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Conductix-Wampfler Pulls Up to the Starting Line

The official worldwide market launch by the new market leader for energy and data transmission systems / Important milestone in the integration process / New organizational structure combines strengths of both companies / Regional and industry-specific customer support / New logo and branding.

Weil am Rhein, Germany – May 5, 2008. Wampfler and Conductix herald in the next phase of integration for the two companies that belong to the Delachaux Group. With a new organizational structure, new "Conductix-Wampfler" name, and new branding, the world's market leader for intelligent energy and data transmission systems is making its official launch.

"Both the new organization and its new visual image symbolize the successful merger of Conductix and Wampfler. The new organization takes full advantage of both companies in an intelligent manner," explains the CEO of Conductix-Wampfler Germany, Daniel Dörflinger. "Our new logo incorporates and unifies both names to form a new, powerful brand, which will guarantee immediate customer recognition. "This marks yet another important milestone in our integration process," Dörflinger underscored.

Global, regional and industry-specific organization

The new organizational structure of Conductix-Wampfler is consistently oriented to the needs of its customers. Sales & Marketing Organizations (SMOs) have been established in every global region. These organizations are familiar with the unique demands of their local markets. They are the first points of contact for customers and coordinate all sales activities. In addition, strong and centralized Market Units, with clear industry-specific orientation support the SMOs in the main markets of "Ports & Container Handling", "Automation & Construction", "Bulk & Tunneling", "EOT Cranes", "Handling Systems" and "Transit". The Market Unit experts play an active role in helping and advising customers, evaluating special needs, and determining guidelines for research and development based on those needs. During the development of new and existing markets and customers and during the execution of complex projects, these market experts have the required market and industry-specific knowledge.

Five central units were established to oversee the coordination of Accounting/Finance, IT, Research and Development, Marketing, and Production. The central units cross-coordinate activities between countries, develop international standards for the entire company, and present the company as a unified brand on the market.

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Intense market and customer orientation

Thanks to the new organizational structure, Conductix-Wampfler customers will reap several crucial benefits: Solid expertise in our target industries, a global network of sales units and customer support points, local manufacturing facilities, and an enhanced research and development department. Conductix-Wampfler can now offer both of the previous companies' products, giving it the most comprehensive product range in our global industry. "In the future, customers will still be able to fall back on their preferred solutions," Dörflinger emphasized. This guarantees a high degree of market and customer continuity.

"Our market launch does not, however, mark the end of the integration process. It will still take some time. "Our new structure and the joint market launch will speed up this process and significantly bolster our inward sense of solidarity. It will set our outward course towards continued growth in our markets," explains Dörflinger.

Photo:



Caption: With the symbolic unveiling of the logo, Daniel Dörflinger, CEO of Conductix-Wampfler Germany, fired the starting shot for the official market launch in Weil am Rhein.

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For more information:

Engel & Zimmermann AG

Andreas Voelmle

Am Schlosspark 15

82131 Gauting,

Telefon 0 89 / 89 35 63 53

Telefax: 0 89 / 89 39 84 29

a.voelmle@engel-zimmermann.de

Conductix-Wampfler

Wampfler AG

Marketing Communications

Michael Kusch

Rheinstraße 27 + 33

79576 Weil am Rhein

Phone +49(0) 7621 / 662-492

Fax +49(0) 7621 / 662-284

michael.kusch@conductix.com