

# MSM II Push Button: Embracing the Future with Advanced Manufacturing Technology

The rapid development of digital technology has drastically changed the way products are manufactured. Companies are striving to take advantage of the opportunities offered by automation and digitalization to create more efficient and sustainable production processes. SCHURTER has already taken this step into the future. One of the more recent examples is the renewal of the production processes of the renowned MSM switch.



## Successful Push Button

Since its debut, the MSM button has become one of the market's premier and most successful push buttons. Its consistent quality over the years is evident in its widespread use in both indoor and outdoor settings. The success of the MSM is not only due to the high quality materials such as stainless steel or ceramics from which it is made, but also to its unique actuation function. This offers unparalleled tactile feedback, widely valued by customers

across various industries.

## Numerous variants

Despite its success, the path of the MSM button has not been without challenges. Over time, the basic design of the push button has been repeatedly expanded to incorporate additional functions and meet individual customer requirements. This resulted in a large number of design extensions, which added many variants to the functionality and design of the

button, but also led to more resource-intensive production and logistics, as more and more components had to be required, stored and managed.

## Focus on internal competence

SCHURTER has invested significantly in the automation and digitalization of its production facilities, in process development and in production plant engineering. Meanwhile, the company develops and builds a considerable

part of the production machines in-house. This strategic decision enables SCHURTER to continuously expand its own knowledge for the implementation of the most advanced production lines and to ensure state-of-the-art production.

## The new MSM II

What seemed unattainable a few years ago is now a reality. The MSM series has undergone a fundamental revision and has been reintroduced as the upgraded MSM II. Upon installation, the MSM II looks visually identical to its predecessor for the user. The proven actuation function and the premium quality material appearance have been retained. However, a closer look reveals a significant change beneath the surface: the entire push button has been redesigned as a modular system, which allows individual components to be replaced for different button variants. All variants are now based on the same basic structure. For many variants, this leads to a more compact design than before and to a significant reduction in the variety of components in logistics and production.

## State-of-the-art Manufacturing Technologies

The MSM II is manufactured in an internally developed, fully automated production unit, which brings a number of advantages for customers. Compared to its predecessor, the delivery time has been halved. Even the production of variants in small batches is possible without any challenges. An option that was previously only available from a higher number of pieces. Today, the fully automated production line can produce approximately 7 million distinct variants.

## Product advantages

In addition to the improvements from the manufacturing process, the MSM II now boasts several new features. The most important improvements are:



Various connection options in the modular system of the MSM II

- Increased ESD resistance (contact:  $\pm 8\text{kV}$ ; air:  $\pm 15\text{kV}$ ) according to the IEC 60601-1-2 standard.
- Increased impact resistance IK 08
- Even wider temperature range from  $-30\text{ }^{\circ}\text{C}$  to  $+85\text{ }^{\circ}\text{C}$  and for subminiature microswitches  $-40\text{ }^{\circ}\text{C}$  to  $+85\text{ }^{\circ}\text{C}$
- Even more homogeneous, high-quality and scalable illumination

The new MSM II is also offered as a subminiature microswitch, ideal for confined spaces due to its notably shallow mounting depth.

## Conclusion

SCHURTER demonstrates that even a highly successful product can be further elevated using cutting-edge methods. With the launch of the MSM II, SCHURTER not only sets new industry standards but also reaffirms that sustained innovation and investing in internal expertise are pivotal for enduring success in an ever-evolving market.

In conclusion, SCHURTER's redesign of the MSM push button exemplifies how businesses can harness digitalization and automation to refine their production processes, resulting in superior products. The MSM II merges the finest attributes of its predecessor with future technologies, presenting customers with a product unparalleled in quality, functionality, and efficiency.

## About SCHURTER

The SCHURTER Group is a globally successful Swiss technology business. With our components ensuring the clean and safe supply of power, input systems for ease of use and sophisticated overall solutions, we impress our customers with agility and excellent product and service quality.

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## References / Downloads

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