

# PRESSEINFORMATION PRESS RELEASE COMMUNiqué DE PRESSE

# BALLUFF

Balluff is a key supplier for Brose

## **A practicing partnership**

**Automotive supplier Brose Fahrzeugteile recognizes sensor and automation specialist Balluff as key supplier.**

Brose is the world's fourth largest family-owned automotive supplier. Half of the new cars sold worldwide use mechatronic systems for doors and seats or electric drives made by the company. Providing its customers with the finest products and services means Brose also places the highest quality demands on its partners. Therefore the company recognizes its best partner companies each year. This year Balluff GmbH receives the recognition for its performance and dedication. In this way Brose honors the highly productive cooperation between both the companies. Behind the selection of the key supplier are factors such as good information exchange for new products and technical innovations as well as responsive and expert support for technical questions and problems. Also taken into account is global presence and fast, uncomplicated assistance when there are urgent replacement part issues. These demanding criteria mean that only very few partners are recognized as key suppliers.

## **Trustworthy partner**

In July of this year, Balluff was named as "Key Supplier 2018" at Brose headquarters in Bamberg. Karl-Heinz Bär, Director Purchasing MRO & Information Technology at Brose, used the occasion to emphasize the special significance of the mutual confidence and partnership covering many company departments. "It is impressive to see how many hierarchical levels, company departments and country borders we successfully work across," added Adrian Trabold, Global Key Account Manager at Balluff. "In this sense the recognition honors the entire Balluff Group, which is why I would like to express my thanks in the name of the entire sales team for the continuous support among our colleagues worldwide as well as our partners at Brose who make this cooperation possible," continued Trabold. The many years of partnership between the two companies have resulted in a relationship of confidence which enables joint and market-relevant innovations, noted Bär. For the sensor and automation specialist Balluff the honor was also a confirmation that their deliberate emphasis on global key account attention is the correct way to focus fully and completely on customer needs, explained Adam Langer, Head of Strategic Sales and Global Key Account Management at Balluff.

## **Cooperation between the two companies**

Balluff supports Brose with all their product groups and services – from sensor technology and identification systems to networking. Brose then profits from short shipping distances and high delivery security with Balluff. The close relationship between the two companies results in efficient processes and early risk detection. To help Brose in meeting management goals such as inventory reduction and standardization, Balluff offers

## **Key Supplier**

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means for trimming down the purchasing portfolio, competitive pricing, and provides electronic interfaces for optimizing the purchasing process.

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## **Caption:**

*Handing over the certificate recognizing Balluff as "Key Supplier 2018": (left to right) Karl-Heinz Bär (Director Purchasing MRO & Information Technology, Brose), Stefan Horcher (Area Sales Manager, Balluff Germany), Tina Lamberts (Commodity Buyer MRO, Brose), Adrian Trabold (Global Key Account Manager, Balluff) and Adam Langer (Head of Strategic Sales and Global KAM, Balluff)*

## **About Balluff**

Founded in 1921 in Neuhausen a. d. F., Balluff employs 3600 people worldwide and represents innovative technology, quality and cross-industry experience in industrial automation. As a leading sensor and automation specialist, the family-owned company in its fourth generation offers a comprehensive portfolio of innovative sensor, identification and network technologies and software for integrated system solutions.

In 2017, Balluff Group reported revenues of around 459 mil. Euros. In addition to the main headquarters in Neuhausen a. d. F., Balluff has sales, production and development locations around the world and can boast 37 wholly owned subsidiaries and other representatives in 68 countries. This guarantees customers rapid worldwide availability of products and high consulting and service quality on site.

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