Rauschert transforms energy management at 120-year-old ceramics factory with Mitsubishi Electric analytics platform.

The century-old factory got accurate energy consumption monitoring system and significantly sped up reporting.

Ratingen, Germany - April 2026

PAUL RAUSCHERT STEINBACH GMBH has implemented Mitsubishi Electric's GENESIS energy management platform, transforming monthly compilation of 20-page Excel spreadsheets into real-time energy insights and reducing peak consumption analysis from hours to minutes.

A clear vision

Paul Rauschert Steinbach GmbH has enjoyed 120 years of success as a manufacturer of technical ceramics for precision components, ignition systems, heating elements and plastic moulded parts, thanks to decades of experience and expertise. However, urgent action was required in energy management. The outdated systems provided isolated data from several buildings without clear visualisation and were no longer supported.

Winter energy consumption peaks occurred without explanation, while monthly energy reports required extensive manual compilation —a time-consuming process that delivered information too late for effective intervention. EU mandatory energy reporting requirements further intensified the administrative burden, demanding significant manual effort from dedicated personnel.

"We had data, but no understanding," explains Fabian Völk from

Rauschert's Maintenance/Construction Plant Engineering team. "When energy peaks occurred, we couldn't trace their origin. Our monthly reports required extensive manual compilation – a time-consuming process that delivered information too late to be useful."

When legacy meets data intelligence

Mitsubishi Electric's GENESIS platform was implemented to address these visibility gaps and transform Rauschert's approach to energy monitoring. The Energy Management tools within GENESIS connect with existing energy meters while storing historical energy data for analysis and reporting.

These tools deliver open universal data connectivity and enterprise integration with existing control systems. Built-in capabilities include calculations, KPIs, analytics, Data Historian, and reporting. Compatibility with multiple meter types enables quick deployment and faster return on investment through reduced engineering time.

The system enables real-time energy monitoring across all facility buildings with immediate identification of consumption peaks. When winter energy spikes occur, operators can trace their source through intuitive power distribution diagrams — from facility level down to specific equipment or building sections. Asset-based management allows users to drill down to specific sources of energy inefficiencies and locate suspected consumption offenders.

Automated report generation replaces manual compilation processes. EU compliance reporting now requires single-click data extraction. Standard reports include consumption, cost, and carbon data for electricity, gas, water, and other utilities alongside operational conditions. The expandable architecture accommodates future facility growth with custom visualization tailored to Rauschert's operational needs.

From hours to minutes

The implementation transformed Rauschert's energy management from monthly manual compilation to one complex view of consumption, delivering actionable insights immediately. Energy peak investigations that once required hours of manual data analysis now take minutes through visual consumption mapping and drill-down capabilities that pinpoint specific consumption offenders.

"The difference is clear," notes Fabian Völk from Rauschert's engineering team. "We've eliminated the time-consuming manual processes that once dominated our energy reporting. What used to require dedicated personnel compiling data across multiple systems now provides instant analysis and useful insights for energy optimization. Our EU compliance reporting, once requiring extensive manual work, now requires a single click."

The implementation demonstrates how established facilities can successfully adopt modern energy monitoring solutions without disrupting proven production processes. Quick deployment capabilities enabled faster ROI through reduced engineering time and integration with existing infrastructure.

"What made the difference at Rauschert was giving facility personnel clear visibility into their energy data. This transparency enabled them to quickly identify optimization areas and find ways to maintain production efficiency while reducing consumption across their infrastructure," notes Christian Nomine, European Strategic Product Manager Visualisation & Analytics at Mitsubishi Electric Europe B.V.

BOX: Energy efficiency as a global lever

According to the latest report by the International Energy Agency (IEA), industry accounts for around 39% of global final energy consumption, so

the challenge extends beyond individual plants. In energy-intensive industries, energy costs can account for up to 30% of operating expenses.

Systematic energy management typically leads to energy savings of more than 10% within the first three years. Many companies achieve even greater savings, especially when energy-efficient technologies are used alongside operational improvements. In individual cases, reductions of up to 60% are possible with long-term commitment.

The global savings potential is enormous: aligning with the most energy-efficient companies in IEA member countries alone could save up to £600 billion per year. According to the IEA, investments in energy management and efficiency measures usually pay for themselves within three years.

Sources:

(Quelle: IEA, Energy Management for Industry, 2025) https://www.rinnovabili.it/wp-content/uploads/2025/09/IEA-Energy-Management-for-Industry.pdf

Further Information Genesis:

Smart Manufacturing Solution: GENESIS Version 11

Images

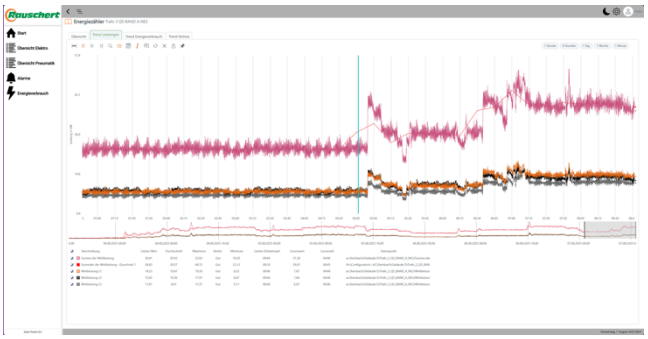
Pic 1: Tradition meets Transformation: PAUL RAUSCHERT STEINBACH

GMBH factory at Steinbach am Wald

(Source: Paul Rauschert Steinbach GmbH)

Pic 2: Implemented energy monitoring tool: The factory and specific buildings energy consumption overview.

(Source: Paul Rauschert Steinbach GmbH)

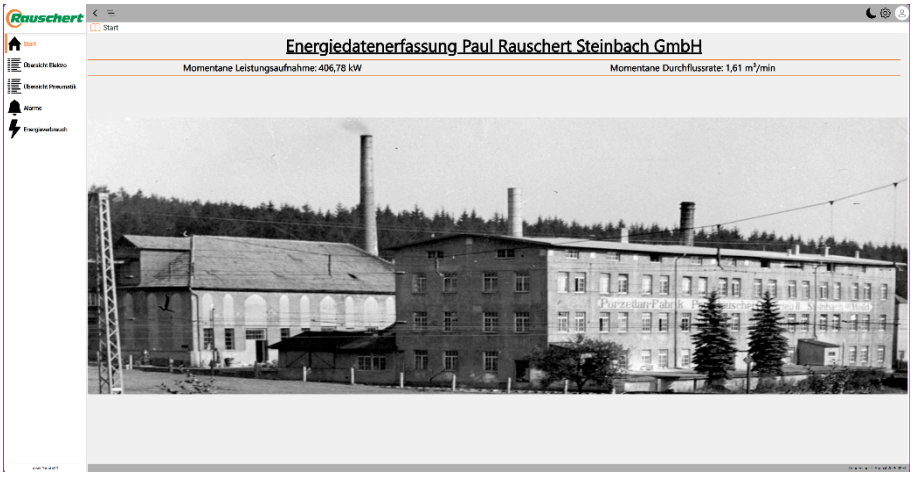


Pic 3: Implemented energy monitoring tool: The consumption trends analysis.

(Source: Paul Rauschert Steinbach GmbH)

Pic: 4: Fabian Völk, Maintenance/Construction Plant Engineer at Rauschert.

(Source: Paul Rauschert Steinbach GmbH)



Pic 5: For over 120 years, PAUL RAUSCHERT STEINBACH GMBH has been perfecting the manufacture of precise technical ceramics. Now, its energy management has been transformed.

(Source: Paul Rauschert Steinbach GmbH)

About PAUL RAUSCHERT STEINBACH GMBH

Rauschert is one of the world's leading manufacturers of technical ceramics, plastic mouldings, components and assemblies. Rauschert has been an independent, owner-managed company since its foundation in 1898. The company employs around 1,200 people at over 20 production and sales locations worldwide.

https://rauschert.com/

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With more than 100 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognised world leader in the manufacture, marketing, and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation, and building equipment. Mitsubishi Electric enriches society with technology in the spirit of its "Changes for the Better." The company recorded a revenue of 5,521.7 billion yen (U.S.$ 36.8 billion*) in the fiscal year ended March 31, 2025.

For more information, please visit www.MitsubishiElectric.com

*U.S. dollar amounts are translated from yen at the rate of ¥150=U.S.$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2025.

About Mitsubishi Electric Factory Automation Business Group

Offering a vast range of automation and processing technologies, including controllers, drive products, power distribution and control products, electrical discharge machines, electron beam machines, laser processing machines, computerised numerical controllers, and industrial robots, Mitsubishi Electric helps bring higher productivity – and quality – to the factory floor. In addition, its extensive service networks around the globe provide direct communication and comprehensive support to customers. The global slogan "Automating the World" shows the company's approach to leveraging automation for the betterment of society, through the application of advanced technology, sharing know-how, and supporting customers as a trusted partner.

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Factory Automation EMEA

Mitsubishi Electric Europe B.V., Factory Automation EMEA has its European headquarters in Ratingen near Dusseldorf, Germany. It is a part of Mitsubishi Electric Europe B.V. which has been represented in Germany since 1978, a wholly owned subsidiary of Mitsubishi Electric Corporation, Japan. The role of Factory Automation EMEA is to manage sales, service, and support across its network of local branches and distributors throughout the EMEA region.

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