



WERMA *r e p o r t*

NO. 14 FEBRUARY 2006

Grüezi - WERMA opens new branch office in Switzerland

Follow the Customer – that is our motto. Our employees and signalling solutions are to be found in every location where our customers need us. The foundation of our first sub-

subsidiaries and close co-operation with agencies all over the world guarantee this level of service. We value personal contact, respect each individual culture and are therefore able to flexibly adapt to the requirements of our international customers.

WERMA EMPLOYEES FORM STAFF FOR THE NEW SUBSIDIARY

In 2005 WERMA inaugurated its first sales subsidiary in Switzerland. Our sales within Switzerland will in future be directed from Neuhausen am Rheinfall. This proved ideal location as our German headquarters are only a few kilometres from the Swiss border. We therefore took the opportunity to transfer employees from our head office in Rietheim to form the staff of this new subsidiary. Mr Weidner who has worked for many years as sales manager for Baden-Württemberg has

been appointed to the position of subsidiary manager. He will be assisted by Simone Weggler, also a trusted WERMA employee from our export sales team.

The philosophy "WERMA goes global" is not a question of a "me too" reflex but the result of a thorough assessment of how we can offer our customers an even better level of service – maintaining the high standards WERMA customers are familiar with. Our new Swiss office enables us to continue to react quickly and competently to our customers requests and needs.

FURTHER BRANCHES UNDER CONSIDERATION

WERMA now services three of the most important international markets for machine building – USA, China, Switzerland – with its own staff on location. It is quite conceivable that further markets will follow – especially those where we are not presently active but that already display a high degree of growth potential.

We will be extending our efforts in 2006 in order to meet our own high expectations and the expectations of our customers: with new products, with greater support for our agents, with further improvement of our product quality and with additional staff training.

This will enable us to continue to strengthen our global leadership position in the field of signal technology.

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WERMA Signal Tower KombiSIGN 71 in the Supermarket of the Future

The Metro Group has opened the world's first Future Store in Rheinberg near Düsseldorf. Partners from the IT sector as well as the customer relations and consumer goods sectors all fuse here to test innovative trade technology.



SHOPPING IN THE FUTURE STORE – PLEASANT AND EVENTFUL

The new automatic self-scanning checkouts are one of the exciting features that have become part of the everyday routine in Rheinberg. The customer acts as his own cashier: he passes his item of shopping over a 360° scanner which registers the price. After completing this step, the customer puts his shopping in a bag which is automatically weighed. Should the weight of this bag differ from that of the scanned items, a red optical element in a WERMA signal tower lights up to inform the customer. A member of the sales staff at the info point is also automatically informed. A weight conforming to that of the scanned items causes a green light to come on in the KombiSIGN signal tower.

HIGHER ACCEPTANCE AND SHORTER WAITING TIMES

The automatic self-scanning checkouts are very popular with customers; More than half has already tried them out and is of the opinion that payment is both efficient and time-saving.

The success of the self-scanning checkouts in Rheinberg has inspired the Metro Group to introduce the system into over 40 branches of Extra, Real and the DIY store Praktiker. More than twice this number of stores is due to be equipped with this technology so the

chances are good that you will soon be eye to eye with a WERMA signal tower yourself while doing your shopping.



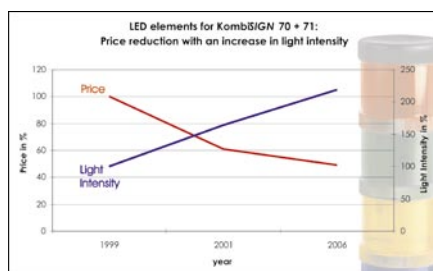
Royal visitor to the WERMA stand

The Hi Industry Trade Fair 2005 with over 1000 exhibitors across 90.000 m² counts as one of the largest and most important industrial Trade Fair in Scandinavia. Last year the Trade Fair took place in Herning, Denmark, between September 6th and 9th, providing an overview of the latest products from companies in the industrial production sector. A special highlight of the 2005 trade fair was the opening by his Royal Highness, Crown Prince Frederik of Denmark. During his official tour the Crown prince visited the stand of WERMA's agent in Denmark, Robotek El & Teknik A/S. He took great interest in the range of signal towers and other innovations from the WERMA programme. Our agent Robotek was more than happy to welcome the royal visitor to the stand.

Double benefit: Price reduction with an increase in light intensity

Cost cutting light emitting diodes, known as „LED“ lamps are being increasingly used to replace light bulbs as a source of illumination. This has been proven by a survey from the German Association of Engineers (VDI) in which they asked specialists for their opinion as to which technologies would make their mark this year.

LED technology came in first – the experts are convinced that 2006 will see LEDs making their commercial breakthrough. Advantages such as a high resistance to knocks, vibration and other forms of mechanical stress, the low current consumption and the significantly longer life duration speak for themselves.



MORE LIGHT FOR LESS MONEY

WERMA is actively shaping this trend and has reduced the price of its LED elements for the signal tower series KombiSIGN 70 and 71 by a substantial 20%. This price reduction has been achieved by the integration of an innovative new LED technology and the automation of our production process.

One of the main features of this new technology is the higher light intensity. The extremely bright light beam of the new LED elements guarantees a clear signalling effect even with a high incidence of light such as direct sunlight. The danger of mistaking signals due to unfavourable lighting conditions is thus removed and an illumination effect corresponding to that of the traditional light bulb is achieved.



Warning! LED Obstruction Light

OBSTRUCTION LIGHTS AS ONE OF THE MOST IMPORTANT AIDS TO FLIGHT SAFETY

The law stipulates that buildings of a specific height and in the vicinity of airports as well as factory chimneys, towers, masts etc. must be marked by so-called obstruction lighting. This special lighting makes obstacles visible for pilots even in the dark or when visibility is poor. Obstruction lighting is one of the most important parts of flight safety.

LEGAL REQUIREMENTS OF OBSTRUCTION LIGHTING

The precise measures to be taken to mark obstacles are set forth in diverse laws, regulations and recommendations. Among these are the rules of the International Civil Aviation Authority (ICAO) and, in Germany, the guidelines of the Ministry for Transport and Building (BMVBW).

HIGH LIGHT INTENSITY SIGNALLING WITH THE LED OBSTRUCTION LIGHT FROM WERMA

WERMA's new LED obstruction beacon 280 was developed to fulfil the current regulations and is suitable for use as such in accordance with the German BMVBW. In addition it is ideal for use as a "Low intensity Obstacle Light, Type A" in accordance with ICAO Appendix 14, Vol 1, Chapter 6.

The WERMA obstruction light is outstanding for its certified high light intensity of over 15 cd. This light intensity is achieved through the employment of an innovative new technology based on the use of light emitting diodes. Compared to traditional light bulbs, LEDs offer a range of

advantages, e.g. low power consumption and an extremely long life duration. As a result LED obstruction lights from WERMA are practically maintenance free. Safe outdoor use is ensured by its high quality housing with a protection rating of IP 65.

The new WERMA LED obstruction light is the ideal choice wherever flight safety is endangered by high buildings etc.



Signal devices with flair!

INCREASED DESIGN ORIENTATION IN MACHINE BUILDING

In nearly all branches and fields of business an increased trend towards design orientation is apparent – including machine building. The design of a machine and its accessories conveys the manufacturer's quality statement to the customer. Form, colour and aesthetics are increasingly being borne in mind as a purchasing criteria. WERMA is actively involved in shaping this trend.

UNIQUE OPPORTUNITY AND SIMPLE ORDERING PROCEDURE

You now have the possibility to order signal towers in the colour of your choice. The KombiSIGN signal towers 70 and 71 from WERMA are designed to harmonise with the colour of the clients product design, guaranteeing a uniform appearance. To this end the terminal element, the cap and mounting ac-

cessory (base, tube or bracket) of the signal tower are lacquered in the desired colour.

All you need to do is to tell us the RAL colour you require. All the colours of the RAL spectrum are available as standard.



CUSTOMER SPECIFIC COLOURED PAINTS OFFER GREATER USER BENEFITS

Come and experience this completely new product first-hand in April, at the Hanover trade fair or the Frankfurt light + building trade fair.

Staff Developments!



NICOLE HEIM-CANTEAU

The 34-year old business graduate Nicole Heim-Canteau was appointed regional sales manager for Baden-Württemberg of 1st September 2005. Following her education as an industry sales assistant Mrs Heim-Canteau successfully completed an addition course of study to become a business graduate. She has worked for many years as manager of the German domestic sales department at WERMA.



MICHAEL REBHOLZ

Since September 2005, the international sales department has received additional support from Michael Rebholz (35). He has taken over responsibility for Spain, USA, Canada as well as South and Central America. Mr Rebholz is a qualified wholesale and export sales representative. Before coming to WERMA he worked as an export assistant and for 5 years was a specialist for development aid in Peru.



DANIELA JUNT

The international sales department has also been strengthened by the addition of Daniela Junt. Following her successful studies, Mrs Junt (23), a business graduate (BA), takes over responsibility, for Turkey, Greece, Ireland, Switzerland, Austria, Estonia, Lithuania and the BeNeLux states.



SIMONE ANSTEIN

Since October 2005, our customers from the Near East, from parts of Europe and South America have been look after by Simone Anstein (23), a business graduate (BA). She completed her three year study course at WERMA, spending the last practical phase in Spring 2005 in the international sales department.



NATHALIE SCHMIDT

Following her successful training as industrial sales assistant at WERMA, Nathalie Schmidt (20) joined the domestic sales department in August 2005. Mrs Schmidt takes over responsibility for our customers in Bavaria from Nicole Heim-Canteau, who has been active as regional sales manager for Baden-Württemberg since September 2005.



ULRIKA WURSTER

From February 2006 onwards, Mrs Ulrike Wurster (49) will be taking over as the successor to Mrs Bettina Veličković who will be taking maternity leave beginning in March. Before joining WERMA the wholesale and export saleswoman worked for a number of years in sales and will now be looking after customers from North and East Germany.

Optical and audible signal devices in the new WERMA Catalogue 2006

WERMA offers a wide range of signal towers, optical, audible and explosion-proof signal devices.

In the new WERMA catalogue, now running to over 250 pages, you can find a multitude of innovative products and the latest developments in the field of optical and audible signalling.



WERMA to the trade fairs

We are looking forward to welcoming you to our two most important trade fairs in April 2006.

We would like to invite you to visit our stand in Hanover between 24th and 28th April 2006 and at the light + building trade fair in Frankfurt between 23rd and 27th April 2006. We would be happy to show you our latest products and innovations in the field of optical and audible signalling.

Further trade fair dates for 2006 can be found under www.werma.com! We look forward to your visit!

light+building Frankfurt am Main
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