

Corporate Dossier

Industry context, value proposition, typologies, metrics and working model

1. The company

ElêvaVisión VITA is ElêvaVisión's platform (Barcelona, 2020), founded by Enrique Tapiador Donaire and dedicated to industrial machinery manufacturers. It brings together in a single system the interactive replica, the simulation and the assisted maintenance of your machine: an asset the customer touches and operates from the very first moment, that travels to every meeting and trade show, and that accompanies the machine throughout the 20 years it stays in production. **It is not augmented reality or video:** it is your real machine, made interactive, to sell, train and comply.

2. The context: how an industrial machine is really sold

A packaging line is not sold like a catalog product: it is sold as a bespoke engineering project, with a sales cycle of 6 to 12 months. The critical part: during the lead, technical specification, proposal and detailed design phases — which can add up to more than a year — the customer **never physically sees** the machine they are buying. They decide to invest one or several million euros based on 2D drawings, static renders and videos of earlier machines. An interactive replica of the specific machine being proposed can be the difference between winning or losing a project. And once the machine is sold and installed, the same platform keeps working: it trains the operators and sustains the documentation throughout its service life.

3. The manufacturer's six structural pain points

- **Physical:** the machine weighs tons and takes up meters; in the vast majority of sales situations it simply isn't there.
- **Static:** the PDF and the video fall short; they don't convey the feel of operating a machine that only makes sense in motion.
- **Generic:** you sell customization but communicate the standard version; making a video per variant is unfeasible.
- **Geographic:** when most sales go to export, local agents visit with catalogs and words; they can't demonstrate.
- **Training:** the operator learns with a 200-page PDF and a learning curve of weeks.
- **Competitive:** against competitors with more history or aggressive pricing, the only way out of a price war is to communicate differential value better.

4. What ElêvaVisión VITA is: a platform, not a render

The modern equivalent of the rendering studio, but operable and much more. ElêvaVisión VITA is an integrated platform, not a standalone replica: it brings together three capabilities on the same base.

- **Interactive replicas:** the 3D operable with a fingertip (open covers, launch cycles, operate the HMI, inspect each component).
- **Simulation:** real behavior in motion (format changeovers, the customer's product traveling down the line, cycles in slow motion).
- **Assisted maintenance:** manuals and tutorials linked to each part, a maintenance schedule and classified, downloadable, offline documentation.

We start from your CAD (STEP, IGES, SolidWorks, Inventor, or old 2D plus plant photos); the CAD is only the starting point. The bulk of the project — the part that delivers the value — is the intelligence that integrates the

three pillars and deploys them on web and a native App that works offline.

5. One asset, three returns

You invest once in a platform that solves a different problem at each stage of the machine's life, not in eight isolated features, and that's why it can be funded from more than one department.

- **Sell:** the machine travels to every meeting and trade show. A touch replica on the sales rep's tablet and on your website, a trade-show showcase, a multi-machine catalog. Speaks to Management, Sales and Marketing.
- **Operate and train:** you touch a part in the 3D model and its manual, training or maintenance opens. The learning curve drops from weeks to days and the technician stops traveling to train. Speaks to After-sales and Operations.
- **Maintain and comply:** a classified document repository, a maintenance schedule, QR access and offline operation, ready for Regulation 2023/1230. Speaks to After-sales and Quality / Regulatory.

Beneath all three, the same offline, updatable asset: a single investment that stands up to both the commercial committee and the quality committee. If one budget line doesn't come through this year, the other can fund it.

6. Each department gains something different

- **CEO / General Management:** a shorter sales cycle, a higher close rate and an asset amortizable over years.
- **Sales Director:** agents in 30 countries showing exactly the same thing, at the same quality; brand control and better lead qualification.
- **Application Engineer:** the machine on the tablet (open covers, slow down the cycle, operate the HMI and simulate the format changeover live).
- **After-sales Manager:** interactive manuals and remote training; fewer training trips and fewer incidents from misuse.
- **Marketing / Communications:** a single asset that feeds LinkedIn, the newsletter, animated datasheets and banners for years.
- **International Agent:** the native App works offline in any country; the same demo, without depending on the customer's wifi.
- **Quality / Regulatory (new door · 2027):** the digital documentation mandatory from 2027 — accessible, downloadable and offline — solved with the same commercial asset.

7. Eight formats, one asset

- WebApp on your home page — lead capture and corporate website.
- Trade-show ShowPad — Hispack, Interpack, Pack Expo: the whole catalog in one square meter of booth.
- Modular interactive catalog — proposal and comparison.
- WorkArea with the customer's product — detailed design and pre-FAT validation.
- Interactive operator manual — after-sales and remote training.
- Animated documentation — continuous marketing.
- Document repository + 2027 compliance — quality, after-sales and Regulation 2023/1230.
- Maintenance schedule — after-sales and life cycle.

8. The figures that justify the investment

- **€100-500K:** the cost of an international trade-show booth, where only one or two physical machines fit.

- **6-12 months:** the average sales cycle of a line; shortening it by one month is worth tens of thousands of euros.
- **€200K - €5M:** the average ticket of a packaging line; a €15,000-50,000 tool is proportionally marginal.
- **€2,000-5,000:** the average cost of an international sales visit; avoiding 1-2 trips per agent per year pays for the App.
- **€5,000-10,000:** the cost of on-site operator training; the interactive manual cuts the week down to 2-3 days.
- **From seconds to minutes:** dwell time at the booth is one of the metrics we agree on and measure at the first trade show.

Indicative ranges to frame orders of magnitude; you know your real costs better than anyone. The calculation that counts is done with each customer's specific numbers at the first meeting.

9. A video is watched; a replica is operated

The difference is structural, not aesthetic. The video is linear and passive; the replica is exploratory and active: the customer explores at their own pace, opens covers, slows down cycles and operates the HMI; engagement goes from seconds to minutes; changes to the machine are updated on the spot instead of remaking the material; the lead shares the URL with the second decision-maker; the native App works offline; a single asset covers every language and also serves after-sales and training. It is a central asset for years, not a consumable expense per campaign.

10. Typologies we master

- **High-speed pick & place:** vision-guided Delta robots, up to 150 picks per minute per robot. Robotic cells, end-of-line, confectionery.
- **HFFS horizontal packaging machines:** sachets and bags with zipper, flat or doypack; jaws, folders and dosers that the interactive exploded view explains like nothing else. Pharma, cosmetics, chemicals, pet food.
- **Filling and capping monoblocks:** rotary or linear systems for corrosive, viscous or foaming liquids. Home, Personal and Health Care.
- **Single-dose multilane machines:** stick pack and sachet at 1,000 units per minute across 8-12 lanes; tool-less format changeover and pharma serialization (FMD/DSCSA). Food, pharma, dairy, cosmetics.

11. The 2027 trigger: the Machinery Regulation

Machinery Regulation 2023/1230 takes effect on 20 January 2027 and, for the first time, allows instructions to be provided in purely electronic form. It requires documentation accessible online for 10 years or the full service life, downloadable and printable by the user, with access indicated on the machine (for example a QR code) and available even if the machine, the power or the internet fail. ElèveVisión VITA covers that layer on the same asset: a classified document repository, QR access and a native offline App that meets the regulation's fail-safe requirement natively, versus a cloud-only portal that depends on the internet. The honest boundary: the content of the formal manual and the CE declaration of conformity remain the manufacturer's; we provide the access and value platform.

12. How success is measured

A three-level metrics framework agreed at the start and audited at 6 months: activity (visits, time on page, sessions per agent), conversion (qualified leads, proposal ratio, sales cycle) and financial impact (attributable orders, trips avoided, support hours saved). If the numbers don't add up, we rethink it.

13. Structural guarantees

- NDA before any file.

- European hosting with GDPR compliance, encrypted transfer and secure data deletion.
- Code and assets 100% the customer's property from day one.
- Open-source technology (Google's Flutter), with no proprietary dependencies.
- Optional source-code escrow with an independent third party.
- Optional annual maintenance with a fixed fee.

14. Plans

- **Demo · Sketch:** reduced fee, 1 interaction case, 10-15 business days, two review rounds. Recommended entry point.
- **Starter Plan (from €7,999*):** a complete replica of the flagship machine, WebApp + tablet App, 6-8 weeks, training included.
- **Custom Project (€15,000 - €30,000 distributed by milestones):** several machines, ShowPad + catalog, WorkArea, manuals and a 2027 document repository, multilingual.

** Indicative figures depending on scope and complexity; each proposal is tailored to the specific case.*

15. Reference trade shows and proximity

We work with the trade-show calendar as a time anchor: Interpack (Düsseldorf), Hispack (Barcelona), Pack Expo (Las Vegas), Achema (Frankfurt), CPHI, Interphex, Pharmap, Anuga FoodTec and Cosmoprof. And we are within the Catalan packaging ecosystem, with in-person meetings in under 45 minutes and close support.

16. Contact

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