

## The story behind

# TWINEX

A central approach in modern manufacturing is the digital twin – the digital representation of a product, system, or process throughout its entire lifecycle. In the pipe industry, it enables the precise capture of geometric properties, continuous quality monitoring, early detection of deviations, and targeted optimization of manufacturing parameters. Measurement data, process information, and normative requirements are interconnected to ensure transparency and process reliability.

The technological foundation for this has been established within the company for years: Modern measurement systems generate digital models of components and pipe geometries for quality assurance, process monitoring, and production optimization. The result is higher product quality, lower error rates, more efficient processes, and improved documentation and traceability – designed for Industry 4.0 environments.

By consolidating these competencies under an independent brand, a clear market positioning is created. The suffix “EX” was deliberately chosen, as it concisely expresses what defines the company at its core and makes visible what it stands for:

**EXpertise** means more than technical know-how; it encompasses solution competence, professional depth, methodological confidence, and a profound understanding of the industry. Solutions do not emerge by chance, but from structured analysis, practical knowledge, and the ambition to deliver results that are both technically and economically convincing.

**EXperience** describes lived practice: successful projects, long-standing partnerships, reliable action, and the joint resolution of demanding challenges. This form of experience builds trust.

**EXploration** represents the intrinsic drive to think further, curiosity, openness, and the courage to break new ground. Innovation is not seen as an end in itself, but as a responsibility to continuously question and improve existing solutions. From this mindset comes the ability to translate innovation into practical solutions.

The suffix “EX” is therefore not merely a label, but an expression of attitude. It stands for competence, for established partnerships, and for the ambition to actively shape the future of measurement technology.

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