

#1 | 2016

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ACHIEVING SWISSNESS AT THE LOCAL LEVEL

Dear Readers,

Our “global local” motto is as true as true can be. That occurred to me again as I was reading this issue. We encourage autonomy at the local level, allowing our subsidiaries and their employees to achieve their full potential within their own culture and traditions. We discern and respect unique regional traits and features. This approach is appreciated by our teams on site but especially by our customers there. They can communicate with Komax in the manner to which they are accustomed – with all the associated advantages. That makes it easier to work together and is ultimately a matter of credibility.

In Switzerland it is customary for us to do our utmost to understand other mentalities. There are quite different cultures living harmoniously side by side here in a single country. We have a long tradition of tourism and of conducting business abroad. That means we have ideal qualifications.

Customers and employees alike appreciate collaborating with a thoroughly multicultural company. But they benefit from Komax to a far greater extent, especially from typically Swiss values such as quality, professionalism, reliability, efficiency, proximity to customers – we are available locally, also with respect to service – and a sense of sustainability. We practice and communicate these values, which meet with acceptance and enthusiasm throughout the world.

As you read through this News, you will see how we harmoniously reconcile global thinking with local action. I hope you enjoy this new issue.

Have fun reading News!

Marc Schürmann
Vice President Marketing, Sales & Service



RECERTIFICATION AUDIT

**CERTIFIED
FOR ANOTHER
THREE YEARS**

We passed the recertification audit at Komax AG for conformity to the standards ISO-9001, ISO-14001 and OHSAS-18001. In our final meeting with the auditors, they attested to our very good standing and certified us for another three years. Incidentally, Komax SLE GmbH & Co. KG at the Grafenau facility was also successfully recertified to ISO-9001 and ISO-14001 in March 2016.



SETTING OUR SIGHTS ON TOTAL SOLUTIONS

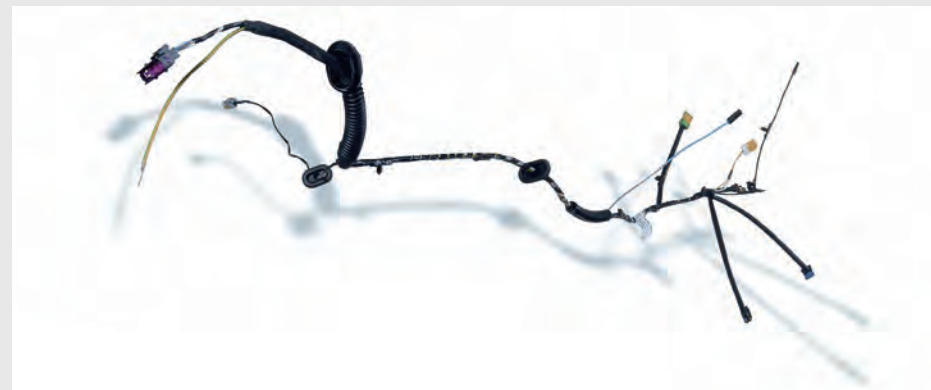
**STEPPED-UP COMMITMENT
TO TAPE PROCESSING**

The expansion of processing and automation in the automotive sector has also increased demand for wire harnesses and therefore for tape processing. Komax is ready for the new challenge.

Offering compelling solutions along the value chain of our customers is a declared goal of Komax and has prompted us to step up our commitment to tape processing technology. Our assortment of products applies an efficient and cost-conscious approach to the taping of the widest variety of cables and lines. The individual applications of our customers also determine the construction and layout of the machine.

**From manual device to programmable
taping machine**

Our manual device, for instance, makes taping and bundling amazingly simple, even on a harness assembly board. It is the first step toward reproducible quality in manual taping. Consistent tape tension and an ergonomic sequence of movements result in uniform pitch and a wrinkle-free surface.



In the top segment, we offer taping machines for the economical production of complex wire harnesses and modules for covering the widest range of requirements. For example, they can be programmed from industrial grade 15" PC touch color screens, whereby the number of programs is unlimited.

**Sharp rise in demand for wire
harnesses**

Complete, of-a-piece solutions are much sought-after by our clientele. Given the high demand for wire harnesses, we are happy to note that they can benefit from synergies in this area as well.



TAKEOVER OF THE THONAUER GROUP

**STRONGER POSITION IN
CENTRAL AND
EASTERN EUROPE**

Komax took over the Austrian-based Thonauer Group effective January 1, 2016. This move allows us to deepen our presence in an up-and-coming market and improve our services as well as intensifying our partnerships and opening up new prospects for the future.

Shortly after founding the Thonauer GmbH in 1988 in Vienna, Friedrich Thonauer took over the representative office of Komax there. This step marked the beginning of a close personal and business relationship between the two companies. It was a huge opportunity because Thonauer opened the door to the then difficult Eastern European markets.

Thonauer was extremely successful over these 28 years. Today the company has 50 employees. It is superbly positioned in the strongest growing markets worldwide, namely Moldavia, Austria, Romania, Slovakia, Slovenia, Czech Republic and Hungary – not just with its own range but also with products from other manufacturers. The sectors covered include wire processing, metering and dispensing technology and EMC shielding.

Growing markets posing big challenges

Today these regions have a heavy concentration of suppliers in the automotive industry, where there is sharply rising demand for wire processing. And the goal there too is to prevent downtimes or at least substantially reduce them. Innovation and flawless local service are needed to achieve this end.

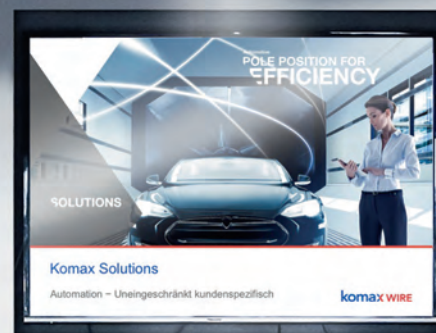
As part of a long-term succession arrangement, the takeover is a stroke of luck for both companies and opens up additional synergies. Both service and sales networks complement each other ideally. Moreover, the Thonauer Group has vast experience as a supplier of solutions. Its engineering capacities in Hungary enhance the local expertise for developing customer-specific applications.

INVESTMENT IN THE FUTURE

**EVEN GREATER
COOPERATION
WITH LUCERNE
UNIVERSITY
OF APPLIED
SCIENCES AND
ARTS (HSLU)**

HSLU is creating a new Computer Science Department at its Risch-Rotkreuz site. The initial research and study setup for 1000 slots begins in September. As a major employer in Central Switzerland and a long-standing partner to HSLU, Komax is helping to fund Smart-up, a project that is creating a platform for assisting start-ups. With this step, Komax is expanding its previous commitment to this project.

This move is a sign of our solidarity with young IT students from the region. They get to know Komax as an attractive employer who offers them a place to do internships and theses. Our sponsoring is vital to the recruitment of talented young employees.



KOMAX SLE GMBH & CO. KG

GRAFENAU FACILITY UNDER THE BANNER OF KOMAX SOLUTIONS

This facility in the Lower Bavarian town of Grafenau is now called Komax SLE and is part of the business area Komax Solutions. Strong growth from innovative solutions is associated with this move into the new company headquarters.

Two important steps

The Grafenau-based company SLE Quality Engineering has been wholly-owned by Komax since 2015. Its areas of specialty include, among others, systems for processing antennas (coaxial) and data cables, especially those used in the automotive industry.

This year has been dominated by two important steps. First, the company is now called Komax SLE GmbH & Co. KG and is part of Komax Solutions, a business area within the Komax Wire business unit. Secondly, Komax SLE moved on April 15, 2016, into a new company facility at Technopark in Grafenau featuring about 5000 m² of floorspace. The previous building is currently undergoing renovation, so that it can be combined with the new one in the future. As soon as this work is done, the entire company will work under a single roof. Completion is scheduled for the end of June and the official opening ceremonies will be on September 23 and 24, 2016.

A fast growing company

The core areas of expertise for Komax SLE are special machines for infotainment, automotive cables, high-voltage applications for electro-mobility and devices for measuring the crimp quality of our customers. Company founder Josef Liebl laid the foundations for the company and its expertise in crimp technology 23 years ago. With the full integration of the firm, the customers of Komax Solutions benefit from the vast expertise of Komax SLE. This business area will continue to be expanded, which means further investments in the Grafenau facility.

The company achieved strong sales growth already last year and added personnel as a result. This year, Komax SLE has hired more than 30 new employees and is training 13 apprentices. Most of them will be able to remain at the company after they complete their apprenticeship. That means long-term jobs in the Bavarian Forest and enables the entire region to take a further step toward becoming "Silicon Forest".

Innovative approaches for full customer-specific benefits

Komax Solutions is a business area that develops creative approaches and platforms for achieving full customer-specific benefits. It makes available highly individualized solutions for all automation needs along the entire value chain for wire processing. These solutions range from sub-processes to full automation of entire processes. They also involve aspects of cable handling and classic processing plus complex applications. The Lambda platforms for the building of specialized machines bear the Komax brand worldwide.

Komax Solutions operates from the two locations Grafenau in Germany and Rotkreuz and Küssnacht am Rigi in Switzerland, where it develops, produces and sells machines. The Komax Solutions hubs in North/South America and Asia/Pacific have expertise in sales, service, project management and engineering and ensure that business can be conducted globally.

» **KOMAX SLE IS CREATING LONG-TERM JOBS IN THE BAVARIAN FOREST AND ENABLES THE ENTIRE REGION TO TAKE A FURTHER STEP TOWARD BECOMING "SILICON FOREST"** «



MIRA 230, PROGRAMMABLE STRIPPING MACHINE

COMPACT EFFICIENCY AND VERSATILITY

The programmable Mira 230 is compelling in that it offers an extraordinary breadth of uses in wire processing, easy handling and increased productivity. It therefore meets precisely the challenges currently posed by a broad mix of products.

MIRA 230



PRODUCT NEWS

When it comes to handling smaller orders quickly with high productivity and reproducible quality what you need is a compact and handy machine with smart functions that are easy to set up and change. Mira 230 meets these requirements to a tee and met with a very positive response at this year's Productronica China in Shanghai.

Designed for the most diverse tasks

The Mira 230 covers an extraordinary processing range (0.03–8 mm², AWG 32–8) and has its sturdy construction to thank for this feature. The high stripping force also allows the processing of cables with hard insulation. Beyond stripping, shortening/trimming, it has special functions for performing the most challenging tasks.

User-friendly article library for reproducible quality

Each verified processing specification can be stored in the article or sequence library, allowing the desired level of quality to be reproduced at any time. Intelligent filter and search functions quickly take the user to the desired data and boost productivity in the process.

Designed for sequence processing

The Mira 230 is an especially good choice when the task is to process multi-conductor cables in a single go. It strips and cuts back the inner conductors with different parameters in directly consecutive work steps without a program change. Every cable and every sequence can be stored for reproduction at any time.



Fast and intuitive operation thanks to a well-conceived user interface.

Ergonomic all-rounder

The big touch screen with its well-designed user interface allows the device to be operated simply and intuitively. You learn the hand movements quickly – similar to a smartphone. Functions are depicted on the screen and explained in a help text. In addition, the dial is handy for entering parameters quickly and easily. The ergonomic hand rest assures healthy, non-fatiguing work and the LED lighting in the work area provides good visibility. The smart Mira 230 has an ergonomic handle for ready portability.

Model for our new product design

Despite its compact size, the Mira 230 has undreamed-of strengths when it comes to quality and performance. The precision mechanics minimize variance and reduce errors. An integrated air jet cleans the wire cuttings off the blades automatically, thereby ensuring consistently optimum cutting performance. The Mira 230 epitomizes future product design at Komax, inside and out. You can find out more about this subject in the interview with the industrial designer Jürg Weber. The Mira 230 is especially interesting for custom manufacturers and job shops that want to fill small orders quickly in high quality and at an economical cost.



NEW PRODUCT DESIGN

NEW DESIGN FOR COMMUNICATING BRAND VALUES EVEN MORE EFFECTIVELY

We developed the design for the Mira 230 applying brand new criteria. In this interview, we talked about the reasons, procedures and benefits of this approach with Jürg Weber, graduate industrial designer and design strategist at Komax Wire.

Mr. Weber, the Mira 230 is the first product to embody the "New Product Design" concept at Komax Wire. What triggered this new approach?

The "New Product Design" concept is intended to let the new generation of machines convey more effectively brand values such as leadership in innovation or our premium brand claim. In addition, we determined that we have room for optimization in ergonomics, i.e. in the operation of the machines.

gonomic machine operation, consideration has to be given to the different body sizes of machine operators.

How would you define the new design?

We derived several core elements from the corporate vision. For instance, the use of a red wire gate with Mira 230 to symbolize entry into the world of Komax wiring processing. The wire gate is also stored as a function that protects against shocks. In



Jürg Weber

» KOMAX SHOULD ALSO SET A BENCHMARK IN DESIGN «

How did you approach this "New Product Design" process?

Along with the usual specifications, we have also formulated a vision about what characterizes design from Komax. It should reflect our brand values and has to be unique. It must be able to be protected worldwide. In the future every customer should be able to recognize a Komax product immediately.

Have you brought in outside partners for the design process?

Yes, we invited different design agencies to take part in a competitive process. After a well-founded selection procedure, the interdisciplinary committee selected Vetica as our partner agency.

What were the reasons?

Vetica quickly gained an extensive understanding of our machines. Another compelling factor was its geographic setup with a branch in Taiwan and the knowledge of Asian markets associated with that branch. This market is crucial for us. The design absolutely must take into account the special features of this market, such as the different way that numbers, characters and colors are interpreted. Or when it comes to, er-

addition, we have more closed areas so the machines seem quieter. Dark spaces stand for processing; light spaces for cable handling. The panes are slightly tinted to convey the overall impression of the space.

And how about machine operation?

We have developed a completely new graphical user interface – or more simply, user interface – for the Mira 230. It operates in a way reminiscent of smartphones. It has touch screens, is simple and logical to operate and is very easy to understand. We want to use related user interfaces in the future across all products, so customers will consider themselves in the Komax world immediately and feel at home there.

The first step has now been made with the Mira 230. What comes next?

Further products are naturally being planned. MicroForce 70 is already on the market with the new design elements. There has been a very positive market response and the new user interface has gone over big. This reaction motivates us to apply the "New Product Design" process internally and to refine it further, so that Komax can set a benchmark for design as well.



MICROFORCE 70, QUALITY MEASURING DEVICE

EASY TO RETROFIT TO MEET INCREASING QUALITY REQUIREMENTS

The market applies increasingly tough requirements to crimped connections. After all, missing strands and insulation in the crimp often lead to contact errors in modern wire harnesses. With MicroForce 70 you can guarantee a completely new level of quality using your existing equipment.

If you want to assure your customers of receiving the quality they demand, you must verify that each and every individual crimp is free of defects. This is a standard function integrated in Komax systems.

Simple to retrofit

The MicroForce 70 quality monitoring device is ideally suited for commercial crimpers and fully automatic wire processing machines from different manufacturers. It can be retrofitted easily and without major additional investment. The sensor can be attached with a single fastening screw to a wide variety of machine brands and measures crimp force. In doing so, the device recognizes and signals missing strands and insulation inside crimps that can cause defective contacting in modern wire harnesses.

The device is durable, robust and easy to operate from the touch screen. In particular, the tolerance level can be variably adjusted to the established quality standards even while production is underway. The teach-in process is extremely short and simple, because the device needs only three samples for it.

Quality according to the Komax standard

In designing the MicroForce 70, we applied a completely new approach. It is a good example of what you can expect from us in the future in terms of design and user friendliness. Now you have a chance to equip your system to accommodate future requirements and to offer your customers quality in line with Komax standards – the procedure is easy and affordable.



ZETA 630, ECONOMICAL AUTOMATION PROCESS

TAILORED FOR CONTROL CABINET CONSTRUCTION

We unveiled the Zeta 630 with the CM 1/5 GS ferrule module for the first time at the Light & Building in Frankfurt and they met with keen interest. They process complete wire harnesses for control cabinet construction fully automatically and without changeover.

A control cabinet often consists of many different types of cables, terminals or ferrules. Constant changeovers and other semiautomatic activities or manual tasks set costs skyrocketing in no time. It then becomes difficult to offer attractive prices. That impairs competitiveness, especially when small batch sizes are involved. In addition, elaborate monitoring is the only way to assure the stipulated quality.

We have been involved for a long time in providing fully automatic systems of high quality to meet the requirements of control cabinet construction. With the Zeta 630 we are now going a step further by offering a solution for this growing market segment in the industrial sector that satisfies specific customer needs even more effectively.

Innovation on several levels

To avoid manual work wherever possible, we developed several new solutions. The automatic wire selector, for instance, makes available 36 different cables with a broad range of cross sections (0.22 to 6 mm²). The innovative CM 1/5 GS ferrule module was developed by our long-standing technology partner Zoller+Fröhlich in close collaboration with the engineers at Komax.

The CM 1/5 GS module processes up to five different ferrules with great flexibility and without any changeovers. To achieve this task, it holds five reels of taped ferrules at the same time. The available positions can be assigned as desired and processed sequentially over the cross section range of 0.5 to 2.5 mm² and in the lengths 8 and 10 mm. The module is uniquely compact and readily accessible. The ferrules can be put in place without tools and the entire cross section range can be processed without a tool change.

Cables even easier to lay in control cabinet

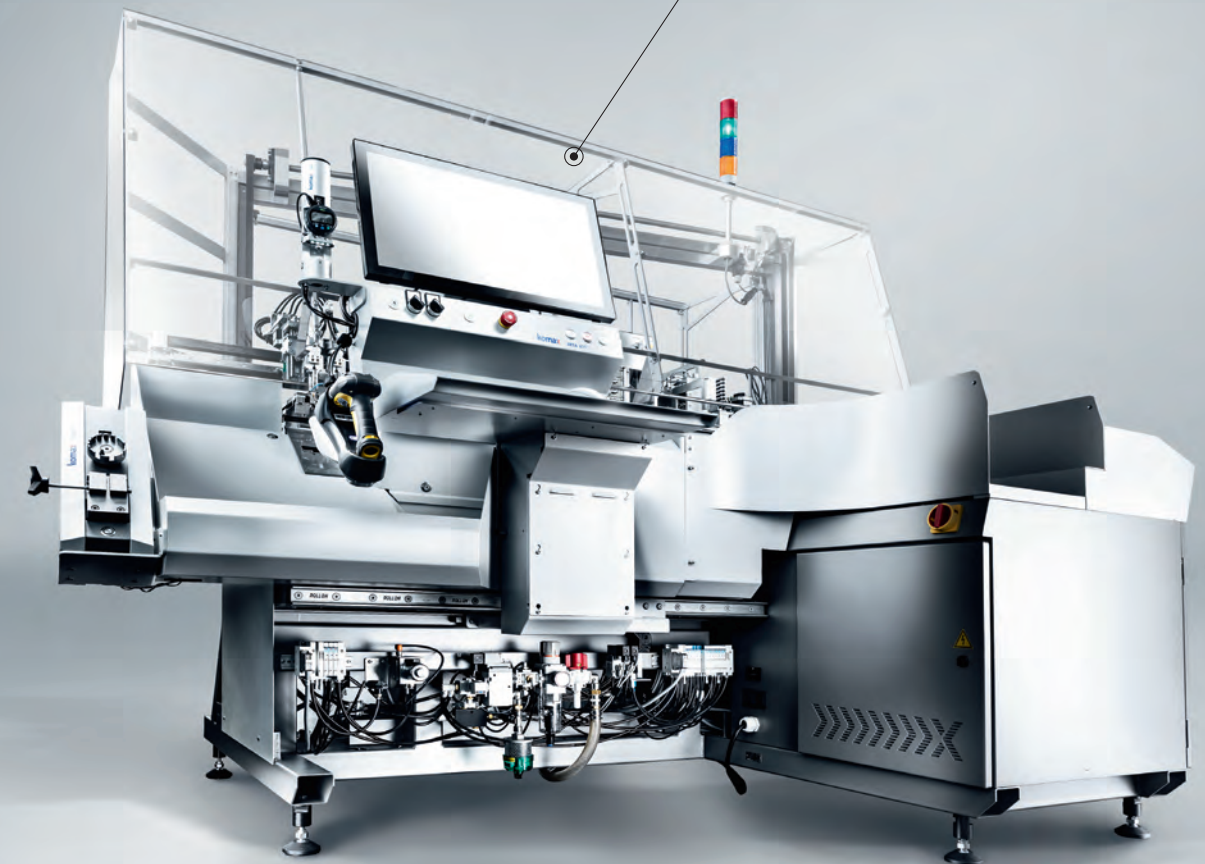
The fully automatic flex bundler simplifies and accelerates the laying of cables in the control cabinet. The batches can be removed while production is still going on. The binding method can be defined as desired for each cable depending on the production mode (batch or sequence processing). That means cables can be produced, sorted and bound in one process step in ideal order for subsequent wiring.

Thanks to the special cutting head featuring three pairs of blades, cross sections from 0.22 to 6 mm² can be processed perfectly in sequence. The top-quality, durable blades and components enable high processing speeds, which reduces throughput times accordingly. Full convenience naturally also includes the automatic marking of the cables with an inkjet marker.



Komax Wire's premiere as an exhibitor at the Light & Building in Frankfurt.

ZETA 630



A data connection to ECAD systems reduces expense and risks of error

The end-to-end data connection to ECAD systems also boosts performance and quality. With this setup, production data is fed directly to the machine via the Komax WPCS interface. Data can likewise be exported from the ECAD systems in a cut list, thereby eliminating the need to program articles manually on the machine. Automated data transfer eliminates error sources because no manual entries are required on the machine.

The bottom line: The Zeta 630 reduces manual work to a minimum. It processes all required cables automatically and provides them in the correct order and length – marking and terminals included. The only remaining step is to lay the cables in the control cabinet. Manual processes such as cutting to length, stripping, marking and sleeve crimping are all eliminated. All this offers major advantages – with batches of 1 and larger.

Manufacturing times up to fifty percent shorter

Automated processes as well as batch and sequence production free of changeovers reduce manufacturing times by up to fifty percent. In addition, reliable fully-automatic production, reproducible, continuous quality. Automated data transfer eliminates error sources because no manual entries are required on the machine. Optional quality monitoring modules are available to meet the most challenging requirements. All these factors explain why the Zeta 630 was met with such great spontaneous approval in Frankfurt. Prospective customers recognized its benefits immediately and the possibility it gave them for increasing their competitiveness.

Visit our website for further details and watch our product film. See for yourself!

KOMAX SOLUTIONS WITH LAMBDA PLATFORMS

CUSTOMER SPECIFIC SOLUTIONS IN A MODULAR SYSTEM

We make no compromises in gearing our solutions to our customers' requirements. That is why they are so appealing. Our intent with the new Lambda platforms is the same. But we are taking completely different approaches. We develop customer-specific applications in a modular system – frequently using standardized modules. That accelerates solution processes and assures better value for the money.

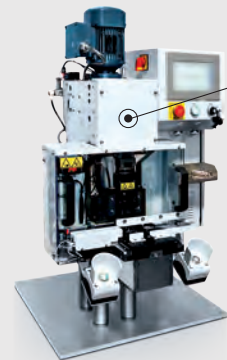
Komax solutions featuring Lambda platforms are based on proven technology and on the principle that we do not have to reinvent everything all the time. More concretely, this approach works as follows: We draw on our years of expertise to develop hardware and software modules, which we combine with each other expertly – again thanks to our vast experience.

Komax relies on wide-spread automation components and controls the Lambda platforms with the Komax TopSys and MiniSys control systems. We integrate the process modules mechanically, electrically and logically using standardized interfaces that also assure connections with the MES and ERP (e.g. manufacturing execution system and enterprise resource planning).

SmartBrick process modules so versatile in their uses

Once we have created a process, we preferably develop a SmartBrick process module from it that is reusable in the modular system. These modules are then increasingly employed in the Lambda platforms in the widest variety of applications – if need be, additionally adjusted to fit the specific customer. The integration and processes are already preprogrammed in the control system as a library. Thanks to the defined interface, new process modules are easier to implement and integrate.

Each of the Lambda platforms presented below consists, first, of a base, also called a cell or basic device, namely a standard, platform-independent control system that can be programmed for specific customers and second, of basic equipment comprising standard modules for safety, transfers with workpiece carriers, etc. They range from semiautomatic crimping machines and wire processing to automated and high performance crimping solutions for customers and beyond to fully automatic processing.



Lambda 2 Series Semi-automatic crimping machine platform

Highly adaptable

- Compact in size, suitable as a benchtop unit
- Variable versions specific to terminal part
- Adaptable modular design to fit changing needs

Simply efficient

- Short cycle times
- Simple, quick and safe manual operation
- Simple operation on touch screen panel
- Readily accessible for tool change

Reliably monitored

- Process control incorporated in the assembly steps
- Integrated crimp force monitoring
- Display of force curve and production



Lambda 4 Series Semi-automatic platform

Universal and modular

- Large process module library for greater agility
- Control system comprising standard components for simplified startup
- Different sizes for accommodating different numbers of stations
- Small footprint to ensure optimum use of space on shop floor

Great breadth of applications

- Sector-independent semiautomatic platform
- Extremely broad range of cables thanks to the adaptable work piece fixtures
- Article change management based on recipes
- User management and password levels

Adaptable and simple

- Quick to configure and change
- Short training times
- Stations ultra-easy to integrate or change
- Authorization control and wide ranging statistical database

Lambda 6 Series Rotary table for high degree of automation

Stability and availability

- Highly automated processing
- Maximum availability
- High process stability

Flexibility and efficiency

- Adaptable double-sided wire processing
- 20 connectible processing stations
- Short cycle times

Reliable, monitored quality

- Processing steps monitored in completely integrated process
- Precise mechanical parts and reliable components
- Sensor monitored, two-sided insertion of cable



Lambda 7 Series Highly automated solution

Modular with reliable processing

- Simple modular setup with connectible stations
- Cable shuttle transfer to the process stations with RFID
- Active deposit with bad part separation

Integrated and expandable

- Usable with all plug-in connections and housings
- Modularly expandable to fit needs
- Platform can be successively built up from Lambda 2 or Lambda 4 to Lambda 7

Effectively automated

- Transfer belts to assure short cycle times
- Simple, modern software for short training
- Minimum to maximum lengths (0.2–12.5 m)



Lambda 8 Series Fully automatic processing

Modular, fully automatic and standardized

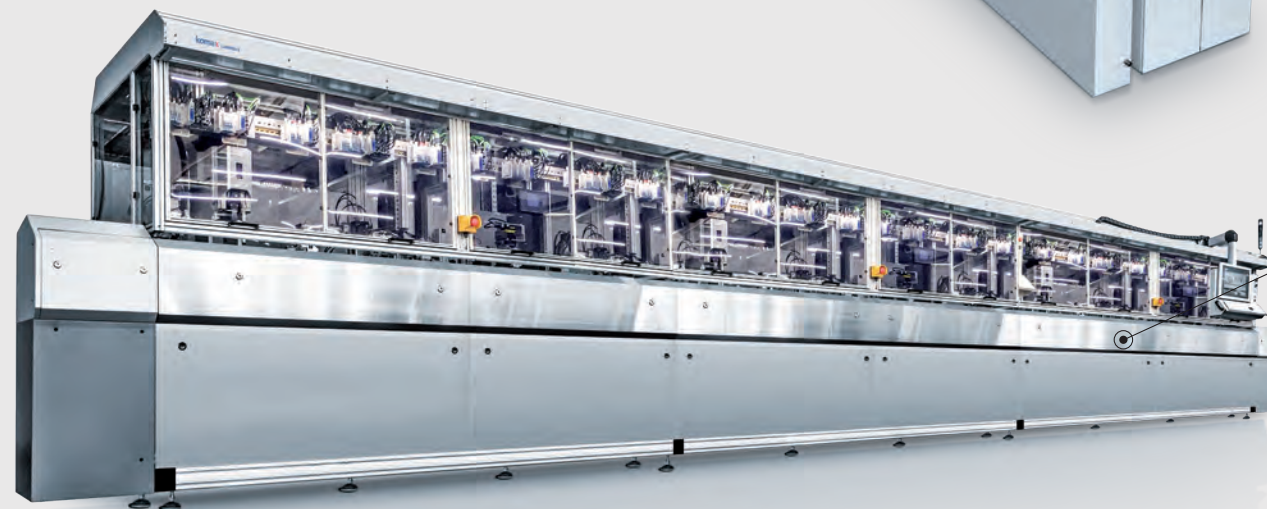
- Modular design for easy expandability
- Many processing stations spanning the entire platform
- Harmonized control architecture for the programming of modules

Enormous breadth of applications

- Modular design usable in many industries
- Broad range of use for processing the widest variety of wires such as COAX, twisted pairs, sheathed cables, single strands, etc.
- Quick article changes, easy changeovers

Networked and flexible

- Can be perfectly integrated into a higher level control system (ERP, MES, etc.)
- Short training times thanks to easy, modern software
- Platform can be successively built up from Lambda 2 or Lambda 4 to Lambda 8



KOMAX LEAN MANAGEMENT AT KOMAX AND TSK SHANGHAI

AMBITIOUS GOALS ACHIEVED

In 2015, Komax China had so many new orders that the need arose to expand the production capacities for Gamma 253 crimping machines. In addition, order handling processes for test modules and test tables had to be adapted to satisfy the new market requirements. To this end, the subsidiary had to optimize planning processes and set its sights on higher productivity per unit area.

Hänel ROTOMAT

The following concrete goal attainment measures were devised as part of the project:

- Process optimization based on world-wide Komax Lean Management standards
- New facility layout geared to production processes
- Improvement in communication and coordination internally as well as among the corporate locations worldwide

Komax Lean Management lays the optimum groundwork

To succeed in tackling all these challenges, Komax Lean Management was rolled out at the Komax Shanghai facility. Experts from headquarters in Dierikon assisted on site by staging trainings for improving the overall order handling process and the production flow. As a second step, the Komax Lean Management approach was jointly implemented step by step.

One Piece Flow helped us to plan better: The order processing center enters the requirements in the ERP system and can indicate precise delivery dates to our customers based on capacity.

As part of finely tuned planning, production output is determined daily and is consistently monitored by the shop floor management. Assembly planning is depicted on a weekly rotating basis and is clear to all employees.

Employees appreciate the advantages

As part of Komax Lean Management, the 5S methodology of workplace organization at the facility was further developed to assure higher process reliability throughout the company. Employees in China were actively involved during the entire project and beyond, which was a decisive factor for staff acceptance of the new processes. A lean corporate culture emerged as a result.

» THE FREED-UP SPACE HELPED TO OPTIMIZE THE FLOW OF GOODS AND EXPAND CAPACITY «

Investments were made in a modern, space-saving shuttle warehousing system and the logistics departments of Komax and TSK were merged. These actions freed up 500 m² of additional assembly space. Spatial capacity was significantly increased as a result.

One Piece Flow for greater process reliability

Another important building block for goal attainment was achieved by introducing a method called One Piece Flow. Clocked and structured production control allowed production output to be kept at a constant level while also reducing non-productive time and downtime due to malfunctions.

Our customers welcome the innovations

All these innovations at Komax and TSK Shanghai also profit our customers. Good services become even better, specifically through increased quality and even better performance in terms of on-time delivery. The greater transparency across the whole manufacturing process has also improved the quality of communication with customers.

Positive feedback in customer audits have confirmed to us that we should continue along this successful path.

KOMAX OPENS OWN BRANCH

RELAUNCH IN THAILAND FEATURING CLASSIC OPENING CEREMONY

Komax Wire has been present in Thailand with its own branch since January 2016. The goal is to serve the long-standing customers of our products directly and locally.

We recognized the potential of this market early on and have been represented there for a good 26 years. With some 2.9 million vehicles, Thailand accounted in 2014 for 50% of the total production in Southeast Asia. In terms of vehicle production worldwide, Thailand advanced in the rankings from 15th (in 2011) to 9th (in 2013). Thailand is even ranked 5th in pickup truck production.

Larger market share thanks to locally provided customer service

Was this growth the main reason that Komax Wire established its own branch? "That was an important reason," said Pasqual Birrer, the new Country Manager: "But this step is also part of the overall goal of Komax Wire to expand in Asia. In addition, we want to enlarge our market share, especially with personalized service close to the customer."

The established clientèle of Komax Thailand is quite impressive. It comprises a venerable Japanese group, producer of cables, components, measuring devices and instruments in the automotive sector, the world's fifth largest supplier for the auto industry from the US, Thailand's leading manufacturer of vehicle components and a host of smaller customers.

Classically Thai opening ceremony

The traditional Thai opening ceremony on January 27, 2016, was especially impressive for the team and the invited guests and visitors from Switzerland. "From earlier visits to Thailand I knew what was entailed but this was the first occasion that I was allowed to 'lead'. My employees helped me in the planning and organization with their knowledge and feel for the situation."

Nine priests were entrusted with the main ceremonial task. They blessed all employees and guests as well as the vehicle. Then they anointed the entry gates and were rewarded for their efforts with a traditional meal and customary gifts. After the celebration ended, the team greeted the visitors and served them refreshments. Then they toured them through the brand new facilities.



Nine monks bestowed a "spiritual blessing" on the the company for long-term success.



Country Manager Pasqual Birrer at the blessing ceremony for the vehicle.



The employees appreciated the fact that Komax enabled them to conduct the opening ceremony in the traditional Thai manner.

Much praise from employees, customers and suppliers

How did Pasqual Birrer think the ceremony went overall? "Beforehand I was nervous, had trouble sleeping. But now I know employees, customers, guests and suppliers really enjoyed themselves. I am firmly convinced that we truly have received a spiritual blessing for long-term success. Everyone in attendance recognized core elements of our

corporate culture, the informal and family-like way people treat each other and the will to adapt to the local situation. And we are really given credit for these efforts. I can actually feel the greater commitment of my team and am especially pleased about what our major Japanese customer said, namely 'We should do this once a year.' What a nice compliment."



Pasqual Birrer followed as a young expat to Asia and started as a service engineer in Indonesia at the former family company. He has been making a career at Komax Wire since 2009, as Senior Service Engineer, Embedded Senior Engineer Asia and later as Regional Sales & Service Consultant SEA in Singapore. He has been Country Manager Thailand since 2016.

"What fascinates me most is to be a link between local cultures and European expectations. When something works in Europe and is 'normal', that is far from meaning that it will can and will work everywhere in the world the same way."

OUR MARKET SEGMENTS

TOGETHER TOWARD REACHING OUR GOAL

As the market leader, we supply to our customers in the different markets automotive, aerospace, industrial as well as telecom & datacom with innovative solutions fit for the future in all areas where precise terminal connections are needed.

Although requirements in the individual industries certainly vary, we have created common imagery for the market and visualized them in a standard, autonomous pictorial language. The implementation of the images based on the one hand on the aspiration of our customers to use intelligent solutions to create for themselves the best

competitive advantage by having us provide them with excellent service in the target markets: "Equipped for Excellence." On the other hand, this imagery also reflects loyalty and close collaboration with our customers and partners, which makes this decisive edge possible in the first place.

» EQUIPPED FOR EXCELLENCE «

The visuals are becoming a fixed part of communication and the image Komax Wire projects externally. They appear in brochures, displays, in shows and trade fairs as well as online.



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YEARS
CUTTING
EDGE



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