

# *Sigmatek in control of massive market*

The number of customers a company serves may be a measure of its success. But, for Austria's Sigmatek, it is quality that counts.

"Our customers are leaders in their markets because we provide them cutting-edge control technology for their automated production," said Franz Aschl manager for sales and development at

Sigmatek, a leading manufacturer of programmable logic controllers and visualisation devices for factory machinery. "We develop close, long-term relationships with them. In fact, we call them partners. And, since the beginning, we haven't lost a partner."

Customising control solutions for its partners also sets Sigmatek apart from the competition. High-end and cost-effective applications are conceived at Sigmatek's Innovation Centre for the car, construction, packaging, energy, food, metals, plastics and textile industries.

Sigmatek's ETV control panel line combines control and visualisation in one module, which minimises cost and optimises space. It comes in different



**Franz Aschl, manager sales and development**

sizes with a touch screen thin film transistor colour display for optimal visualisation, precise control and the highest operating comfort.

Europe and the United States have been Sigmatek's strongest markets for its hardware and software. But China's mammoth machine industry will be its biggest prospect. It established a

sales partnership with Shanghai Dimension in 2002 and opened an office in Ningbo last year to boost customer service. By the first quarter of next year it will operate a fully owned trading company.

"We are starting by selling. Fifty per cent of our customers approached us. Unlike our competitors, we are quite successful in such a short time," Mr Aschl said.

"Every hi-tech solution is made by human beings" is Sigmatek's corporate philosophy. "We will need highly skilled technical staff for China," Mr Aschl said. "We would also want to get at least a double-digit share of the automation market there."