



Kübler Automation : Maintaining the global leadership



COMPANY PORTFOLIO

Q. Brief outline of your product range and their applications?

Fritz Kübler GmbH is one of the producers of Encoders, Electronic / Electromechanical Counters, Timers as well as Slip Rings, Inclometers. Our products find applications in Angle, Speed & position measurement systems in various industries like Steel, Wind, Elevators , Automobile, Mobile equipments like cranes, Packaging machines, Drives & Automation and such other allied applications.

Q.What are the specific advantages of using your products?

Kübler Automation India Pvt. Ltd. is the wholly owned daughter company of Fritz Kübler GmbH manufacturing encoders in India. The fact that we have our service station to test, analyze and even repair our encoders is proof enough of our customer-centric approach to Indian customers. We are a global leader in our field with a comprehensive range of products and consistently groundbreaking innovations.

We successfully combine our core expertise of being able to understand the customer application and provide him with a Solution with reliability, confidence and a long term business ap-



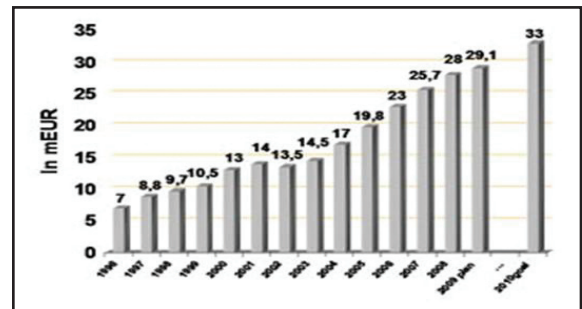
Mr. Rajesh Bahl
Country Manager
Kuebler Automation
India Pvt. Ltd.

proach. This is what makes us different. All sales and application specialists in Germany, India and throughout the world are there to help identify the appropriate product solution that will save time and money and increases the reliability of customer’s end product.

Q. Elaborate on your manufacturing locations, location of plants, investments, technology & human resources?

Fritz Kübler GmbH has its head-quarters at Schwenningen, Germany & manufacturing plants in Schwenningen, Munich, & Pune, India. Globally this Euro 30Mn company is a team of 265 people with presence in more than 50 countries worldwide and serves a wide variety of customers through a wide network of Sales Offices, distributors and reps.

The Kübler Group: Facts, Figures and Milestones

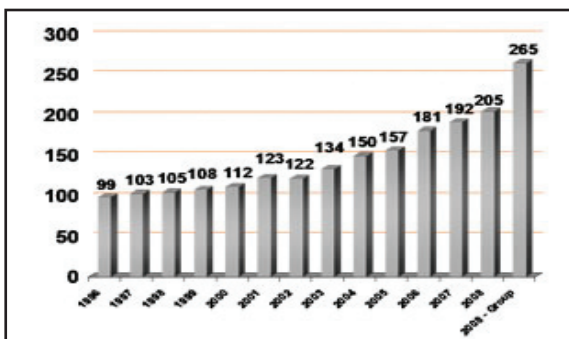


The Fritz Kübler GmbH Company was founded in 1960 by Dipl- Ing. Fritz Kübler (+2003) and today is still 100% family-owned. This means we operate independently of banks and investors, which allow *Continue on page 66*



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us therefore to react more quickly and flexibly to market conditions - our success therefore is time tested. We were able to increase our turnover from € 7m in 1996 to over € 28m in 2008. Our goal is to achieve a turnover of 33 million euro in 2010 when we celebrate the 50th anniversary of our company! In addition to the main production facility, the Kübler Group now encompasses 5 overseas and one domestic subsidiary.



The number of employees has also shown dynamic growth.

We attach great importance to high qualifications and ongoing training, as it is our desire to continue manufacturing most of our products in our production facilities in the future.

We then can assure to our customers our highest quality standards meeting the stringent expectations that they have from us:

- Production sites in Villingen-Schwenningen and Otterfing (Munich)
- approx. 12% of our employees work in the R&D area

The majority of our products are manufactured at our new factory in Villingen-Schwenningen, which has just recently been extended. A small number of our products are also manufactured at our subsidiary company IST-GmbH, Otterfing near Munich. In 2007 we built a manufacturing plant in India, dedicated to serving the local market.

Manufacturing areas

- SMD assembly and wired assembly
- Pressing technique
- Automatic lathe (IST, Otterfing)
- Production lines for encoders, electronic and electrical engineering products with individual strengths, including Technologies for high precision mechanics - joining processes, optical align operation, glue technologies, electronic manufacturing technologies
- Special machinery for all manufacturing plants
- Quality testing laboratories for long time test

- State of the art 3D measuring systems for fast Component measurement

Manufacturing processes

- One Piece Flow manufacturing processes for varying products
- Part and fully automated production lines for products in a high number of pieces and reduced number of variants

4. For engineering innovations – outline your company’s focus on R & D



Kübler is known in the industry to always introduce path-breaking innovations, which offer immense value-add benefit to the customer, to put it simply - Innovation with the customer in focus. For us then we need to know and understand all the current and - more importantly - future applications and needs of our customers and that from this knowledge we create fresh approaches to new technologies and products.

We invest 18% of our profit into new innovations to be leader in encoding technology. We stand committed to;

- Quality
- Flexibility
- Innovation
- Service

4. Quality assurance measures

Quality always has top priority at Kübler - it is in fact one of the founding pillars of our company. Our Quality Management System is structured according to the latest guidelines. Continuous improvement in all areas at Kübler goes without saying, as do certifications to ISO 9001:2000 and 100% final inspection and testing of all products. The ongoing drive to improve quality in the business has led to what is now known as “Kübler Kaizen Culture”, which calls upon all employees to constantly reduce wastage of any kind - in line with the principles of Kaizen.

Quality, even when the application proves tough:

Every day for many decades and in a wide diversity of applications, thousands of customers have placed their trust in Kübler’s service and quality.

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5. Growth prospects of your industry in India

The ever burgeoning requirements of the robust Indian Industry in the entire spectrum of applications that Kübler Solutions cater to makes us truly believe that we could conservatively grow at around 20% YOY. Our key strategic focus areas would be the target segments that we would define as Metals (including

Steel), Wind, Elevators & Packaging industry. Our wide distributor network within India ensures that we are always accessible and our Application Support Team is ever ready to cater to even the most stringent demands of our customer.

Kübler Automation India Pvt. Ltd. not only serves its Indian customers but also supports China & Middle East via its production facility.

6. Significant achievements in company's history Milestones in the history of Kübler



April 2009: Sendix F36

The compact revolution. Kübler presents the first optical multiturn encoder without gears and with 100 percent magnetic insensitivity.

October 2008:

Formal opening of the new building 2.500 sqm for Production and Development.



2007: Unique in the world: Combination counter Time and energy meter in one device permits accurate, traceable billing, e.g. for hire equipment



2005: Safety is priority

Safety-Lock™ Design - For greater tolerance of installation errors.

Founding of: Kübler Italia S.r.l and Kubler Polska Sp. z o.o.

Acquisition: IST GmbH, Otterfing (Munich)

2006: With Kübler it is the application that decides Kübler is the only encoder manufacturer to offer both multiturn technologies (electronic and with mechanical gears)



1997: A new generation

Gebhard & Lothar Kübler take over the management

Founding of: Fritz Kübler SARL, France

2001: Saving on installation space
The first absolute multiturn encoder in the world with patented Intelligent-Sensing-Technology - the most compact multiturn available.



1988: Shock and magnetic-field resistant micro counters The only shock and magnetic-field resistant counters - with patented technology.



1972:

Introduction of the first electronic counter



1960: The first short-time meter in the world to have a permanent time display - designed by the founder of our company, Fritz Kübler.

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