

# BÖLLHOFF

SUCCESS  
STORY

Your partner for 360° joining technology



Good cooperation is the basis for success. Our customers' and ours.

**Customised solutions for special requirements.**



# SMEG and Böllhoff: together for a successful joining



## The company

In 1948 SMEG was founded by Vittorio Bertazzoni from Guastalla, a town near Reggio Emilia in Northern Italy. Today it is one of the country's leading home appliance manufacturers.

The Bertazzoni family's entrepreneurial history begins way back in the 19<sup>th</sup> century. Starting out as blacksmiths, the Bertazzonis soon branched out into building cookers.

In the second half of the 1950s, Smeg launched one of the first gas cookers with an automatic switch-on function, an oven safety valve and cooking programmer/timer. In 1963, the laundry and dishwasher range was launched. The mid 1970s heralded the arrival of the very first built-in hobs and ovens and the establishment of partnerships with internationally renowned architects and designers.

In the 1990s, Smeg added more products to its product lines including sinks, hoods and coloured retro 50s refrigerators, which became iconic items all over the world.

Having consolidated its position in the home appliance sector, Smeg has branched out into other areas, creating new professional divisions that handle products for restaurants and instruments for health and medical applications.

Today Smeg is run by the third generation of Bertazzoni entrepreneurs.



SMEG headquarters in Guastalla (Reggio Emilia)

## SMEG ovens: Made-In-Italy and design

Smeg ovens are excellent cooking appliances with exclusive designs that always offer high performance. Smeg's complete range of aesthetically refined built-in ovens has evolved offering peak performance across a range of functions and guaranteeing maximum flexibility of use with maximum safety.

Unique appliances which combine different materials, such as stainless steel, glass and enamel.

## Initial situation

Smeg had a specific need: the fixation of the internal component.

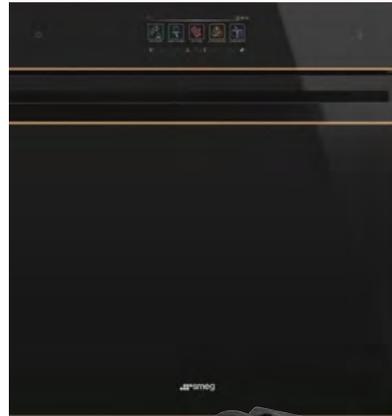
The aim was to enable internal parts to be disassembled in case of maintenance or clearing.

The goal was to further improve the quality perceived by the customer and focus on an enhanced silent operation as well as excellent mechanical performance.

All this was to assure the aesthetics of the product at the highest level of the market.



ONCERT® ball stud on glass for SMEG



SNAPLOC® coupling and ONCERT® ball stud



## Customer benefits

- No holes on the glass
- Very easy to disassemble due to combination of ball stud and coupling
- The fastening element can not be seen on the visible side
- Fully mechanical load capacity immediately after curing process (< 4 sec)
- Grade of automation ranges from manually handtool to fully automated

### The solution: ONCERT® & SNAPLOC® the decoupling plug-in connection

Böllhoff presented a joining solution more practical and efficient based on the combination of a ONCERT® technology and SNAPLOC® coupling.

Thanks to the combination of a ball stud and coupling the part is easy to be disassembled and the joining element does not need a drilling process into the glass surface.

The ONCERT® technology allows the adhesive bonding of various fasteners to a wide range of materials. As a specialist in mechanical joining systems, Böllhoff has developed together with DELO, a new fastening system which combines the best of both worlds. The solution: our ONCERT® Smart type. Fastening elements with a socket made of transparent plastic are bonded to the customer component using light-curing adhesive. The short cycle times, the material-friendly process as well as the flexibility of the fasteners and the processing are the most important aspects.

The manual processing of the ONCERT® fastener is done by the battery-operated LED curing lamp ONCERT® Portable. Simply position the device, press down, and start the joining process by pressing the start button. The light source comes on for a specified exposure time, in which the adhesive hardens.

Feel free to contact us if you need any further information.

  
**Böllhoff Group**

Innovative partner for joining technology with assembly and logistics solutions.

Find your local partner at [www.boellhoff.com](http://www.boellhoff.com) or contact us at [fat@boellhoff.com](mailto:fat@boellhoff.com).

**Passion for successful joining.**

Archimedesstraße 1–4 | 33649 Bielefeld | Germany  
Phone +49 521 4482-1387 | [fat@boellhoff.com](mailto:fat@boellhoff.com) | [www.boellhoff.com](http://www.boellhoff.com)

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