



BY DINEO SILVERIO  
CEO of Fabio Perini for Brazil

## DIGITAL TISSUE: TOWARDS INDUSTRY 4.0

New paradigms mean new opportunities. It may seem like science fiction, but it's a reality that's getting closer and closer to the global reality of the tissue industry. We're talking about the birth of a new concept that you've certainly already heard of: it's the so-called fourth industrial revolution, also known as Industry 4.0. It's a new technological wave that can be summarized as intelligent machines. That is, they learn and offer automatic corrections based on big data, allowing for integrated information in the supply chain, production and distribution.

In this future scenario of the Internet of Things (IoT) that's already being designed in the present by market-leading companies, Fabio Perini considers part of its mission the challenge of developing and promoting this advanced industrial perspective among its customers, creating an unprecedented level of efficiency, and production lines with precisely coordinated machines that utilize software, customer service and automatic analyses of data. Everything strictly connected and designed based on an integrated digital platform.

With this, we decided to interpret and translate for the market the process change necessary for leveraging this new industry through our Digital Tissue™ vision. By sharing this vision, the goal is to empower customers, creating a network of interconnected plants where online data automation and management will be key for success, considering the three components of Overall Equipment Effectiveness (OEE): availability, performance and quality.

However, in practice, why advance to this new level of industrial intelligence? There are at least four reasons for migrating:

- Ideal **distribution** of value-creation processes. This connects all partners, suppliers and customers in the structure with minimal hierarchies, leading to low complexity costs and, consequently, a higher total margin;
- Ideal **administration** of features and services in the cybernetic system architecture. This leads to scale effects and

greater adaptability of functions throughout the entire lifecycle of technical systems;

- **Forecasting** of scenarios based on big data and digital footprints. This provides the foundation for high productivity and agility in complex value-creation systems;
- More interactive and adaptable man-machine **interface**, with self-learning capabilities, integrating coworkers, simplifying operations, accelerating processes and eliminating waste.

Hence, the answer can be summarized in one word: integration. In conjunction with customers, we are creating an efficient network with information from our machines. A complete record of data related to production trends of each market with performance and supply indices, which represent the best solution for mastering a wide variety of tasks that are undergoing a growing automation process, such as preventive maintenance, automatic ordering of replacement parts, operator training guided by data and self-regulating production lines.

Result: resource optimization, increased product/service quality, reduced costs, risk management with greater predictability and control, management transparency based on real-time data and alerts. The ultimate objective: to increase the performance of our customers. This will allow manufacturers to increase their brand power and competitiveness in retail and maintain an increasingly more-positive experience for their customers. By offering a complete solution, Fabio Perini tracks all phases of development, from initial idea to finished product, being the only end-to-end supplier of solutions for tissue conversion and packaging in South America.

The strong and continuous investment in research and development has and always will be one of our main guidelines for ensuring growth and global leadership. We have a very big track record of innovation and we are proud of it. With this cutting-edge strategy, Fabio Perini is pleased to be participating, together with its customers, in the technological advancement of the tissue market worldwide. ■