

A comfortable feeling at Sauter: an experience at every level of perception.

A company's presence at a trade fair says a great deal about how it perceives itself. Of course, the aim is to show products and present services, but the visitors are not merely observers – as well as just looking, they also perceive their surroundings with all their senses. This is why Sauter's stand at the 2006 Light+Building was much more than a product exhibition.

Anyone approaching the Sauter stand immediately saw and sensed that something new and different was in store. The unusual combination of colours and shapes made sure of that – and everyone who entered the stand found themselves in a setting that was altogether in keeping with our motto:

The best feeling all round

Visitors were able to learn from their own practical experience that this was not just a vague promise. To show in physical form

how Sauter integrates its thinking and action for the customer, the stand included a circular area presenting our services and support throughout the entire life cycle. For each phase – from planning and implementation through to usage and refurbishment – key words underscored the factors that contribute to the best feeling all round for the customer.

Another practical example of the way we lived up to the motto for our stand: visitors who wanted to escape from the hectic atmosphere at the fair and experience a few minutes of physical well-being were invited to lie down for a relaxing massage. This invitation was accepted by an unexpectedly high number of people!

Temperature perceived in colours

The main colours on the Sauter stand – alternating from a warm yellowish red to a cool bluish violet – aptly expressed the

theme of 'perceived temperature' in visual terms. As they moved along the stand, visitors crossed a bridge over flowing water, with key words alongside to highlight the alternation between cold and hot, and the sensation of temperature.

A technological experience

Of course, Sauter's technical side was also presented amid all these sensory impressions and experiences. The very latest components were on show and, as usual, visitors were able to experience the systems and their possibilities through direct on-screen demonstrations.

The 2006 Light+Building marks a milestone for Sauter: both our technology and our presence at the fair are clearly 'state of the art', as several spontaneous comments confirmed.

"We want to be the best."

The 2006 Light+Building provided the Sauter Group's new CEO, Mr Bertram Schmitz, with a welcome opportunity to get to know a number of customers and business partners in person. The event also gave Sauter Facts a chance to talk briefly with Mr Schmitz about his view of things at Sauter and on the building automation market.

Facts: Mr Schmitz, welcome to 'your' first issue of Sauter Facts. Of course, the first thing we want to know from a new CEO is: where do you want to lead Sauter in the coming years?

Schmitz: The trend in our sector is upward: the energy situation is forcing owners of new and existing buildings to invest in energy-efficient building management. Sauter is recognised as having a high level of expertise here, and we intend to lead the field.

At the same time, the aim is to utilise synergies with providers in adjacent sectors to building management – in the field of access and security, for instance.

Facts: Which markets do you view as having particular potential for expansion?

Schmitz: Europe is set to remain our strongest market for quite a while yet, although there is relatively little new construction in Central Europe: to an increasing extent, the requirements here are for refurbishments and replacements. But there is plenty of building in Eastern Europe, Russia, India, China and the Middle East – these are growing markets and we aim to exploit their potential.

Facts: Of course, Sauter has various groups of customers such as system houses, OEM customers, consultants, installers and so on. How do you view the potentials here?

Schmitz: I think that there is still a lot of potential, especially in the product sector (peripherals such as drives and valves). We also have to keep on stepping up our efforts as far as the system houses are concerned. And we intend to pay more attention to the architects, so that we can offer our technical expertise to complement their thinking, which is partly geared to aesthetic aspects. If we can convince the architects to involve us as soon as the planning begins, we can use our specialist knowledge to help to avoid problems; and that means a reduction in costs because projects are implemented efficiently.

Facts: This Light+Building is your first appearance at a fair with Sauter. What do you think of the stand?

Schmitz: I think it's a successful example of how we should position ourselves at Sauter: the focus is on the customer. Thanks to our technical expertise, we solve all the customer's problems related

to his building, starting with project planning, project implementation and service, all the way through to facility management. This stand positions us well beyond the technical sphere: we're showing not only what we do, but – most important of all – how it affects people. This is fully in keeping with the idea that Sauter offers a more personal ambience where our customers can feel at ease.

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"Something different at last, not just a product show."

An unknown visitor to the Sauter stand at the 2006 Light+Building.

