

Innovative. Fast. Responsive. Trustworthy.



★★★★★
TORMAX
AUTOMATIC

★★★★★
SERVAX
DRIVES

First and Foremost

Our foremost priority at Landert Motoren AG is our customers' business success. And these are the factors that help us ensure it: qualified employees, focused strategies, and a distinctive corporate culture.

Landert Motoren AG is a company that abides by its principles. We say that. And especially our customers say so. Four words define the main reasons for the success we share with our customers, employees, suppliers and partners. And with you. We measure ourselves daily against these four words. And you too can measure us daily against these four words:

INNOVATIVE FAST RESPONSIVE TRUSTWORTHY

These are not empty words. They lend very specific meaning to our everyday actions. And, you might ask, what meaning? That is what this publication will explain.

We hope you will find reading it worthwhile and look forward to working with you in our daily quest to make Landert Motoren AG an even stronger company.

Yours truly,

Landert Motoren AG Management



I

Innovative? He has 1,000 Swiss francs in his pocket and many ideas in his head. So, in 1924, Heinrich Landert Sr. and his schoolmate Rudolf Weber establish Landert & Weber Elektromaschinen in a workshop in his home. Their two employees haul the manufactured motors to the railroad station on a handcart. An innovative way of doing business!

NNOVATIVE

Innovative – today, more than 80 years later, we have over 500 employees plus 52 apprentices, and sell products in 55 countries across 5 continents. And today we already generate 20 per cent of our sales with online orders via the Internet. That is innovative!

Innovative – means asking customers what they still need to make their life more pleasant. And then, with these wishes and dreams in mind, creating something that improves an aspect of the quality of their lives.

Innovative – it also means always being guided by these wishes and needs as an incentive to create more perfect drive systems.

Innovative – means not waiting for what the competition is doing. But to be inventive yourself. To create your own products in your own, well-equipped engineering department – and to market them through your own channels and through the best sales partners.

That is how we build a solid foundation for the future.





F

Fast? A customer asks for a new, simple door control system. Just 18 months later it is rolled out to the market. That is the time it took us to define the requirements, design the system, develop the electronics and the mechanical portion, subject the product to in-depth testing, and produce the sales literature. That is fast!

AST

Fast – means responding immediately when anyone, anywhere in the world, requests something from us.

Fast – also means, however, not merely to respond but also to act. To develop products before our competitors do. To be the first to recognize needs before our competitors do.

Fast – means meeting for a talk promptly when a customer or an employee wants to discuss an issue. Regardless of whether we like the particular subject or not. Quite simply, because we can think more clearly once an issue has been resolved.

That is how we lay the groundwork for staying in the lead.





R

Responsive? A customer writes a letter to the chief executive of TORMAX and asks to talk with him. Though his business calendar is fully booked, the CEO takes time out for a meeting because he has been personally contacted. The meeting takes place a few days later. The customer is enthused about the fast and hands-on reaction by our top management. That is what responsive means!

ESPONSIVE

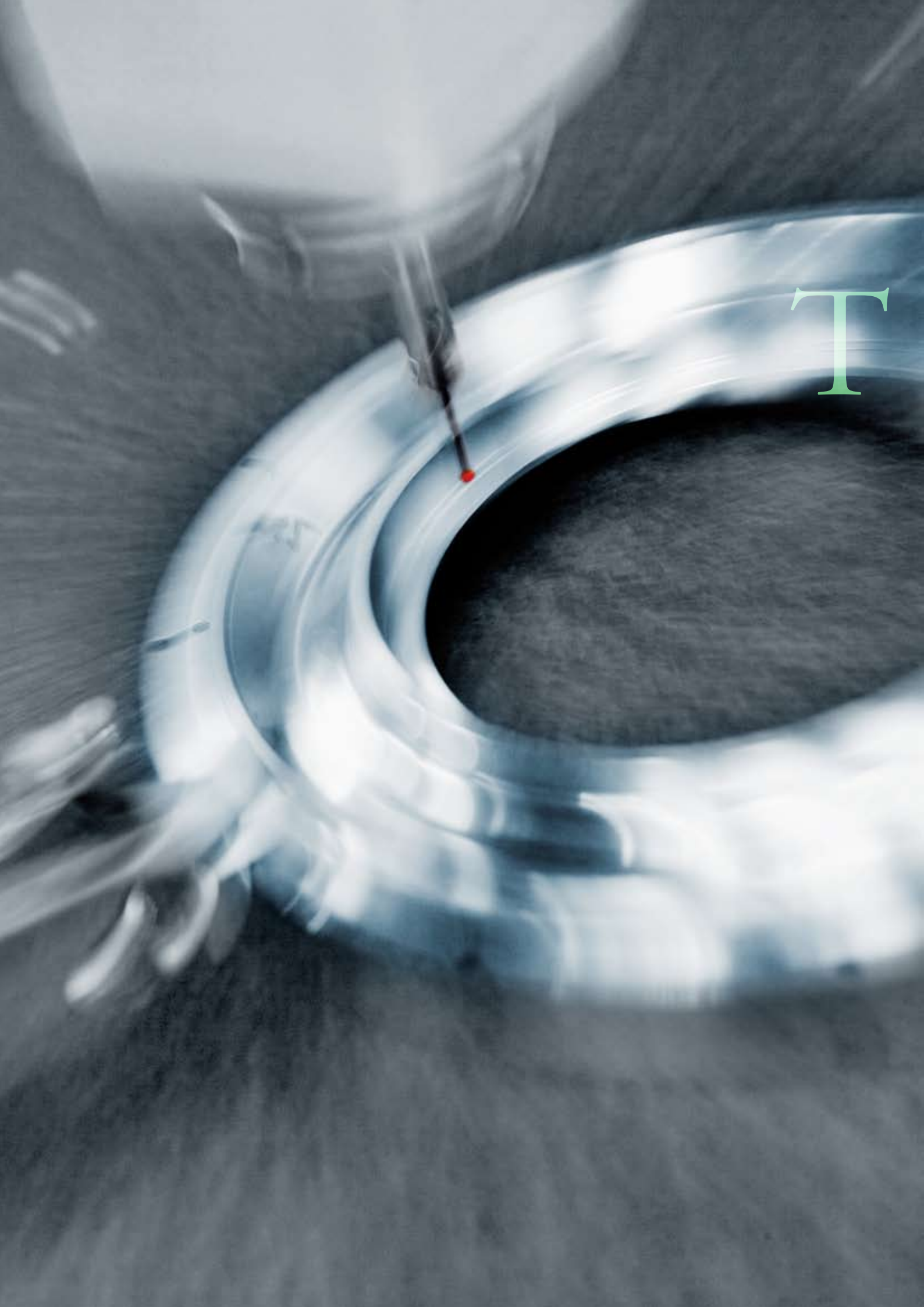
Responsive – means supporting our Group companies and addressing their needs effectively. Our branch office in Australia needs new product brochures. We create them. Our office in Belgium reports a high demand for a door control system that is simplified down to the essentials. We build it.

Responsive – means accommodating the needs of our customers promptly and effectively. Your concern becomes our concern. Immediately. Our customers take note and value not only our durable products but also our professional customer service.

Responsive – also means addressing the needs of our employees. If some want to work fewer hours, we reduce them. If they want to work out of their home, we let them. If they want to work special hours, we arrange it. If they need support in furthering their education, we provide it.

That is how we create a solid basis for cooperation.





T

Trustworthy? In the past, Landert Motoren AG used to pay more attention to the quality of its products, and less to customer support. Until a few years ago, our SERVAX Division recorded just 30 personal customer contacts per year – too few to keep abreast of our customers' needs. The solution? To be frank, admit shortcomings, and then correct them.

RUSTWORTHY

Today SERVAX conducts 300 personal customer meetings annually. Building trust!

Trustworthy – doesn't mean to never make a mistake. It means facing up to mistakes. In dealing with our employees as well as with our business partners and customers. And then to learn from these mistakes.

Trustworthy – means winning partners. Customers tell us they value our dependability: We meet our delivery dates. We keep our promises. We live up to our quality warranty. If something nevertheless doesn't quite turn out as planned, we let people know about it. Because we are convinced that a relationship remains sound if we can frankly discuss any issue.

Trustworthy – it also means encouraging all employees to speak frankly about the pros and cons of their job environment. Because we are convinced that a positive job environment will always exist as long as we trust each other in our working relationship.

That is how we establish a foundation of mutual trust.



Opening Doors Worldwide!



TORMAX is one division of Landert Motoren AG.

TORMAX makes automatic door systems no one ever really notices. Because they open doors exactly when you want them to open. Because they admit exactly those people who should have access. Because they integrate easily with complete building management systems. Because their service life is as long as their maintenance costs are low.

In 1951 TORMAX installed the first automatic revolving door in Europe. In Houston, Texas, more than half a century later: A TORMAX door system is installed in the corporate headquarters of a large industrial enterprise. Less than half an hour later, the same happens in China.

TORMAX is one of the six largest manufacturers of automatic door systems worldwide. And that is with more than a hundred competitors. Entirely in keeping with our motto: Opening Doors Worldwide!



LANDERT MOTOREN AG

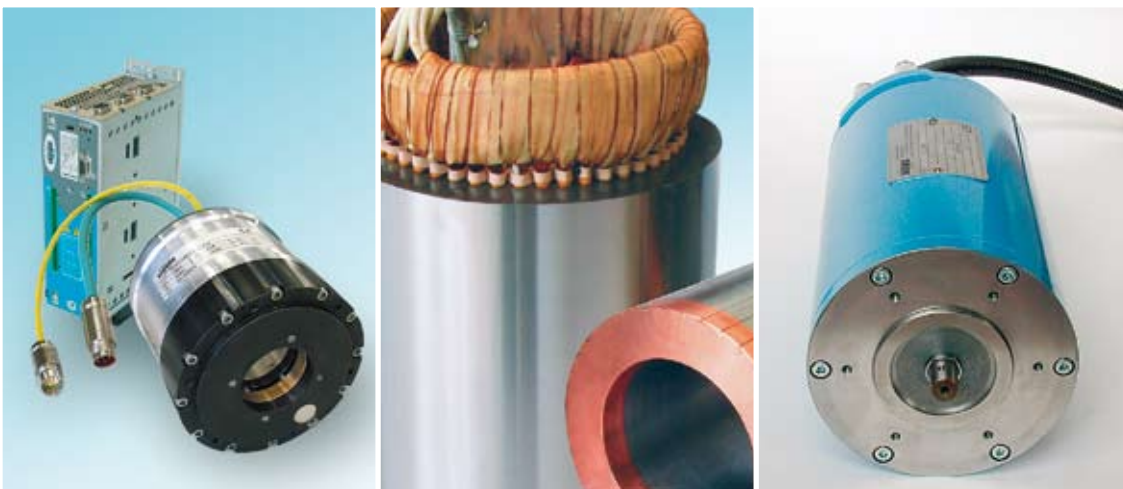
Power at Work!

SERVAX is the other division of Landert Motoren AG.

In 1924 SERVAX built its first electric motor. Excellent engineers developed and manufactured it with proverbial Swiss quality. Eighty years later, virtually nothing has changed. Neither the exceptional competence of our engineers, nor our renowned Swiss quality. Only the advanced technology in our products.

Drive systems made to measure – that is our standard. A standard embodied in our “3H” strategy: High Torque, High Speed, High Power. Accordingly, we supply gearless direct drives as well as dynamic motor kits or liquid-cooled motors with maximum power density.

SERVAX stands for quality that translates into power in our customers’ machines. We call it Power at Work.



One company. Two divisions.



You Make Us Strong

Landert Motoren AG is a strong company because people make it so: our customers, our employees, our suppliers and partners. You are one of them, and we thank you for it!

In our joint pursuit of enduring success, your opinion is important to us. We will greatly appreciate your ideas and suggestions about what Landert Motoren AG needs to do in order to stay a step ahead by being more innovative, faster, more responsive and trustworthy than anyone else.

INNOVATIVE: How could Landert Motoren AG make your life simpler?

FAST: In what areas is Landert Motoren AG fast? And where still too slow?

RESPONSIVE: How would you like us to be more responsive to your needs?

TRUSTWORTHY: In what respects is Landert Motoren AG entirely dependable? And where might we need to improve a bit more?

Please send your feedback to: **outstanding@landert.com**

You will get our response within 24 hours (on workdays). Trust us!

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