

AIRMAIL

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More communication and improved value for all ELEKTOR customers

Creating genuine increases in the value of products and providing communication platforms for even better customer service – over recent months we have been tackling these challenges vigorously. System solutions and a large number of product innovations were presented at the Hanover Trade Fair. The ESD model range has been extended, while further accessories allow it to be used more flexibly. With the introduction of the ELEKTOR E³ guarantee, we are genuinely offering our customers a real improvement in value, and at the same time we are demonstrating our confidence in the high quality of our products. We have also developed the ELEKTOR corporate design further. This has involved a thorough redesign of ELEKTOR's presence on the internet. The new ELEKTOR web portal is a service and communication platform offering comprehensive services and access facilities. In future, visitors to our web site will be able to access current product and company information, carry out specific searches for product solutions, or simply take a look at the brand new ELEKTOR film. But that was not enough. We will continue to present further features: for example, it will soon be possible for our sales representatives to interrogate the current status of orders online.

Improved value for customers, powerful online services and meaningful product innovation – ELEKTOR's wheels never stop turning. This is already the tenth edition of the Airmail, and its significantly enlarged contents illustrate just how much news there is at ELEKTOR. As always, we hope that you will enjoy reading it!

Ulrich W. Kreher (Managing Director)

TOP NEWS: ELEKTOR offers a 3-year guarantee!

ELEKTOR's customers are on the safe side when it comes to matters of quality and guarantee. This guarantee is a clear declaration of our confidence in our products and in their long and reliable service life.



ELEKTOR marks the 3 year guarantee with this imprint.

Hanover Fair visitors were amazed. It was impossible to miss the large, new E³ guarantee label displayed on the walls – an optional 3 year guarantee for all radial and side-channel blowers – a quite unprecedented extra, and food for plenty of discussion.

The best way to demonstrate our customer-orientation is to offer high quality, innovative products combined with genuine, demonstrable improved value. ELEKTOR is strongly developing its market position through high capabilities at every level. And because the company

is utterly convinced of the quality of its own products, a full 36 months guarantee is available to customers who want it. This gives real additional security for all registered ELEKTOR devices. Against the current trend of reducing guarantee periods in commercial business transactions to 12 months, ELEKTOR takes a step in the opposite direction.

You can be confident that ELEKTOR is setting standards for the quality and performance of its products. From May 2005, all ELEKTOR customers will be able to benefit from this.

The ELEKTOR E³ guarantee offers:

Three years guarantee from the date of purchase, in accordance with guarantee conditions, for all device components in ELEKTOR products with the exception of consumable parts.

To benefit from the E³ guarantee it is necessary to register the radial or side-channel blower with ELEKTOR within 30 days of purchase. The registration can be done in a small number of steps at the new online portal at www.elektror.com. The online guarantee registration is fast and simple. The receipt of the registration data will be confirmed immediately by e-mail.

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The true guarantee of quality!

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The registrants will receive confirmation of the guarantee provision by e-mail within two working days. From this point on it is possible to examine and download the online guarantee certificate.

Registration can also be done in writing if no internet access

is available. A suitable guarantee application form is included with every device.

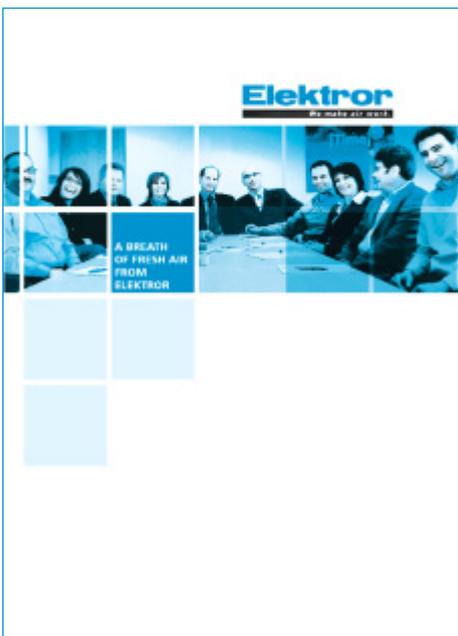
The registrant will receive an E³ guarantee certificate, confirming the extended guarantee period, for every device registered. The guarantee certificate includes information about the registered device and about the guarantee.



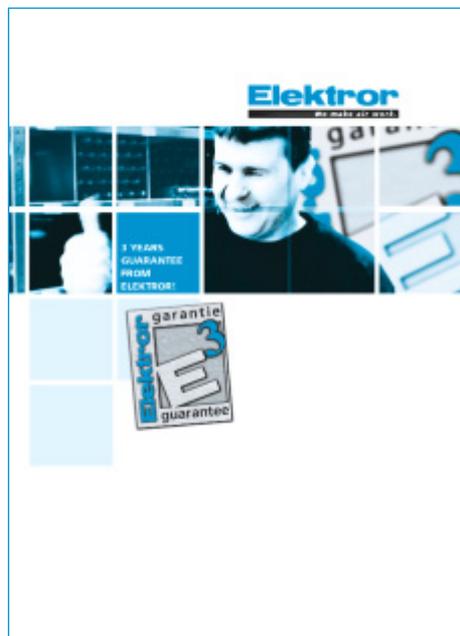
Guarantee registration – online is the quickest way.

ELEKTOR: Down new roads with a new look

Anyone who wants to promote up-to-date content, innovative products and better communication with customers must also approach these things visually.



The new image brochure from ELEKTOR.



The pamphlet describing ELEKTOR's E³ guarantee.

A company like ELEKTOR is perceived in very different ways. The company's image has many facets. ELEKTOR's innovative and powerful market presence, and the company's claim to be leading the way into the future both set ELEKTOR apart in many ways from the typical image of a "medium-size company". Anyhow, it is of great importance that company communication is based on consistent visual and verbal elements that are appropriate for the firm. Products, working methods, processes, brand structures, visions and the nature of the company should be given recognisable form. Corporate design and corporate communication therefore play an important role for ELEKTOR.

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More than 3 years ago, with the relaunch of the product catalogue, the company set out on a new road on the level of products.

With the new design of the image at the company level, an important additional element has been added to company communication, adapting it to the new requirements. It is not without reason that the new ELEKTOR company brochure bears the title of "A breath of fresh air at ELEKTOR". The new ELEKTOR image demonstrates how success is built on many varied elements.

The visual message is that "the whole is constructed on the basis of many different elements, and leads again and again to outstanding results!"



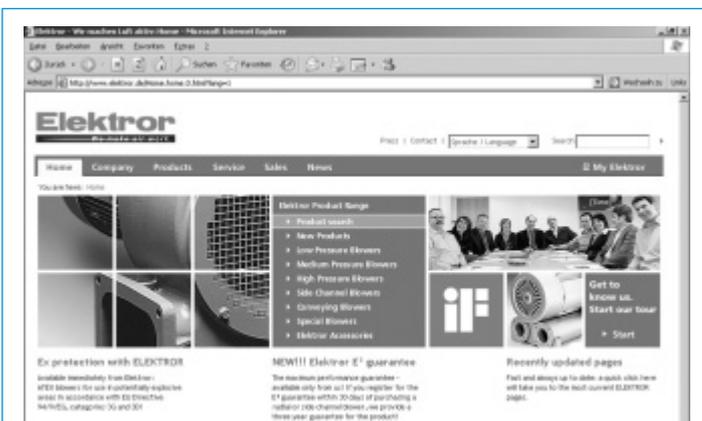
From a successful past into an internationally successful future – that is ELEKTOR. ELEKTOR's new internet presence closely follows this general principle, inviting visitors to a dialogue. The exhibition booth at Hanover Trade

Fair, of course, has also been designed in line with the new design elements.

If you are interested, we would be pleased to send you the latest company brochure. Call us, write to us or mail us.

ELEKTOR has a new internet portal

More information, more dialogue, more service. ELEKTOR sees the web as more than just an image platform.



The ELEKTOR website: a platform for service and communication.

It was ready on time for the Hanover Trade Fair in 2005. The new ELEKTOR web portal went online. In line with a brand new company image, the website has also been given a comprehensive redesign. The classic style of information website has now become a forward-looking online portal, offering yet more information about ELEKTOR, and now fully capable of dialogue. The most up-to-date innovations can be found straight away on the site, where they are briefly described. In other words, the latest news is on the main page.

ELEKTOR stands for continuous further development, and

seeks to be a capable, modern and effective partner to its customers, offering optimum services. Under "optimum service", therefore, we understand a website that permits first-class dialogue with customers and business partners in line with our communication policy.

With this in mind, we have, together with internet professionals and communication designers, developed a new web concept that meets these high demands.

Home in on information

It is now possible to examine the ELEKTOR product range with even more precision than before. A new, convenient search system now makes it possible to search for matching products by means of customer-specific parameters such as volumetric flow rate or total pressure difference. This means that anyone interested can enter working points in order to find a selection of suitable products quickly and accurately.

To improve the facilities for easy navigation, the web site also offers a general search function using keywords. This provides lists of results, depending what keyword has been entered, showing all the pages that include the desired contents. Online product inquiries are, of course, also possible.

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The precise selection of products now enables those interested to send a product inquiry to ELEKTOR quickly and simply via the internet, and to receive a prompt answer.

FAQs (frequently asked questions) on all relevant topics complete the online service. This area is, of course, frequently extended, so that a comprehensive library of questions and answers is available to users.

A powerful download area offers all visitors to the new ELEKTOR web site the facility of downloading technical data, characteristic curves and dimensional drawings for all our products. Press releases, the current ELEKTOR image video, and every past issue of the ELEKTOR Airmail are also available for download.

**Exclusive to registered ELEKTOR customers:
Premium online customer service**

"My ELEKTOR" is the name of this area, available to all registered ELEKTOR customers. A comprehensive and varied range of premium services is offered here, including, for instance, the spare parts service, administration of all E³ guar-



ELEKTOR online – the company

rantee devices (see the Top News on the front page), subscription to the ELEKTOR newsletters, and much more. Every ELEKTOR customer who is registered for this service may access the area. Free of charge and without obligation, of course.

Just take a look, at www.elektor.com!
It's worth it! And that's a promise.

Hanover Trade Fair 2005 – good discussions and great interest in ELEKTOR

A new image, new product ideas and many new details - the exhibition visit was a total success for ELEKTOR and its visitors.



The Hanover Trade Fair is traditionally one of ELEKTOR's main events. This year again, the famous industrial exhibition provided a platform for ELEKTOR's new products and services. Product innovations and new company services were presented. Further additions to the

ESD range and its accessories call for particular attention here. The new E³ guarantee was also presented, and visitors to the booth received it with great enthusiasm. (More detail may be found in the Top News article in this issue of the Airmail.)

All the booth's visitors agreed that the extended guarantee not only gave purchasers increased security, but also that it was a significant indication of high quality. The sense and nonsense involved in legal restrictions to guarantees was discussed at length, and the path taken by ELEKTOR in offering the E³ guarantee received wide approval. Other ELEKTOR products and services, of course, also attracted considerable attention. Strong interest was particularly shown in the topics of explosion protected blowers and complete solutions in the Air Knives sector.

Once again, ELEKTOR demonstrated its strong international orientation at the Hanover Trade Fair. A large number of new contacts, particularly from the EU

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countries and from Russia, show how Europe is developing more and more into an active internal market. Europe and Russia, together providing about 50 per cent of ELEKTOR's visitors, clearly represent the largest group of visitors.

ELEKTOR's many years of successful international involvement play to this trend, and this was naturally registered with favour by visitors from many countries.

Even though the number of visitors this year did not quite reach the peak levels of the past, ELEKTOR's exhibition team agreed unanimously that the number of serious and order-oriented discussions was significantly better.



ELEKTOR's first "Trainees' Information Day"

Insight into other companies is a part of a good company training.

"Looking past the end of your own nose" – this would be one way of describing the aim of a new project that was carried out for the first time in the context of a joint exercise involving all ELEKTOR trainees. The trainees themselves carried out the planning, timetabling and project co-ordination – and it was clear from the outset that the "Trainees' Information Day" project would be a great success.

The first Trainees' Information Day, involving trainees from the Esslingen and Waghäusel site, took place in November 2004 at the Ditzingen site operated by Trumpf, for many years a customer of ELEKTOR. After the head of training at Trumpf had welcomed the group, Trumpf's trainees gave a very entertaining presentation of their company and their work.

After this, the young ELEKTOR workers were able to ask questions, and an animated discussion between the trainees at both companies then began. The ELEKTOR group were well prepared, having drawn up a questionnaire beforehand. ELEKTOR's trainees then presented "their" company, and then opened up discussion about the learning and working environment in Esslingen and Waghäusel.

The Trumpf trainees then showed the way round on an outstanding tour of the company. The extent to which ELEKTOR devices are involved in processes and equipment in Trumpf's works, for instance for sucking away metal chips, became clear in the course of this tour. The final part of the tour was staged in Trumpf's own museum, and this was greatly enjoy-

ed by the visitors from Esslingen and Waghäusel. The exciting visual representation of the company's history and of technical development at Trumpf were received with admiration and enthusiasm.

A visit to the Trumpf canteen was, of course, also a feature of the information day. Once again, the hosts were at their best. The ELEKTOR trainees and their guides finished this eventful day in contemplative mood in a bistro, where all the impressions gathered were, of course, discussed thoroughly.

Conclusion: This project provided experience of planning, responsibility, the direct control of success and teamwork, also giving insight into the work of other companies.



The ELEKTOR trainees and their trainers

ATEX: Important information on applications and operator obligations

In the last issue of the Airmail, of November 09 / 2004, a brief introduction was given to the topic of ATEX in respect of blowers for use in areas subject to explosive hazard. The various ex-zones and categories were introduced and described there.

For blower applications, a distinction is made between an (explosive) atmosphere "inside" (i.e. inside the blower, in the medium being transported) and the (surrounding) atmosphere

"outside" (i.e. outside the blower, and therefore in contact with the motor). It is quite possible that the hazards presented by gases and dusts, and therefore also the zones or categories, are different "inside" and "outside".

Industrial blowers are used in a variety of different areas where there is a risk of explosion. Some examples:

Sector	Technical application	Possibility of a risk of explosion by	
		Gases, fumes or smoke	Dusts or dust-air-mixtures
Chemical industry	Suction during chemical processes	X	X
Energy technology	Production of bio-gas	X	–
Galvanic industry	Extraction plant	X	–
Wood manufacturing industry	Extraction of sawdust and swarf	–	X
Wood manufacturing industry	Particle board production	X	X
Laboratories	Test suction	X	X
Food industry	Milling and mixing processes e.g. bakery machines	–	X
Paint shops	Suction painting plant	X	X
Pharmaceutical industry	Milling and mixing processes e.g. tablet production	X	X

The list is not exhaustive; it can be extended and improved in any way.

Generally speaking, for any engineering application, the possibility of a risk of explosion and its cause should be investigated carefully. Its possible, for instance, for inflammable gases and dusts to occur at the same time. A risk of explosion can also be presented by aggressive media, such as explosive acids (including organic acids), alkalies or solvents. These substances may occur as vapours, or may condense within the equipment. In any such case, the components of the equipment and of the blower will require a particular capacity to withstand these substances. Some technical processes and materials (e.g. poisons) also presents additional demands on, for instance, the sealing of the blower.

The relevant plant operator must determine the ex-zone to which any engineering equipment should be assigned. The plant operator is in fact obliged to do this according to EC guideline 99/92/EC. He must know the hazards precisely, and is responsible for this in this sense of working and environmental safety, trade unions, supervisory authorities and so forth. According to § 6 of the new German Working Safety Regu-

lations (Betriebssicherheitsverordnung – BetrSichV), every employer must prepare an explosion protection document, from which the explosive hazard can be determined.

ELEKTROR's customers can present their ATEX inquiries easily and accurately with a special ATEX form. It is, after all, important that nothing is either forgotten or misunderstood. This process also ensures that the optimum product is always used in the light of the safety requirements applying in areas of explosive hazard.

Since the Hanover Trade Fair 2005, ELEKTROR has supplied ATEX blowers for categories 3G (zone 2) and 3D (zone 22). At present, ELEKTROR is working intensively on the development of blowers in gas-proof and dust-proof ATEX versions. This is necessary for ATEX blowers connected to pressure and suction sides.

Current information on the status of development in relation to ATEX is also available on the new website at www.elektror.com!

Computer-Aided Quality Assurance at ELEKTOR

Powerful software solution as an opportunity for continuous improvement.

Computer-aided quality (CAQ) includes the acquisition and processing of data in order to evaluate and control quality.

Some people might ask "What is CAQ software actually for?" Well, there is a saying in quality management that it is better to make investments at the beginning of a process so that costs can be saved later over the whole process chain. A Production Planning and Control System (PPS) is not on its own capable of fully meeting this need.

And, furthermore, optimised processes provide maximum economy for the customer, or in other words an optimum price/performance ratio. This is why ELEKTOR has been using a powerful CAQ software system for more than a year.

Thanks to this CAQ software, significant synergy effects have arisen in relation to existing systems: all the existing master and movement data has been incorporated into the system, making the existing databases superfluous. This has meant that ELEKTOR is able to manage all the process documentation for quality management on an efficient, digital basis, saving both time and resources. This allows any complaints

that might occur to be accessed quickly, and workers are able to gain precise information at any time about the company's current quality situation.

All the data can, of course, be evaluated precisely, and this contributes to rapid improvements in every process. ELEKTOR customers also benefit greatly from this. In addition to this, special modules permit consistent communication between everybody involved, thus offering significant improvements to work flow. Even those not connected to the system – external workers and customers, in other words – can be directly informed and kept involved by means of an e-mail function. A clear advantage.

But even the best software is no use at all if it is not accepted. This is a problem that is well known to many companies. At ELEKTOR it has been successfully solved with the help of a sponsorship model that has been implemented for the first time. Specially trained ELEKTOR employees, known as "key users", act as "sponsors" for their colleagues, and therefore accompany the whole process of introducing the software to every user.

ELEKTOR dries the dishes in the world's biggest dishwasher

A gigantic installation provides clean crockery using powerful equipment supplied by ELEKTOR.



The Hobart concern, based in Offenburg, is one of the world's leading companies in the partial and fully automatic washing equipment and systems sector. An order from Dubai nevertheless went beyond the usual dimensions handled even by this international kitchen equipment specialist.

Hobart received the largest order in the company's history from Dubai for the construction of a "dishwasher" that puts everything else into the shade.

The dishwashing installation, large as a football field, will wash the dishes from up to 115,000 meals a day at the Emirate of Dubai airport. To manage this

enormous quantity, this record-breaking equipment must operate 24 hours a day and seven days a week without interruption. The XXL dishwasher consists of 23 belt machines between 4 and 8 metres in length, 2 trolley and 2 container washing units, each having a length of 25 metres.

Before the crockery is fully dried in the heated drying zone, the conveyor belts carrying the dishes pass an intense air jet.

Extremely powerful ELEKTOR radial blowers generate this air jet.

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Air Knives take this ELEKTOR system solution further, by directing a targeted air jet at the dishes. The equipment is due to be installed at the beginning of 2006, when it will be the largest and most powerful dishwasher in the world.

Hobart already has experience with this kind of giant. The largest installation so far, the airport dishwashers in Hong Kong and in Seoul, are only a bit smaller than the one in Dubai. ELEKTOR blowers are, of course, also being used there, and have proven to be 100% reliable.



Product development at ELEKTOR under new management

Reinhard Gantke will push innovation forward.



Reinhard Gantke

Since April 1st 2005, Reinhard Gantke, as the new manager of the Development/Construction department, has been responsible for technological

progress at ELEKTOR. This thoroughbred engineer comes with a great deal of experience in a number of fields, and plans to contribute to ELEKTOR's successful future through a powerful orientation towards innovation.

In Reinhard Gantke the company has obtained the services of a proven expert. After he majored in mechanical engineering with the main focus on turbo machinery, his career has included successful work in research, development and construction fields, as well as innovation and product management.

As a result of this experience, the link between technical progress and immediate benefit to customers has become an essential element in Reinhard Gantke's work.

Exploiting the latest technologies, Reinhard Gantke plans to develop and extend the existing technological divisions

of "Mechanical/Turbo Engineering" and "Drive Engineering", and in that way to advance the performance of products and brands, and to strengthen customers' confidence in them.

The ongoing further development of the existing product range should profit from this, as much as the development and design of entirely new series. As has long been ELEKTOR's practice, all these innovation and development processes will be handled systematically and transparently, bearing in mind customers' future wishes. And it is exactly this approach that closely matches the philosophy of our new development manager.

We welcome Reinhard Gantke warmly to ELEKTOR, we look forward to many powerful impulses, and wish him a good start at the company.

Imprint

Elektor

We make air work.

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