



# Empowering the future

From its humble beginnings to its current position at the forefront of technological innovation, we unravel the threads of the Dellner brand story, illuminating the path forward in the ever-evolving landscape of industrial braking and hydraulic systems. PES caught up with the new division's Global Sales Director, Joel Cox, ahead of WindEurope in Bilbao, Spain.



**PES:** Thanks for talking to us Joel. Energy industry stakeholders around the world have welcomed the Dellner Group's decision to bring its wind technologies together under one name: Dellner Wind Solutions. Tell us more about that firstly.

**Joel Cox:** The division will be one of six new business units, each dedicated to a vertical marketplace. Dellner Wind Solutions will be overseen by an intimate leadership team.

It's true that our representatives have spent a lot of time in recent years explaining which pieces fit where in the jigsaw. The company has been in a continual phase of growth, powered by regular landmark acquisitions. We want to bring all that evolution together at a place where this equally dynamic marketplace can find us under a single brand identity.

**PES:** What are the biggest advantages of this change for your customers?

**JC:** For years we have used shared resources, although not all applications or engineering requirements are the same, or even in the same service factors. By honing in on this unique market with wind industry professionals we can understand the needs and desires of the market. The importance for our customers is laser focused.

**PES:** The Dellner brand has been synonymous with industrial braking since Dellner Brakes was founded in 1941. But it has been a story of perpetual motion, right up to and beyond the 2021 acquisition of Dellner Hydratech, the Danish supplier of high-end hydraulic systems, cylinders, and accumulators for wind, offshore, and marine applications. Talk us through some of your historic moments.

**JC:** Other historic moments include the acquisition of Pintsch Bubenzer in 2018, leading to the formation of the Dellner Bubenzer Group.

That's without referencing JHS Jungblut, a pioneer of noise-free, lightweight brakes, and yaw sliding bearings for wind turbines, which was also added to the portfolio in the same significant year. Other brands have featured along the journey too, all of which have served as signposts towards today's Dellner Wind Solutions.

**PES:** How has your product offering evolved over time and what does it look like today?

**JC:** We can now offer the best of both worlds. I remember back in 2012 when I started with Pintsch Bubenzer, I always wished we had the hydraulics within our brand portfolio to complement the brake systems. Now, we have the full package and they are by no means considered 'me too' products.

**PES:** Describe your range of products to us.

**JC:** The division includes 25 global locations and 800 employees. At the center of the range are heavy-duty rotor, yaw, and pitch brakes, used in various wind energy applications. Rotor brakes are typically caliper-style, active or passive, while rotor lock style pins, hydraulic or manual, are used for safety locking and maintenance purposes. Active or passive yaw brakes, and sliding bearings, along with special brakes, are installed for pitch movement on the blades. Then there's high-end coolers, hydraulic systems, cylinders, and accumulators.

Just one illustration of a wind turbine nacelle in a Dellner Wind Solutions presentation covers 18 different product families. Pitch cylinder assemblies are behind the nose cone, and active water coolers are at the other end, with flexible coupling and rotor brake technologies somewhere in the middle.

Some people are still coming to terms with the true breadth of the offering. Which is why

we're now more often grouping solutions together in batch orders.

**PES:** What are the benefits of this grouping for your customers?

**JC:** We thrive in situations of bundling components. Our customers appreciate the fact we can help, either by taking baby steps or by providing real turnkey solutions while saving them money.

**PES:** What is your approach to customer excellence?

**JC:** Our pre-eminence stems from decades of experience, subject-matter expertise, and innovation. With safety at the forefront of our minds, we are also wedded to high quality standards of product and service. As no single project or customer is the same, we deliver turnkey solutions with a customized approach and support to match.

**PES:** Tell us more about these turnkey solutions

**JC:** Turnkey solutions are just one step on our engineering and R&D facility shop floor. We have everything covered; innovation, proof testing and real world site testing. Our turnkey solutions give the customer more than just built to print or built to specification vibes. It truly is an honor for my team to 'turn the key' with clients.

**PES:** Does the new division and current changes mean a move away from this thinking and a whole new approach?

**JC:** The new division isn't about forgetting where we've come from. The pillars of preventative service, reactive service, and lifecycle management are as much about what we've built on as they are where we're going in the future. We're not moving away from anything; we're pivoting more directly to the marketplace.

Perhaps a good example of that is Dellner Bubenzer and Dellner Hydratech wind solutions soon being made accessible at a single online store.

From full braking system design to the assessment and optimization of existing solutions, the company's engineers offer a full suite of services, including 3D conceptualization, technical documentation, customized testing, and development of prototypes. Dellner is renowned for provision of high-end braking solutions for static and dynamic applications.

It's an offering that whets the appetites of the sector's highest profile original equipment manufacturers (OEMs). I can point to some household names in the US, but it is a global business, with customers in wind energy markets everywhere. China is one of the world's numerous wind energy hotbeds, while India is on a steady upward trajectory, and long-term offshore growth especially is expected in North America and Europe.

**PES: How has your capacity expanded to meet these changes?**

**JC:** The newly expanded Czech facility has increased capacity for pitch cylinders production and is primarily focussed on provision of power packs; pitch units and manifolds; cylinders; cooling units; and accumulators, filled with Nitrogen. It is strategically located in Staňkovice, Czech Republic, near major hubs, including Prague, Frankfurt, and Munich. Additional wind-specific facilities are found in Silkeborg, Denmark; Dorsten, Germany; Chennai, India; Tianjin, China; and Alabama, U.S. And that's not the full list.

To support wind energy superpowers takes a state-of-the-art production operation. Every pitch cylinder, power pack, manifold, accumulator, etc., must

be manufactured to the highest possible standards. Combining our brands and product families, following ongoing group-level expansion, further enhances our offering to these high-profile customers.

**PES: As former managing director of sales for Dellner Bubenzer USA and global sales director for the Americas you bring a lot of experience to the table. Tell me more about that**

**JC:** I spent nearly 30 years in the electric overhead traveling (EOT) and container crane business and have been extensively involved in OSHA inspections, in addition to the design, build, fabrication, installation, modification, and load testing of lifting equipment. I dedicated a decade of my career to the high-level modernization



Joel Cox



of some of the largest, heaviest duty overhead cranes in North America. It has afforded me a unique perspective.

It's not like crane sales, where you cover all bases in terms of OEMs, engineers, consultants, and reps. In wind energy it's not a case of chipping away at a consultant, who might get your equipment specified into a turbine. In wind, it's about having a relationship with the OEMs, being right on price, and leveraging it with brand recognition and supply chain capability.

**PES: That's why your aforementioned leadership team is important because you are totally focused on wind, correct?**

**JC:** Yes, we're not working on a polymer project one day, rail brakes the next, then wind when we have time; we're immersed in the vertical market full-time. Our division's CFO recognizes the nuances of wind energy supply chains, where a 120-day lead time is common, versus another sector where 30 days would be the norm. You can't apply non-wind theorem here and be successful. That's ultimately what Dellner Wind Solutions is about.

**PES: How important are the upcoming exhibitions in getting your message across?**

**JC:** In addition to having a presence at WindEurope in Bilbao, Dellner Wind Solutions will have a higher profile and exhibition booths at both the American Clean Power Association (ACP) Cleanpower Conference & Exhibition, which takes place in Minnesota in May; and WindEnergy Hamburg, which will be staged in Germany in September.

These shows are focal points for industry decision makers and will go some way to positioning the new division where we need it to be throughout the year.

**PES: Wind Solutions, indeed. Thanks Joel.**

[dellnerbubenzer.com/industries/wind-energy](https://dellnerbubenzer.com/industries/wind-energy)