

PRESS RELEASE

A look inside Digital Factory at FERALPI STAHL, Riesa

Riesa, 7 March 2023. Once experienced, never forgotten. A walk through a steel mill is more than just impressive. From Monday 6 March, FERALPI STAHL in Riesa is offering a virtual tour of the plant – the Digital Factory – providing spectacular views of the production process. Plant director Uwe Reinecke on the project: “I am pleased that, following the other Feralpi Group plants Feralpi Siderurgica, Acciaierie di Calvisano and Caleotto, the Riesa site will now also be made digitally accessible. The changes and far-reaching innovations that have shaped steel production in recent years are brought vividly to the fore in the impressive images, and especially in the interviews with our employees.”

It is now possible to visit individual areas of the Riesa site virtually, going right into the heart of production in the steelworks, rolling mill and wire plant. Particularly exciting are the unusual perspectives that would ordinarily be unseen by visitors on guided tours, with 360° images allowing each individual point to be viewed from all sides. The footage is supplemented by videos of employees presenting their work stations, and infographics that take you even deeper into the world of steel production. At the beginning of November 2022, a film crew spent several days at the FERALPI STAHL plant in Riesa to capture these spectacular images.

The Digital Factory is interesting for anyone curious to learn more about the production methods of one of Europe’s most modern steelworks, but of course also especially for future employees.

Please visit the FERALPI STAHL website at www.feralpi-stahl.com for this virtual tour through the Digital Factory.

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