

Beckhoff Switzerland continues to expand

New "Mittelland region" sales office opened

→ Beckhoff Automation AG in Switzerland is set for continued growth. In addition to the head office in Schaffhausen, the Suisse Romande sales and support center in Yverdon and the support center in Ticino, a new sales office was opened in February 2004 in the city of Recherswil.

"The first six months of 2004 have been very strong," said Gerhard Meier, managing director of Beckhoff Automation AG. "The prospects for the future are even more promising, because we managed to attract a number of new customers and were successful with our bids for several large control and building automation projects. Turnover from our existing customer base has also increased further, and the Swiss machine industry has experienced growth of 3 percent" – a very positive balance.

"Customer support is a pillar of our successes and has to be expanded further, commensurate with the growth in sales," explained Meier. In order to meet this requirement, Andreas Peyer joined the team at the Swiss head office in Schaffhausen. While Robert Stoll focuses on hardware support and repairs, Peyer will provide software support for Beckhoff customers. The 36-year old Peyer is an electrician with a diploma in computer science. From his previous professional experience with door control and monitoring systems, he was already familiar with Beckhoff products, which is a significant benefit for his new job.

The sales team was strengthened through 35-year old Stefan Mack, who is an electrical engineer with a degree in business studies and automation sales experience. Gerhard Meier is responsible for key account customers and the Ticino region, Stefan Keller for customers in eastern Switzerland and Philippe Monnin for western Switzerland. Since the beginning of this year, Stefan Mack has been looking after customers in the Swiss Mittelland region from the Recherswil office.

Gerhard Meier expects further successes for the coming six months, particularly from the building automation sector. "Our involvement



Andreas Peyer, software support, head office at Schaffhausen



Stefan Mack, sales for the Mittelland region, Recherswil office

in building automation is still relatively new, but this sector should enable us to gain more market share," Meier said. At "Hilsa," the trade fair for building services, which took place in January in Basle, Switzerland, Beckhoff successfully presented intelligent building automation solutions. "The feedback from visitors was very good, and we managed to attract new customers and have already begun several projects," said the managing director of Beckhoff Automation AG.

Beckhoff will present the complete New Automation Technology control system at "go. automation days" in Basle between 31 August and 3 September. The "go" event is the main platform for the automation industry in Switzerland. It will take place for the second time this year, with around 410 manufacturers expected to attend. Beckhoff will present its main product groups of IPC, I/O and automation. "The focus will be on the EtherCAT real-time Ethernet system and on our safety Bus Terminals, including application options. In addition to other innovations, such as the KM modules – a modular housing extension for Beckhoff Bus Terminals – visitors can expect to see product extensions such as the "intelli-

gent" Ethernet panel and drive technology innovations. Fully operational, TwinCAT-controlled machines and applications from system partners will also be on show at our stand," said Meier.

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Motion control with EtherCAT – live on the go.automation exhibition (Hall 1.1, D76)

