

PRESS INFORMATION

ACHEMA 2009: LEWA pursues goal of long-term customer relationships Creating Fluid Solutions – with a combination of consultation, technology and service competence

In principle, all machine-building companies are faced with the same challenge: products are generally interchangeable, and so the celebrated USP (“unique selling proposition”) – of offering unique products with incomparable performance – must pin its hopes on the world of marketing.

Naturally, some do exist – excellent innovations – but there is a high probability that they will not remain exclusive for long after the market reacts positively to them. In a global market, any product that enjoys even a moderate degree of success draws competition like a magnet, and this puts growing pressure on attainable margins.

This is the situation for companies that look upon themselves as “component manufacturers” or “vendors.” They develop a product, but then they leave it to planners, system builders and operators to figure out the rest. Generally, a “vendor” does not know where or how its products are being used by operators. An entirely different position is taken by companies that view themselves as partners to their customers, who work together with operators to analyze their specific production methods and processes and seek ways to exploit optimization potentials. Ideally, they even meet beforehand, face-to-face, to offer consultation on system design. And they perform key operational and maintenance tasks during later system operation. These are the “solution providers,” who are willing to accept a position of responsibility – and that is how LEWA positions itself in the market.


Many years ago, LEWA began its transition from technology supplier to solution provider (“Creating Fluid Solutions”), and it considers its market success today as more than ample proof that this was the correct choice.

A company cannot become a solution provider just by offering a few good services. Instead, LEWA builds upon a closed loop of services – customer consultation, development, production, and a global service network. This loop is not just part of its organizational structure but is firmly embedded in its corporate culture as well. Only such an integrated loop can guarantee a continually good flow of information and therefore more need-based innovation for customers and optimal advancement of its broad array of special competencies. Also employed here are professional R&D tools such as simulation programs for component optimization and modern computational methods such as the Finite Element Method (FEM). This makes it possible to extrapolate beyond assured known ranges while managing risks.

The necessary foundation for such positioning and for the company’s recognized stature in the market is that LEWA does not just focus on pump technology. To satisfy growing customer requirements, its system solutions also integrate developments from technologically related fields such as process engineering, fluid dynamics, control engineering, mechatronics, IT and communications technology as well as knowledge of machine ergonomics and user guidance.

Moreover, the company systematically acquires external knowledge: LEWA benefits – and therefore so do users – from the latest scientific knowledge acquired in the context of joint VDMA (German Engineering Federation) research and in the company’s collaboration with research institutes and universities.

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<p>Creating Fluid Solutions LEWA pumps + systems</p>	<p>Figure 1: The new claim of the LEWA group</p>
	<p>Figure 2: LEWA offers customer specific services such as maintenance of machines on oil platforms. These services and logistical concepts tailored to customers enables our customers to quickly react to potential faults and avoid costly production downtime.</p>

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Produkte & Leistungen: <ul style="list-style-type: none"> • Dosierpumpen • Prozessmembranpumpen • Dosier- u. Mischanlagen • On- & Offshore Anlagen & Systeme • Condition Monitoring Systeme • Odorieranlagen • Weltweite After Sales Services 	Products & Services: <ul style="list-style-type: none"> • <i>Metering pumps</i> • <i>Process diaphragm pumps</i> • <i>Metering and mixing systems</i> • <i>On- & offshore skids, systems & packages</i> • <i>Condition monitoring systems</i> • <i>Odorizing systems</i> • <i>Worldwide after sales service</i>
Branchen: <ul style="list-style-type: none"> • Öl & Gas (upstream & downstream) • Chemie & Petrochemie • Pharma & Kosmetik • Lebensmittel & Getränke • Kunststoffe • Wasch- & Reinigungsmittel • Energie & Umwelt • Specials (wie z.B. Odorierung) 	Key industries: <ul style="list-style-type: none"> • <i>Oil & gas (upstream & downstream)</i> • <i>Chemicals & petrochemicals</i> • <i>Pharmaceuticals & personal care</i> • <i>Food & beverages</i> • <i>Plastic processes</i> • <i>Cleaning & detergents</i> • <i>Energy & Environment</i> • <i>Specials (such as gas odorizing)</i>

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