



Special Edition   
R+T 2006

Cover story

## Drive highlights for trade fair jubilee

For elero, this year's R+T in Stuttgart will be a jubilee trade fair. The manufacturer of drives and controls for roller shutters, sun protection systems and doors was already represented at the first R+T 40 years ago, and will now attend for the 17th time in a row.

At the same time, it will be the last R+T in the old trade fair halls at Stuttgart Killesberg. Because in the course of time, the main industry trade fair has become overcrowded.

One good reason for elero to make a real good impression before the trade fair takes place in the new premises at the Stuttgart Airport in 2009.

The stand with a modern design (hall 4.0, stand 014) will focus on the new RevoLine drive generation.

Following its presentation at the last R+T with the forward-looking ProLine



### Contents

#### Cover story

Drive highlights for trade fair jubilee 1

#### Marketing

Further growth for Creation Orange 2

#### Sector evaluation

Sales opportunities in the retrofitting and safety sectors 2

#### International

Closeness to the customer across the world 2

#### Market observation

Sales experts' comments on the elero quality claim 3

#### Impulse

Noise protection is protection of health for yourself and others 3

#### R+T 2006

Plan of hall 4.0 3

#### Products elero

Forward-looking drive generation 4

#### Products elero Linearantriebstechnik

Reliable under extreme conditions 4

#### Imprint

4

control series, elero now has to present an equally innovative drive series. RevoLine includes over 50 drives, and is characterised by fast and easy installation as well as improved user characteristics.

In addition, elero will exhibit the major developments of ProLine controls. These can be integrated into perfectly synchronised automation systems, which allows for a suitable solution for each installation situation.

The new SMI drives should also attract as much attention, especially because elero has been recently offering service packages that support electrical planners from project planning to commissioning.

There are also novelties with respect to venetian blinds and doors to complete the product range.

Besides the nearly 300 square metre exhibition space for the business division Antriebstechnik, elero is also represented for the first time with a separate stand for the business division Linearantriebstechnik (hall 4.0,



stand 002) on which products and solutions around the mobile parts of façade architecture are presented.

The slat actuator systems LIMALine and VITROline, the linear actuator Econom as well as a new water-resistant version of the linear actuator Picolo are the main focus of attention at the R+T 2006.

One reason for the independent presentation is the desire to specifically provide architects and façade constructors with innovative drive solu-

tions. In addition, the above-average growth of the business division made a separate stand for elero Linearantriebstechnik necessary.

The visitors can be certain that there will be many highlights that no R+T 2006 visitor should miss both on the elero business division Antriebstechnik stand and on the business division Linearantriebstechnik stand.

Beate Müller, Marketing Manager

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## Marketing

### Further growth for Creation Orange

At the R+T 2003, elero introduced a new marketing support programme for artisans, trade and industry called "Creation Orange". The programme consists of a series of cleverly thought-out promotional measures.

Encouraged by all the positive feedback, elero has been continuously developing "Creation Orange". Over the past year, for instance, the marketing team developed "ProLine Orange" packages in various sizes with promotional measures for the ProLine control series. New ideas for "Creation Orange" are already in preparation for summer 2006.

Beate Müller, Marketing Manager



## International

### Closeness to the customer across the world

In addition to following developments in the German market, elero is very much focused on international markets. This is why the company will be actively involved in more regions in 2006, e.g. in Latin America. In this respect, elero is taking into account both country-specific requirements and individual customer wishes.

Being present at major international fairs – e.g. the Big 5 Show in Dubai, the Saie Due in Bologna, the Veteco in Madrid, the Equip/Baie in Paris or the R+T 2006 – is another element of success in international markets. Direct on-site presence is equally important. Last year, elero Spain and elero Sweden moved into a building with newly designed training and

## Sector evaluation

### Sales opportunities in the retrofitting and safety sectors

The roller shutter and sun protection sectors had to overcome many challenges in 2005 due to the prolonged unsatisfactory market situation. This also especially applied to non-manufacturing businesses in Germany. However, a few aspects may also justify an optimistic industry forecast.

Decisive growth factors will result from product and service novelties that are exhibited at the R+T 2006. For instance, besides the RevoLine drive generation, elero will present SMI drives including a support concept.

The business climate index grew significantly in the second quarter of 2005.

Businesses recorded sales increases especially with regard to burglar protection products.

The population's growing safety needs represent increased sales opportunities for the roller shutter and sun protection sectors. Furthermore, retrofitting meanwhile makes up over 60 percent of the market.



The demand for products that are suitable for this market segment, for instance drives and controls with radio technology, is high.

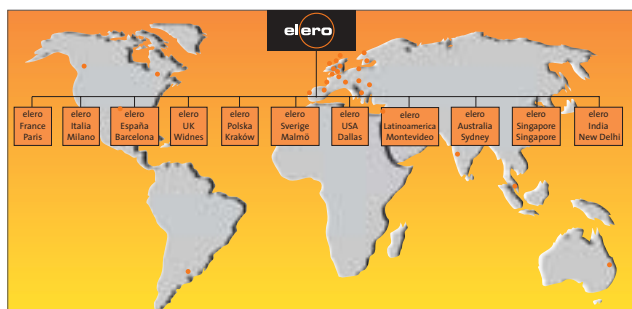
If companies manage to score points over low-cost manufacturers with quality and first-class service, they should be able to benefit from new market potentials in the next couple of years.

Rainer Kunz, Managing Director of elero Antriebstechnik, CEO of the Günther Group

exhibition rooms to be able to provide even more professional customer care. Another step towards the development of an international presence is the distribution of linear actuator technology via subsidiaries and offices across the world.

New sales opportunities can thus be developed in combination with drive technology products for both company divisions – elero Antriebstechnik and elero Linearantriebstechnik.

Thomas Klaus, Export Manager





## Market observation

### Sales experts' comments on the elero quality standards

#### Partnership with the specialists

The specialist sector profits from a good partnership with the supply industry, particularly in difficult times. At elero, field sales, inside sales, technical hotline and the seminar range are clearly oriented towards specialists and form the basis for a successful cooperation.



Helmut Häussler, Authorised Signatory and Trade Client Sales Manager

#### Market-driven products

elero stands for innovative products tailored to market needs. After the successful launch of our control series ProLine three years ago, our new drive series RevoLine is now leaving the starting gate. RevoLine meets the high trade and industry standards in Germany and all over the world.



Raimund Wurster, Industry Client Sales Manager

#### Revolutionary drives

Pioneering product features, combined with an optimum price/performance ratio, will excite our customers on a world-wide scale. RevoLine – an additional milestone in the company's forty-year history and a true "revolution" in terms of drive technology.



Thomas Klaus, Export Manager

#### Made in Germany

The standard "Made in Germany" continues to stand for quality and longevity – even today. However, that alone will not be enough to guarantee success in the international market of tomorrow. It is crucial to recognise the needs of the end customer and to meet this challenge – as elero has done.



Sébastien Tinelli, International Area Sales Manager

#### One turn ahead

ProLine and RevoLine: Innovation is the result of our customers' continuously increasing demands. The results? High quality, clever and user-friendly products from the technological market leader elero.



Heiko Schmidt, International Area Sales Manager

## Impulse

### Noise protection is protection of health for yourself and others

We need sound for communication and orientation purposes. However, sound can turn into noise when it is unwelcome. In this respect, noise does not always need to be loud. Even permanent background noise can cause significant stress reactions.

The effect of noise depends on the one hand on its physical properties. A sound pressure level around 10 decibels already sounds twice as loud if there is environmental noise.

On the other hand, individual factors influence the effect of sound.

Noise sources like washing machines or lawn mowers are less disturbing when you operate them yourself, as noise is often perceived to be caused by others.

While traffic noise cannot be prevented in many areas, individuals can control other factors, especially in the home.

Window and door closing or also fast winding up or crash closing of roller shutters become noise pollution. Here



modern home automation can help, for instance with drives that ensure quiet installation and operation of roller shutters.

Besides all technical options, however, consideration still offers the most effective protection against noise.

Dr. Wolfgang Babisch, Noise Effect Researcher in the Environmental Hygiene Department of the Federal Environmental Protection Agency

### Plan of hall 4.0 at the R+T 2006 trade fair in Stuttgart





### Products elero

## Forward-looking drive generation

Following the success of the ProLine control series at the last R+T, elero is now presenting the new RevoLine drive generation. The elero development team succeeded in combining improved functions with an even easier and faster installation.

Based on the Soft concept, roller shutters and awnings are equipped with special drives which ensure smooth and quiet operation. The concept includes for instance a drive torque reduction, noiseless hysteresis brakes and a special gear material. In addition, the RevoLine drives have a learning power curve: they measure path and force for each complete travel. This system means that the force available is continually adjusted to the ambient conditions, with the result that manual readjustment of the positions is no longer necessary. If the roller shutter encounters an obstacle or if it is frozen solid, the drive switches off automatically.

"Standardisation" is the slogan with which elero makes the installation of RevoLine significantly easier. For instance, all drives are equipped with multifunctional limit switches which are not only suitable for installation situations with upper or lower limit

stop but also for flexible shaft connections without stopper. The RevoLine programming procedure is also standardised. The end positions are directly programmed after the first operation. For a time-saving installation, elero also offers new accessories like latching adapters, motor bearings with click system and plug-in cables. Another advantage of RevoLine is that, thanks to the torque regulation, only really necessary power is used. This thus prevents the drive from overheat-

ing, ensuring that the running time is significantly extended.

The RevoLine product lines include three drive types that are offered with various torques, numbers of revolutions, and as radio drives. Rol stands for roller shutters, Sun for awnings and Vari for both product lines. Following the presentation at the R+T, the first drives will be available from March 2006.

Dieter Walddörfer, Technical Director



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### Products elero Linearantriebstechnik

## Reliable under extreme conditions

Drives on building façades have to endure hard conditions. In order to optimise motor-operated systems for

external windows and sun protection elements, elero Linearantriebstechnik has developed the water-resistant Picolo IP65.

All the Picolo façade drives from elero are weather resistant and immune to rain, however, only if they are installed with the piston rod facing downwards according to the instructions.

With the Picolo IP65, the installation position is freely selectable; the slim linear drive has a special casing that protects the gear rod from humidity, which ensures a very reliable function,

also in a horizontal installation position or with the piston rod facing upwards.

The Picolo IP65 blends inconspicuously into any façade. Despite its torque of 1,200 Newton metres, its stainless steel casing has a diameter of only 48 millimetres.

Therefore, the Picolo IP65 fulfils the requirements of modern façade architecture.

Herbert Stöhr, Product Manager,  
Façade at elero Linearantriebstechnik

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