



# Insights

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“Rescue grows  
in the face of danger.”

Friedrich Hölderlin



**YOUR SAFETY IS OUR CONCERN.**

Life in the modern industrial society is characterised by the fast pace of technological development. Each advancement demands a simultaneous improvement in personal safety standards.

Optical and acoustic signals warn, protect and guide us. They function where precaution, prudence and providence are imperative. They are globally understood, irrespective of language, written or spoken.

WERMA has been manufacturing high quality electronic signalling devices for more than 50 years, continually contributing to safety and economy in the modern working and industrial society.



“We owe progress to people who have tried things from which they have learned that they don't work.”

Robert Lembke



**COMMITTED TO THE PAST WITH A VIEW TO THE FUTURE.**

The founder and name-patron of our company, Werner Marquardt (1924-1987), was technologically ahead of his time. In 1950 he became self-employed with the development and production of a new hairdryer. Ten years later, he successfully began with the production of acoustic and, a little later, optical signal equipment. Werner Marquardt concentrated on a clearly defined, limited application area. His striving for competence and innovative products with excellent quality secures the good reputation of WERMA to this day.

After the death of Werner Marquardt, his widow Irene took over management for a further five years until entrusting the company to her brother-in-law, Erich Marquardt, in 1993. In the following years and through his drive and inspiration, the enterprise gained market leadership in the industrial signalling equipment sector. Even after his death in 2001, the company stock has remained in the hands of the Marquardt family. Management responsibility lies with Günter Kirn.



Werner Marquardt



Erich Marquardt



The first WERMA-building of 1950

“He who believes himself to be something has stopped becoming.”

Sokrates

**WE ARE NOT EASY TO PLEASE.**

Modern industry develops rapidly. We develop with it. Over the previous years our company has grown substantially faster than the competition. This we owe to a strong team with common aims. The direct and personal communication between the employees and the management provides the basis for satisfaction and motivation. „We are there for each other“ is a basic principle which is not only written in our company guidelines, but is also lived on a day-to-day basis.

In the signalling technology segment, we introduce innovations of great user benefit to the market. Our development teams have their finger permanently on the market's pulse. To do justice to the ever growing demands and requirements of our customers, we continue to grow our company. Attractive solutions, a modern infrastructure and the readiness to invest assist us in this process.

We are nothing without our customers. Customer satisfaction has absolute priority for us. We analyse our actions continuously in order to get better and better.



Günter Kirn  
Managing  
Director



Andreas Gebert  
Sales



Michael König  
Finances & HR



Christian Höhler  
Development

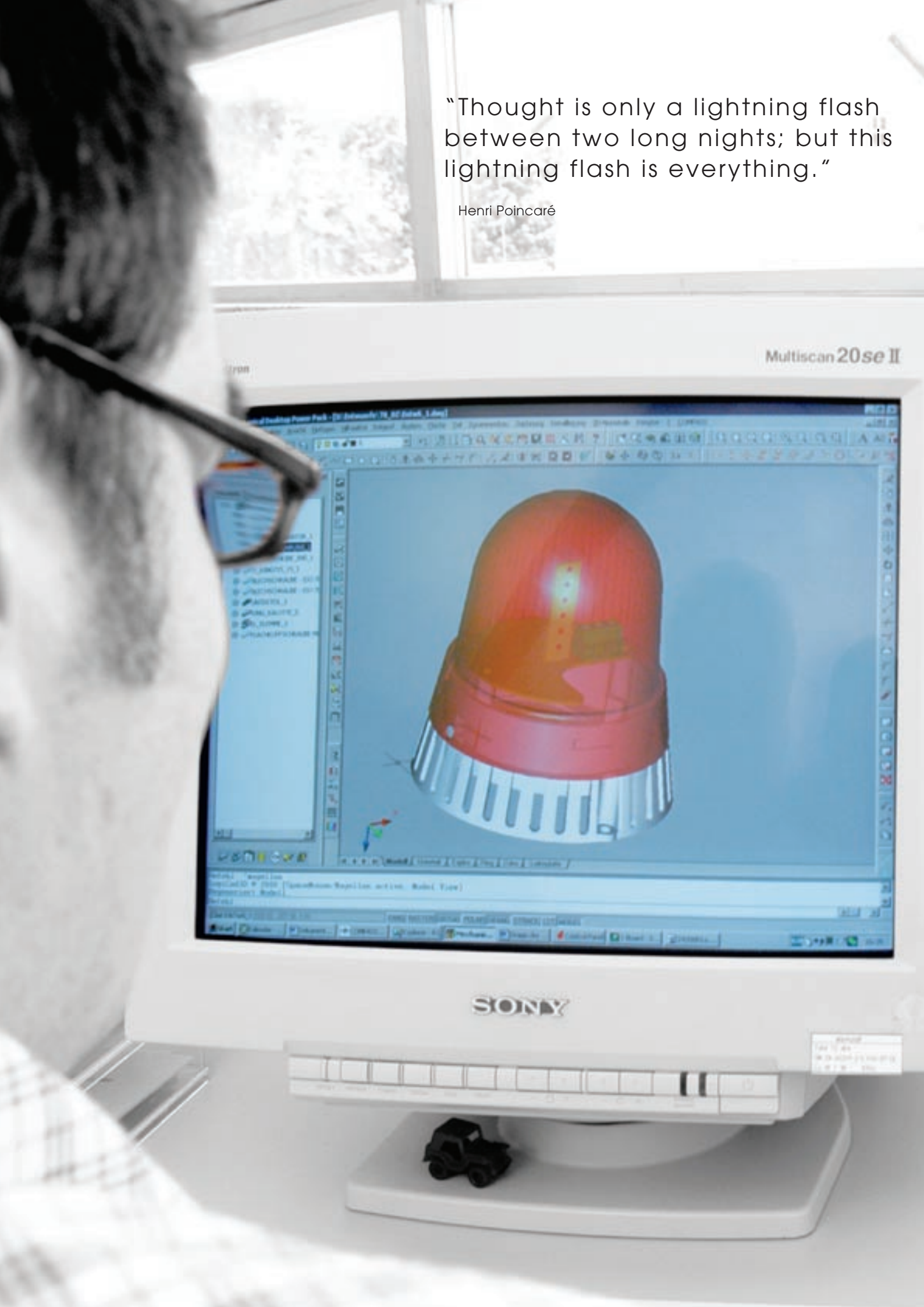


Erich Martin  
Production



“Thought is only a lightning flash between two long nights; but this lightning flash is everything.”

Henri Poincaré



### FLASHING WITH FREQUENCY.

As technology leaders, we owe it to our customer to set new trends. We therefore invest 10% of our costs in new developments. In this way, we can offer our customers innovative products which are at the leading edge of technological development in every detail. More than one third of our turnover is achieved with products which have been introduced to the market within the last five years.

Our innovation-teams, consisting of researchers, end-users and our development and sales employees track down new trends, seek out novel approaches and develop marketable solutions in workshops. Our products are developed in close contact to their users and in compliance with international norms and standards. They are only then put on the market having passed the most stringent product tests.





“The whole is more than the sum of its parts.”

Aristoteles

**YOU CAN COUNT ON US.**

Reliability and performance are the essence of a successful business relationship. A whole, however, consists of many parts. And so that the sum of the parts results in more than the whole, we place an emphasis on communication and focus our orientation on customer requirements during the complete development phase of a new product. Our production teams ensure quality and punctual delivery. They are in permanent contact with each other and can react to changes so promptly.

We have optimised all logistics processes and achieved a high, largely supplier-independent vertical range of manufacture. Since tools, machines and special equipment are designed and built predominantly in-house, we have competitive, flexible resources at our disposal. Modern machines enable smoothest operations in the production of synthetic components and at the assembly of electronic modules. This makes us adaptable and enables us to quickly bring new products to market.



“He who treats people as they are, makes them worse - but he who treats them as they could be, makes them better.”

Johann Wolfgang von Goethe

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**WE INVEST IN TOMORROWS THINKERS.**

Common aims are best realised through teamwork, since many brains come up with many good ideas. Our employees are therefore WERMA's key to success. Only those who share ideals pursue mutual goals. And this, in turn, is reflected in the quality of our products.

Our employees are offered a great deal of freedom for the advancement of know-how, freedom for the development of individual strengths and independence of actions.

Through the co-operation with technological high-schools, universities and research facilities, our knowledge is always up-to-date. Our high educational quota in business and technical professions provides us with qualified and motivated new talent.









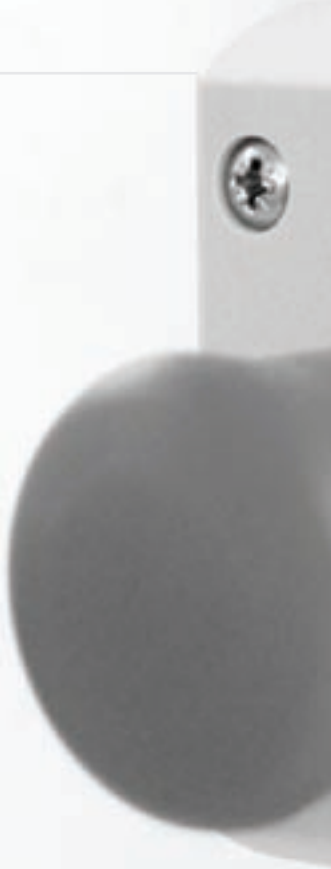
“Those who point their view  
to the sky see no limits.”

from Japan

**THAT'S JUST HOW WE SEE IT.**

Communication with the customer and the personal relationship with him have priority for us. To get to know the different customer needs, we have a worldwide network of over forty representatives, bringing us close to our customer base. Our presence at international fairs contributes to a regular information exchange with them. To be able to react to inquiries and requests competently and quickly, we keep our sales staff up-to-date through regular product trainings.

In the serial production of capital goods for the machine and plant construction market, it is especially important to deliver the corresponding components reliably and on schedule. We therefore guarantee a 24-hour delivery service within Germany combined with the highest grade delivery reliability for all WERMA catalogue articles.



“Quality is the opposite of chance.”

Klaus Zumwinkel



#### **OUR QUALITY IS INTENTIONAL.**

We demand the highest of quality. It forms the basis for long-term customer relationships and induces confidence. To manufacture products with which our customers are satisfied, our employees work according to obligatory and well-defined quality principles. WERMA fulfils the requirements of the international standard DIN EN ISO 9001:2000.

Our high vertical range of manufacture also contributes to safeguard the compliance with highest quality standards. We check the effectiveness of our quality management system through regular internal audits and where the acquisition of components is necessary, also by regular supplier audits.

“Art is the fortune of form.”

Friedrich von Schlegel

**WORK IS NOT EVERYTHING.**

A pleasant workplace has a positive effect on creativity and performance. For this reason, it was a special concern of the two aesthetes, Werner Marquardt and Erich Marquardt, to go beyond bare functionality in product design and building planning.

And so our company's building complex has become a classic example of modern industry architecture. The elegant barrel-vault roof of the administration section and the delicate façades of the production buildings carry the unmistakable signature of the renowned Stuttgart architect, Professor Walter Fuchs.

During his life, Erich Marquardt supported local artists through the purchase of their works. We continue this fine tradition to this day.





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