



WERMA *r e p o r t*

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Vive la France –

WERMA establishes subsidiary in Lyon



Angèle Labadie, Eric Greven, Birgit Betzler, Yves Montoulieu und Gilles Martel (from left to right) guarantee the highest possible customer service.

The name WERMA is not only known for the highest quality, unique innovations and excellent service; it also represents internationality and a global market presence. Our subsidiaries in China, United Kingdom and Switzerland, and our sales agencies worldwide ensure that you will find our staff and our signal technology wherever you need us.

NEW SUBSIDIARY FOR GREATER LOCAL PRESENCE

In order to meet the individual needs and requirements of our French customers we are strengthening our presence in this European core market: WERMA's new subsidiary in France will be opened on 15th October 2008.

France is one of the leading industrial nations; and is Germany's largest trade partner, showing a steadily increasing demand for modern plant equipment and machinery. The continued growth in the demand for optical and audible signal devices on the French

market over recent years is the main reason for the rapid set up of the latest WERMA subsidiary.

LYON - COMMERCIAL CENTRE AND IMPORTANT METROPOLITAN AREA

The French subsidiary is located in Mions, a district of Lyon. With approx. 500,000 inhabitants, Lyon is the third largest city in France after Paris and Marseille. The region of Rhône-Alpes is also an important commercial centre, home to a large part of the French mechanical engineering industry.

COMPETENT AND EXPERIENCED TEAM GUARANTEES BEST POSSIBLE LOCAL SERVICE

WERMA SARL will be managed by Angèle Labadie who has many years of experience in the French signal technology market. This also applies to the Sales Manager Eric Greven, who, together with Yves Montoulieu, will be responsible for the direct customer

support and sales service. They will be assisted by Birgit Betzler, Office Administrator, and Gilles Martel, Warehouse Supervisor.

Through the establishment of our subsidiaries worldwide, we are in a position to further strengthen our global leadership in the field of signalling technology and guarantee customer satisfaction worldwide.

The new WERMA subsidiary guarantees even quicker quotation processing, improved service and also shorter delivery times within France. The 24 hour delivery service for all catalogue items already operating within Germany will also be guaranteed in France with the establishment of a comprehensive product stock.

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Our survey for 2007.

Innovative mounting option for signal towers.



The comprehensive range of accessories has now been extended with the addition of the new Foldaway Base. This provides customers with flexible and innovative mounting options as well as unique solutions for the signal tower series KombiSIGN 50, 70 and 71.

MINIMISES MACHINE PACKAGING WITH LOWER COSTS AND EASIER TRANSPORTATION

The Foldaway Base from WERMA enables signal towers to be folded down completely, even when connected. This is especially important when machines with pre-mounted signal towers need to be dispatched. Before packaging, the signal tower can be folded down through 90 degrees in a few simple steps. The tower can

then simply be restored to the upright position once the machine has reached its destination – all without having to remove the electrical connections



ALIGNMENT OF SIGNAL TOWERS EVEN ON INCLINED SURFACES

Using the new Foldaway Base it is now possible to align signal towers vertically, even on sloping surfaces. Simply fix the tube element onto the Foldaway Base at the required angle. The two parts can be adjusted in 7.5 degree steps.

EVS

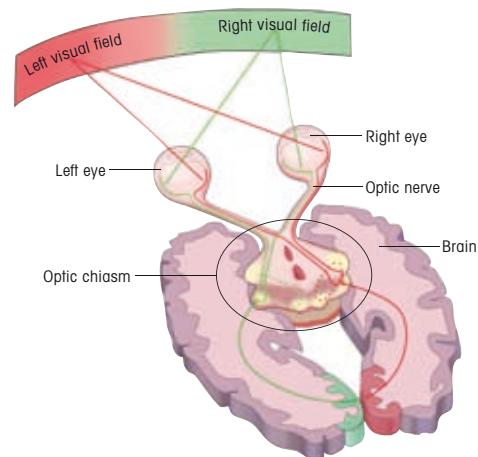
Attention-grabbing neurobiological light effect.

The flickering of neon lamps and comparable lighting effects are highly effective at attracting our attention. The neurobiological basis of this phenomenon is explained by a university scientist as follows: Light signals are processed in the human brain, not directly in the eye. In order to be consciously registered there, incoming stimuli first have to pass through a form of filter. This filter has a "protective function". During sleep it reduces disturbing stimuli to a minimum and assists in "overlooking" regular or continuous signals.

Irregular light impulses can circumvent the brain's filter function. Random light signals fail to generate an acclimatisation effect and the brain is unable to escape the stimulus,



even when the flickering continues for an extended period.



The way in which the brain processes visual stimuli formed the basis for the development of the new EVS technology.

EVS - FLICKERING LIGHT WITHOUT ACCLIMATISATION

Using this explanation, WERMA's R+D department set out to find a flickering light with a high degree of effectivity in attracting attention. In a multistage laboratory experiment, test candidates were asked to judge a series of different light signals and to determine the most eye-catching light. The result of the study was a stochastic flicker-ing light with optimal attention-grabbing characteristics: EVS – Enhanced Visibility System! The light effect of this system is completely new and unique.

Everything full of dust?

No need to explode!



According to Munich Rück Insurance, a dust explosion occurs approximately once a day in Europe. Usually, the dangers have been underestimated and standard regulations ignored, as shown in findings from the American CSB on causes of dust explosions.

On 7th February 2008 an explosion caused by sugar particles in a factory in Georgia killed 13 people and injured many more.



Insurance companies and state authorities are increasingly aware of the dangers of dust explosions. Any companies working with combustible dusts, such as foodstuff factories, are at risk.

WERMA offers a wide range of protected devices designed to prevent ignition sparks from signalling products:

Zone 21 2 D	<ul style="list-style-type: none"> ■ Ex Rotating Mirror Beacon 783 ■ Ex Revolving Signal Beacon 784 ■ Ex Double Flash Beacon 738 ■ Ex Signal Tower 740 ■ Ex Signal Horn 761
Zone 22 3 D	<ul style="list-style-type: none"> ■ Ex Installation LED Beacon 770 ■ Ex Installation LED Beacon 771

LED Beacon/LED Traffic Light – an innovative design

The new LED beacons combine a completely new traffic light design with a high degree of functionality and cost effectiveness. They can be used in a wide range of applications within industry, automation, building, and engineering. Thanks to the modern style and the attractive, innovative plastic housing, these beacons can also be deployed in fields where appearance plays an important role. They are especially suited for applications where the classical traffic light design is unsuitable, for example in the fields of access control, warehousing technology or in the leisure sector.

CHOICE OF BOTH CLEAR AND COLOURED LENSES

The traffic light version of the new LED beacon is available with both coloured or transparent lenses. In the version with coloured lenses, the LEDs produce light of the same colour as the lens, this generates a more intensely coloured light signal. On the other hand, the colourless lenses generate an unmistakable signal even in direct sunlight.



LIGHT SIGNAL SHINES IN THE REQUIRED DIRECTION

Thanks to the innovative mounting bracket, the direction of the light signal can be individually adjusted. After the bracket has been mounted, the customer has the opportunity to set the direction of the traffic light in accordance with their needs. The LED beacon and traffic light can be turned through 360 degrees, thus guaranteeing optimum signal visibility from all viewing angles. An additional mounting bracket (accessories) can be attached beneath the beacon for a stylish, individual look.

A LOUD ADDITION

With many applications it is necessary to amplify the optical signal by means of an additional audible signal. The new LED beacon and LED traffic light from WERMA provide the optimal solution: The high luminosity permanent LED light in combination with a loud integrated siren. This combination generates a sound output in excess of 90 dB and a tone frequency of 50 Hz.



LED and Permanent Beacon 890

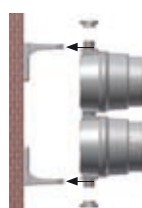
In new housing and with innovative fixing options



Whether at gateways, in underground car parks, multi-storey car parks and factory premises or for access control – the LED and Permanent Beacons 890 from WERMA can be used in a range of applications. Thanks to the new design, the beacons stand out immediately – a consequence of their innovative appearance, in addition to the colour intensive lighting effect.

Up to three individual beacons from the 890 series can be combined to form a light intensive (LED) traffic light. And thanks to the new mounting bracket, the beacons come with a range of innovative fixing options.

NEW FIXING BOW FOR SIMPLE MOUNTING



Method No. 1

- Attach the bracket to the wall
- Connect the pre-assembled traffic light
- Tighten the nuts on both sides



Method No. 2

- Connect and assemble the traffic light
- Attach the traffic light to the bracket and tighten the nuts on both sides
- Attach the complete bracket and traffic light to the wall



How satisfied are our customers? We asked them in 2007.

And here are the results:

Our customers are very satisfied! This is the result of the survey of our German customers conducted in Autumn 2007. A rating of 82.6% indicates that WERMA has an above-average standing with its customers.



THEY HIGHLIGHT WERMA'S STRENGTHS AS BEING:

- Our excellent reputation!
- Our wide range of products: From explosion-proof, optical and audible signal devices through to combination devices, we provide solutions to every signalling problem.
- Our excellent service provides fast delivery of the complete order on time. This level of service meets customer expectation, despite increased demands placed on suppliers.

WE INTEND TO IMPROVE OUR SERVICE IN THE FOLLOWING AREAS:

- Customers request even clearer instruction leaflets and catalogues. Consequently, we are improving these together with experts.
- Our homepage has clear product presentation. The download area and online-shop are continually being improved.
- The time factor is becoming increasingly important. That is why WERMA is working to process quotes, complaints and orders more quickly.

Our goal is to steadily improve – let's work together for the future!



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WERMA SIGNALTECHNIK GMBH + CO. KG
 D-78604 Rietheim-Weilheim
 Fon +49 (0) 74 24 95 57-0
 Fax +49 (0) 74 24 95 57-44
 www.werma.com
 info@werma.com

WERMA paves the way

Permanent beacon 200
deployed with Vögele road
surface machines



In addition to the main control panel inside the machine, every road surface machine from Vögele is equipped with two extra external control stations. This enables the main functions of the large machine to be directly adjusted, for example the edging and height of the new road surface.



In the event of problems or the need for maintenance work on the road machine, this is indicated by the permanent beacon 200 from WERMA, directly mounted on the external control stations. Consequently, the operator is constantly kept informed of the machine's current status – and WERMA has made an important contribution to improved safety and quality on the building site.



WERMA Trade Fair Calendar



We would like to invite you to visit us at the **SPS/IPC/Drives** trade fair in Nuremberg (Hall 5, Stand 5-246) between **25th and 27th November 2008**. We look forward to presenting our latest products and innovations in the field of optical and audible signalling.



We are also looking forward to welcoming you to our stand at one of our overseas trade fairs. We will be presenting our latest innovations at the **"vienna-tec"** in Vienna (Hall C, Stand C1025) between **7th and 10th October**, as well as at the **"JIMTOF"** in Tokyo (Temporary Hall, Stand WS018) between **30th October and 4th November**.



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

Further information can be found under www.werma.com