

Room for new Ideas

Elektror builds its new head office in the Stuttgart area

Ready for the Future

As we start the construction of our new head office at Scharnhäuser Park in Ostfildern we begin the last phase of our re-development plan. We began in 2002 with our project to make the company fit for the increasing demands of the global business world. Product lines were simplified or even discontinued. We pulled out of the casting market and have made many changes to our processes and work schedules. Waghäusel was newly constructed and now all that is left to follow is the building of our head office.

It has been a long process which is now behind us with all of those involved doing all they had to and more. There were many difficult decisions along the way to be made which were not always pleasant. Employees, customers, foundation members and suppliers have all contributed to us achieving our targets. Particular thanks go to our customers who have remained loyal to us throughout this period of change even when things were not quite running as we would have liked them to!

The re-development is not just a sign of change but was a necessity that Elektror had to face in order to continue to exceed customer expectations and thereby remain at the top of the market.

The new building will compliment our working philosophy and methods perfectly. More innovations and even higher levels of customer service will help us to develop our business further and faster. Committing ourselves to Germany is a living reality for us. As more and more companies adopt a similar strategy we are fully confident that together we can look forward to a successful and prosperous future.

Ulrich W. Kreher, Managing Director



The Technology Centre is to be found on the south side of the development and will be linked to the laboratory at the front of the building by the logistic port.

It is no secret that Plant 1 at Elektror's current location in Esslingen am Neckar is out of date and unable to cope with not only today's challenges but also the demands and processes required for the future.

The company's management carried out a review of the current site back in the summer of 2005 already with an eye on the future development of the company. The site at Scharnhäuser Park in the town of Ostfildern was already at the top of the list of suitable locations by the summer of 2005. The desired building plot was soon after purchased and work then began in drawing up the plans and other necessary details for compliance with the building permit.

In March of this year the Ostfildern authorities finally issued the building permit and the building of the new Elektror site could begin in earnest.

Naturally the new building has been designed so that the building and internal processes and departments can all work as one slick homogenous entity whilst also leaving plenty of leeway for the further development needs of the company. The current organisation plans are being taken into account in the planning of the new building. The body of the building consists of offices on several floors which are seamlessly linked to the laboratory.

Building structure allows easier cooperation across functions:

The main building gives all administrative departments plenty of room. Every office level has enough space for up to 35 employees. In the future the administrative departments of Elektror will be grouped together in offices on several floors on the south facing side of the building.

(Further on page 2) ➔

(Continuation from page 1) ↘

It is intended that the internal office space will be divided into working areas of 1,35 metres by a series of adjustable partitioning walls. Changes to the internal layout of the office can therefore be made very quickly and easily offering us greater flexibility.

The main technical hub serving the office will be located in its centre. All of the electrical and technical cabling will run under the floor out of sight as a false floor will be installed throughout the offices. In the central area of the offices there will be a kitchen, printing centre and postal room.

The Elektror Technology Centre – a breeding ground for new ideas:

The Technology Centre will finally give us the space we need for developing and building proto-types and customer specified products. The Technology Centre is made complete with its link to the laboratory through the logistical port. The testing rooms for the engines and mechanical departments will also find their homes in the Technology Centre. The internal optimising of processes through the implementation of modern infrastructure is just one of the aims of the building project.

The building of the Technology Centre will see Elektror forge ahead in the areas of innovation, customer specific solutions, new technological concepts, and therefore customer service.

Elektror significantly reduces repair and service times

Our customer orientated approach to service has meant service and repair times are to be slashed. service@elektror.de

Our customer's first port of call for technical malfunctions and problems has always been Elektror's sales personnel. It has become clear that this was not an ideal situation as sales professionals cannot offer the same expertise as service technicians and are somewhat restricted in solving technical issues without being on site.

Customers with a faulty piece of equipment expect a rapid and technically proficient solution. This encompasses the speedy supply of a replacement part to the delivery of a replacement product. Problems have to be solved and not debated!

Following the rearrangement of all after-sales measures, Elektror has founded a new servicing department which will be

responsible solely for repairs and servicing as well as offering the chance for customer specific modifications.

The new service department will have direct access to newly created assembly stations which will enable either a quick repair to be carried out or the preparation and delivery of a replacement product. As well as offering a rapid and customer friendly response this team will note the causes of such breakdowns, analyse and evaluate them, and therefore enable us to reduce future possible breakdowns. Customer specific requests will also be fulfilled significantly quicker.

This illustrates Elektror's commitment to not only being a manufacturer but also a first class service provider.



The new service department – Dietmar Weber (front left) and his team!

Elektror shows its commitment to supporting German business

Elektror has always stated that it intends to remain loyal to the German economy

The construction of Elektror's new head office in Ostfildern proves that these intentions were not just fictional.

It is a clear indication of our commitment to Germany!



Successful International Sales Meeting 2006

Elektror's Sales team comes closer together and establishes a sales information network

This year's traditional spring meeting in March had an international flavour to it for the very first time. Although telephone, email, and video conferences do have their advantages, there is no doubt that personal contact is the best way to exchange views, ideas, and information.

Elektror's international sales partners have previously often expressed a desire to establish closer and more personal contact with head office. This year's international sales meeting was co-incidentally organised at a time that Elektror's external sales team has expanded. The meeting was co-ordinated dually in both German and English.

Bill Maier from Fuji Electric Corporation of America, our Partner for many years in the USA, was without doubt our visitor from furthest a field. Sales partners from Finland, Sweden and England also made the journey to meet with Elektror staff from Spain, Italy, France, Switzerland, Czech Republic and Benelux as well as our external sales staff from throughout our German sales territories.

It was a challenge and an unusual experience for some to conduct the meeting in both German and English but everybody excelled!

Many interesting topics were covered and discussed which will enable our sales colleagues to approach our customers with a renewed vigour and fresh ideas. There was one idea in particular that was raised in the meeting that should prove to be of great benefit to all of our sales staff.



An Information-Network will be set up to enable exchanges of information and analysis within the sales team and also to offer an easy as well as uncomplicated vehicle for answering questions.

As is accustomed at sales meetings, the evening was spent wining and dining – with the odd glass of beer and Cubans where further ideas and information were exchanged thereby forming the basis for fresh debate the following day. Elektror's back office staff that previously only had telephone contact with sales staff was also invited out for the evening.

It was agreed by all that personal contact benefits everybody in their job!



Hispack 2006 in Barcelona

In order to gain a stronger foothold in the rapidly growing Spanish market, Elektror exhibited for the very first time at the Hispack 2006 exhibition in Barcelona from the 27 to 31 March.

The exhibition for the packaging industry is held every 3 years and it proved to be fully worthwhile with many good contacts and discussions being made with potential customers. Our highly dedicated team at the exhibition reported that they had made over 120 new contacts over its duration.

This highlights the importance to Elektror of industry specific exhibitions.

The professionalism of Elektror's presence at the exhibition has increased the recognition of the Elektror brand in Spain. This gives Elektror undoubtedly a strong platform to develop business in the fiercely competitive Iberian market. We would like to take the opportunity here to thank those present at the exhibition for making this success possible. This was certainly not Elektror's last participation in an exhibition in Spain.

Good wine needs technology as much as it does sun

Elektror contributes to much of the wine we drink ... strange but true!

The name Willmes stands for outstanding technology in the field of pneumatic wine compressors, and is why they are the global market leader.

The two latest compressor lines on the market, SIGMA and MERLIN, have the revolutionary new "juicing channel" FELXIDRAIN which can be described as the most universal, finest, most efficient and economical tank compressor ever built. Willmes have now been using Elektror's renowned side channel blowers for more than two decades in their pneumatic compressors.

Elektror's durable and reliable side channel blowers create the required pressure to squeeze the juice from the grapes. The success of the grape crushing largely

depends on the preparation of the grapes. They are therefore delicately grounded before they enter the press.

The inside of the tank is fully lined with a highly durable membrane. This membrane is directly linked to the juice channel which is found inside the press and which facilitates the outward flow of the grape juice. The mixture is enclosed within the membrane and it is with the pressure created by the Elektror side channel blower that it is pressed into the juice channel. 80% of the total output is achieved during the low-pressure phase of the Elektror side channel blower. At 100-300 millibar the mixture is finely juiced, and it is in this low-pressure phase of the process that the best results are achieved.

The remaining 20% of the juice cannot be extracted at a pressure of 100 – 300 millibar. A slightly higher pressure is therefore required and is achieved by a gradual increase in pressure from the core of the compressors. This is a delicate phase of the process and must be carefully carried out as too great an increase in pressure will damage seeds and the grape skins which will lead to unwanted and damaging properties getting into the wine.

At the end of the crushing process the side channel blower is put into reverse. The resultant pressure forces the membrane back onto the wall of the tank and after the residues are removed from the press and it has been cleaned out, the press is ready to be filled once again.

The wine making process requires that such wine presses are in operation around the clock. It is therefore absolutely crucial that all of the components and mechanics can be relied upon to be fully operational 24 hours a day. No wonder therefore that the Elektror side channel blower is an integral part of this process.



Chief Inspector in search of replacement parts

Enquires for replacement parts for old blowers frequently trigger a hunt similar in its level of detail to a criminal enquiry

Our customer Alberto S. from Milan informed us by telephone that he was using an old and customer specific Elektror blower which had served him so well over the years that he would like to continue using it. He did however need several replacement components. He

finished the call by asking if replacement parts were still available for this particular blower.

This was a typical case for Bernhard "Sherlock" Benz from the Elektror Technology Centre whose first question was to ask for the details of the exact

type of blower. The answer from Italy gave little hope: "We could send you some photos but that's about it!" Bernhard Benz did his research based on the photos and was able to find out that it was

(Further on next page) ➔

(Continuation from previous page) ↘

a special double blower, called the RD 82 / RD 74. This was a special model developed in 1986 specifically for Alberto S. in Italy. As the parts lists were of course not available electronically from 1986, Bernhard Benz had to delve deep into his archives and eventually he uncovered the needed information.

The parts list enabled Bernhard Benz to find the required parts and an up to date replacement part quotation was made. Bernhard Benz frequently deals with such enquiries and he confirms that this sort of case is not uncommon. Elektror is unable to guarantee the availability of replacement parts after such a long time, but in most cases it is possible to help in some way and source the required parts or when that is not possible we can recommend a replacement product. Bernhard Benz sees the sometimes difficult research process positively and believes "We have many customers who hold this level of service dear which is why they remain loyal to us.

We can also be very proud of the high life-expectancy of our blowers. That customers experience this particularly high level of product quality and customer service speaks volumes for Elektror."

Pos.	Bezeichnung	Menge	Einheit	Preis	Gesamt
1	Wälzlager 608	2	Stk	10,00	20,00
2	Wälzlager 608	2	Stk	10,00	20,00
3	Wälzlager 608	2	Stk	10,00	20,00
4	Wälzlager 608	2	Stk	10,00	20,00
5	Wälzlager 608	2	Stk	10,00	20,00
6	Wälzlager 608	2	Stk	10,00	20,00
7	Wälzlager 608	2	Stk	10,00	20,00
8	Wälzlager 608	2	Stk	10,00	20,00
9	Wälzlager 608	2	Stk	10,00	20,00
10	Wälzlager 608	2	Stk	10,00	20,00
11	Wälzlager 608	2	Stk	10,00	20,00
12	Wälzlager 608	2	Stk	10,00	20,00
13	Wälzlager 608	2	Stk	10,00	20,00
14	Wälzlager 608	2	Stk	10,00	20,00
15	Wälzlager 608	2	Stk	10,00	20,00
16	Wälzlager 608	2	Stk	10,00	20,00
17	Wälzlager 608	2	Stk	10,00	20,00
18	Wälzlager 608	2	Stk	10,00	20,00
19	Wälzlager 608	2	Stk	10,00	20,00
20	Wälzlager 608	2	Stk	10,00	20,00
21	Wälzlager 608	2	Stk	10,00	20,00
22	Wälzlager 608	2	Stk	10,00	20,00
23	Wälzlager 608	2	Stk	10,00	20,00
24	Wälzlager 608	2	Stk	10,00	20,00
25	Wälzlager 608	2	Stk	10,00	20,00
26	Wälzlager 608	2	Stk	10,00	20,00
27	Wälzlager 608	2	Stk	10,00	20,00
28	Wälzlager 608	2	Stk	10,00	20,00
29	Wälzlager 608	2	Stk	10,00	20,00
30	Wälzlager 608	2	Stk	10,00	20,00



Parts list from 1986 for the customer specified double blower.

The 2 photos from Italy were all that was available to Bernhard Benz.

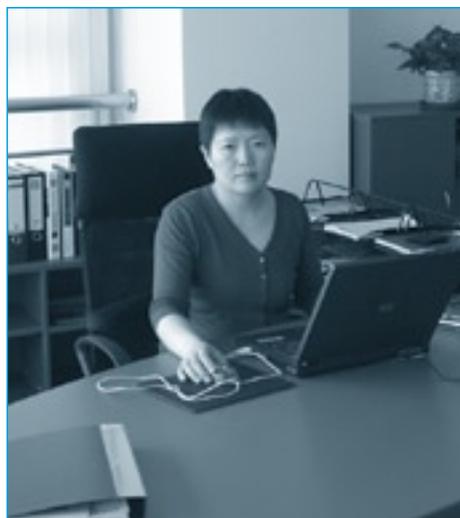
Elektror opens office in China

We are wherever our customers are, which is why Elektror have entered China

As a partner of globally present customers, Elektror is active in all international markets. The increasing rate of globalisation makes Elektror's presence in Peking a must.

Ms. Tao Wang will head-up Elektror's office in Beijing. Ms. Wang completed her studies through a Master of Business Engineering at Elektror in Esslingen and Waghäusel and joins us with a sound knowledge of Elektror's products together with the required local knowledge of the Chinese market. It is widely felt that this gives us a great opportunity to develop our success in this market.

We would like to take this opportunity to wish Ms. Wang every success in her new role.



Ms. Tao Wang



As of April 2006, Ms. Jing Yan has taken over as secretary of our chinese representation.

China Elektror Beijing Representative Office
Beijing Haidian Science Park Co., Ltd.
No. 18, Danling Street, Haidian District
100080 Beijing, PRC

Our Elektror Office address in China is as follows:

An apprenticeship at Elektor – a guaranteed good start to a career

Having already stated its commitment to a future in Germany, Elektor understands the importance of the apprenticeship system.

Every business needs a strong generation of young talent in order to safeguard its future. At Elektor, young people are offered a diverse range of opportunities which bodes well for their future careers.

Elektor offers training in both commercial and technical areas. University graduates also have the opportunity to go into mechanical engineering via the BA route. In this edition of Airmail we would like to share the experience of being a commercial trainee with you.

COMMERCIAL TRAINEESHIP

From school leavers to responsible employees – Elektor offers an exceptional training programme.

Having moved our production facilities to Waghäusel in September 2005, the technical part of the traineeships followed, which gave trainees a unique opportunity. The transition period to the new facility allowed our trainees to demonstrate greater flexibility and they found that the focus of their work was significantly broadened. Parallel to this our trainees had to adjust themselves from their more familiar home life and get to grips with the working world. The international dimension of Elektor has also offered our trainees valuable experience which means that they understand from an early stage in their careers the importance of appreciating the ever globalising business world in which we live.

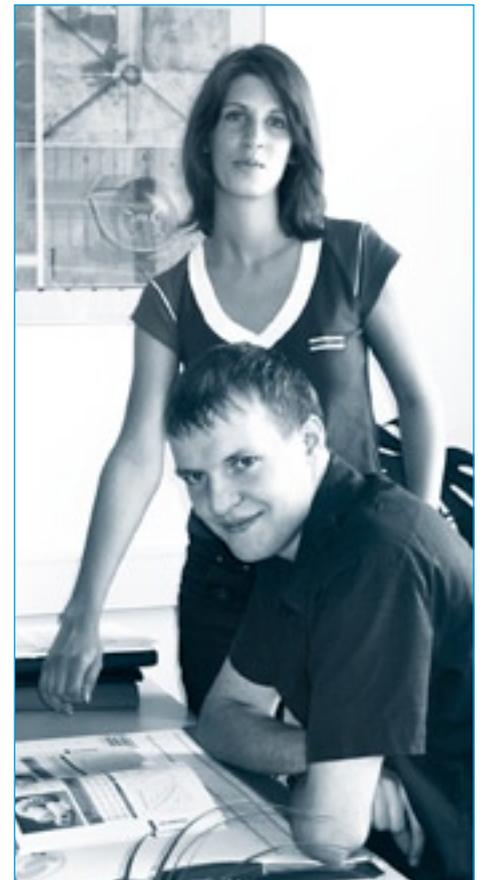
Our trainees compliment Elektor on its training:

“All colleagues are most friendly toward the trainees which contributes to an excellent atmosphere around Elektor. The trainees also readily help each other with any questions or problems they may have. They are also supported by Ms. Eberspächer and Ms. Ljubinkovic who lead the trainee programmes.” This feeling is shared by all trainees from all age groups.

As a result of the all-encompassing nature of the traineeship, the trainees have the opportunity to step into other employee's roles in cases of sickness or holiday leave. This show of trust in the trainees motivates them even further. The traineeship culminates in the completion of an in-house company specific project. This has the benefit of the trainees being able to fully understand all of the different processes within Elektor from a very early stage of their career.

Those who want to can learn even more.

As is open to all Elektor employees, trainees can take part in a variety of other further education opportunities. These opportunities are wide-ranging and include foreign language training (English, French and Spanish), examination preparation courses, public speaking seminars, presentation seminars with an emphasis on Power Point presentations as well as internal seminars on data



Fantastic traineeship that is lots of fun, diverse, interesting and puts everyone on the right track.

processing and Outlook to name a few. These opportunities are often used as a platform for further qualifications.

To be continued!

Find out about Elektor's technical trainees in the next edition of Airmail!

Imprint

Elektor
We make air work.

KARL W. MÜLLER GMBH & CO. KG

Richard-Hirschmann-Straße 12, D-73728 Esslingen am Neckar

Phone: +49 (0) 711 319 73-0, Telefax: +49 (0) 711 319 73-135

Internet: www.elektor.de, E-Mail: info@elektor.de