded in 1911, the company is a global supplier of high-tech solutions. With its technologies and the know-how of its 1,500 employees, Reifenhäuser has the world's largest network of expertise in plastics extrusion technologies. The CEO of the Group is Bernd Reifenhäuser.