



WERMA *report*

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WERMA design forge

WERMA's R+D Director Christian Höhler chats about the seven secrets of perfect design.

MR HÖHLER, HOW IMPORTANT IS AN ATTRACTIVE DESIGN FOR YOU PERSONALLY?

"Very important – as long as it is not at the expense of the functionality! For example, I have just bought a new kitchen. It has to be attractive in design, but also functional."

"Our signal devices also need to be simple to mount and maintain for our customers", he explained further. That is why there has been a "customer representative" at WERMA since 2004: "He repeatedly assembles or screws the product together and asks awkward questions. He always finds something to criticise!", says Mr Höhler, laughing. "We then modify the product before it is launched."

AND THE FURTHER FACTORS?

WERMA ensures that there is a common thread running through all its product designs and a recognition effect within the product families. Aesthetics and quality are highly important when selecting materials, colours and surface characteristics. A brushed stainless steel body

not only ensures the deSIGN 42 is robust and rustproof, it also gives it a sophisticated look. "However if you only pay attention to the appearance, forgetting the functionality, then you only end up producing duds. We avoid this right from the start by for example providing the audible products with a special resonance body for optimal sound.

Naturally it is also very important that the products match their application environ-

ment, e.g. machines or buildings. That is why we take a close look at future machines and follow the design trends.

Finally, our signal devices need to be inconspicuously conspicuous. They need to blend in with the machine but still stand out in the event of a fault or hazard. Naturally this is not easy!", he declared. According to Mr Höhler, maintaining the balance between remaining discreetly in the background and providing an alarm in the event of an emergency is one of the biggest challenges associated with the design of signal devices.



WHERE DO YOU GET YOUR INSPIRATION FOR WERMA PRODUCT DESIGN?

"Seven factors are decisive for us. Our products must have as few parts as possible and must be simple to assemble. If a development engineer really wants to include a screw in the product, then this has to be specially approved by the boss", stated Mr Höhler in an assertive manner.

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Commended!

WERMA is an "exemplary disabled-friendly employer"



Find Acknowledgement...?

LED/Buzzer Combination 450
with acknowledgement function
for AS-Interface®



UNIQUE ACKNOWLEDGEMENT FUNCTION WITH FEEDBACK SIGNAL VIA AS-INTERFACE BUS

With the addition of the LED/Buzzer Combination 450 with acknowledgement function, WERMA has expanded its range of products with integrated AS-Interface®. The combination unites a very bright light signal with the powerful sound of a buzzer. This product also features a unique acknowledgement function: by gently pressing the front surface of the product the audible signal can be turned off in a matter of seconds. This acknowledgement signal is fed back to the master via the AS-Interface Bus and the malfunction is only indicated by means of the optical signal.

EXPANDED ADDRESSING AND A SOUND OUTPUT OF 80 DB

The Combination 450 for AS-Interface enables an expanded addressing (A/B technology) of up to 62 modules. The power required is drawn from the Bus voltage.

The LEDs radiate light both frontally and to the side, thus ensuring optimal all-round signal visibility. The 3 KHz continuous tone at a sound output level of 80 dB can be clearly heard above environmental noise.



And the winner
is ...

Vocal Element voted
"Product of the Year
2007"

The Vocal Element for the signal towers KombiSIGN 70 and 71 replays tones, melodies and self-spoken texts using a unique method. Now this latest innovation from WERMA has been voted "Product of the Year 2007" by the readers of the magazine "KEM" (Konradin publishers). Readers had the opportunity to vote for their favourite product from amongst a group of 10 products selected by the editorial board.



Visible at great distances!

Tube mounting for the signal beacon series 826 to 829

The signal beacons 826 to 829 from WERMA impress with their compact form and their clear, modern design. They are also easy to mount and are available in a range of different lighting configurations: permanent, blinking or flashing light. Double flashes, and permanent or flashing LED light modules and a range of different LED light combinations are also available.

ALSO VISIBLE AT GREAT DISTANCES

The signal beacons 826 to 829 are now available for tube mounting, in addition to base or bracket mounting. With the tube mounting option, the signal beacons now

stand out more clearly against the background of the machine, increasing their visibility at greater distances.

This mounting solution is compatible with tubes diameters of 25 mm and 1/2" NPT. This means that they can be mounted on tubes in US format without the need for additional mounting material. Available accessories include a plastic or metal foot as well as aluminium tubes in a range of lengths.



On air with WERMA!

WERMA in action at the Swiss TV station "SF".

WARNING - RECORDING!

In the corridors in front of the Swiss TV station SF's recording studios, WERMA signal towers indicate exactly what is taking place inside at any one time. If they are lit red, then a recording is taking place and there is no admittance to the studios. This also means there is to be complete silence in the corridors. A green signal indicates that a rehearsal is taking place. Noise and disturbances should be avoided during these times.

BLUE LIGHT - SAFETY HELMETS MUST BE WORN

If the blue light is flashing in the corridors, then work is being conducted overhead in the studios. This indicates that safety helmets must be worn due to the danger of injury from falling parts when working on spotlights and scenery.

WE ARE ON AIR!

In addition to our signal towers, yellow LED rotating signal beacons from the 280 range are also employed. If the yellow rotating signal beacon is lit in the corridors no one is allowed to enter the room. The long-life LED beacon indicates that the Swiss TV station is currently on air.



Commended!

WERMA is an "exemplary disabled-friendly employer".

The Kommunalverband für Jugend und Soziales Baden-Württemberg (KVJS – Association of Local Authorities for Youth and Social Affairs Baden-Württemberg) has commended WERMA for being an "exemplary disabled-friendly employer". A total of 5 employers throughout the Federal State received this commendation, a public declaration awarded by the KVJS for outstanding social commitment.

FULFILLING THE LEGAL REQUIREMENTS AND MORE

WERMA not only fulfilled the legal requirements for the employment of severely disabled persons, it actually exceeded them. The quota has reached a figure of nearly seven percent, well above the stipulated level of five percent.

THE INTEGRATION OF SEVERELY DISABLED EMPLOYEES - A MATTER OF COURSE FOR WERMA

Above all, it was the practical, "matter of course" manner in which severely disabled employees are integrated into the workforce at WERMA that impressed the jury. This was especially true in the case of Melanie Bayer. The mentally handicapped young woman has been working for WERMA for over 3 years – at a workplace specially tailored to her needs. WERMA also provides her with additional support in the form of a committed female colleague who, alongside her own work, has been provided with additional time to take care of Melanie.

Even though WERMA has more than fulfilled its legal employment quota, the company also awards additional contracts to disabled workshops.



"I am so happy that I can work alongside nice people", said Melanie Bayer with a smile.



Mr Detlef Dauke from the Federal Ministry of Economics and Technology presents WERMA's Production Director Erich Martin with a certificate for new hosts.

WERMA is TOP.

Experience Innovation live – WERMA is now a participant in TOP program.

The technology oriented sales-call and information program "TOP" provides businesses with the opportunity to experience innovative processes and successful technologies live at one-day events at over 100 selected companies. Pre-conditions, problems, costs and advantages are openly discussed with industry professionals from the host company and other participants.

WERMA became a member of the TOP program last year, a program founded by the Federal Ministry of Economic Affairs and Employment and the F.A.Z.- Institute for Management-, Market- and Media Information GmbH. The success factors of WERMA's in-house automated production line were presented to an interested public in November 2007.

Hot off the press!

The new WERMA Catalogue is here.

SYMBOLS FOR A BETTER OVERVIEW

A further highlight is the new graphically enhanced presentation of the technical data, ordering data, accessories and scale drawings on the individual product pages: small symbols aid our customers in finding the desired information at a glance and help them to find their way through the Catalogue quickly and efficiently.



Staff Developments!



VITALI POLTORAKOV

The 27 year old graduate in business administration Vitali Poltorakov has been supporting WERMA's export sales department since 1st January 2008. In future, he will take on the post of Area Sales Manager for Russia, overseeing the Russian market from our offices in Germany.

Mr Poltorakov speaks fluent Russian, graduating from the University for Economics in Russia. Following postgraduate studies at the Export Academy in Baden Württemberg Mr Poltorakov worked in sales, gaining a wealth of experience.

WERMA at the trade fairs



We would like to invite you to visit us at the "Light +

Building" trade fair in Frankfurt (Hall 8, Stand H54) between 6th and 11th April 2008.



We would also be happy to welcome you to our stand in **Hanover (Hall 8, Stand A37)** between 16th and 20th of April 2008. We look forward to presenting our latest products and innovations in the field of optical and audible signalling.

Further trade fair dates for 2008 can be found under www.werma.com! We look forward to inspiring you with our ideas and solutions!



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