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From Sartorius Intec to Minebea Intec.

Leading supplier of industrial measuring and inspection technology undergoes rebranding

05.10.2016 - Sartorius Intec, the well-known supplier of industrial measuring and inspection technologies, will now be offering its innovative products, solutions and services under the new Minebea Intec brand, with immediate effect. This rebranding is the next logical step following Sartorius Intec's move to Japanese group Minebea at the start of 2015. Minebea Intec's product portfolio includes, in particular, platform scales, process vessel and silo scales, checkweighers and equipment for detecting foreign objects for the food industry and other industry segments.

"We have used the rebranding exercise as an opportunity to make improvements – from heavy investment in the area of research and development to the expansion of the sales and service footprint and a completely new brand image and intuitive product design," said Peter Grimley, President Sales, Marketing & Service. "The company's service commitment is unequivocal. 'We make daily life safer' is both a standard we set for ourselves and a promise to customers and consumers around the world. The company slogan 'The true measure', meanwhile, underlines our position as a leading global supplier of products and solutions and the way in which we strive to set strong standards in all areas of the company."



Minebea Intec

Nearly 70 years of experience in industrial measuring technology. Minebea Intec combines technological advantage with German quality.

A leading global supplier with nearly 70 years of experience, the company is well known in the market. Minebea Intec offers an extensive range of innovative products, solutions and services, which are aimed in particular at improving the reliability, safety and efficiency of production and packaging lines. The focus here is on helping manufacturers in the food industry to optimise their processes so that products leaving production are of the correct quality and free from contamination. The 'German quality' of the products and services lays the foundation for this in conjunction with ongoing investment in the development of cutting-edge technolo-



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gies. The company's global presence ensures customer proximity and makes it possible to support customers throughout the entire life cycle of the company's products and solutions. This can take the form of product consulting or design-in support, and can range from installation, calibration, maintenance and repair to machine upgrades, modernisation and user training.

The parent group Minebea is a global manufacturer of precision electro-mechanical components, supplying products to various industries. Minebea was incorporated in Japan in 1951 and currently employs approximately 70,000 employees. The net turnover of the Japanese group exceeded the 600 billion yen mark for the first time in the last financial year – equivalent to around 4.7 billion euros. Minebea's product portfolio includes miniature ball bearings for luxury wristwatches, rod-end bearings for the aviation industry and electronic devices. In terms of its products' global market share, the Minebea Group holds the top spot in a large number of segments.

Interview. Minebea Intec – a brand with a future.

1. Why have you chosen this particular moment to change to the Minebea Intec brand?

(Dr Bodo Krebs) Changing the brand name is the next logical step following Sartorius Intec's departure from the Sartorius Group and move to Minebea at the start of 2015. A complete change to a new brand name is a long process. Every step – from

product approval to customer acceptance – takes time. We have already done a great deal of work on this in the 18 months since joining Minebea, but it will take at least another two years for the process to be completed. We have now reached the point in our schedule where we are going to change to the new brand name in public.

2. What exactly does your new slogan 'The true measure' refer to?

(Peter Grimley) Our new brand slogan 'The true measure' refers to two things: firstly our core market position as a leading global supplier of products and solutions for industrial measuring and inspection technology and secondly our goal of setting strong standards in all areas of our company and also setting the benchmark for every aspect of our industry.

3. You are continually investing in the research and development of new technologies and products. Can you give us any specific examples of this?

(Dr Bodo Krebs) We will be presenting an extremely good example of this investment at Fachpack in Nuremberg; Our Concept Scale CS5000 will be accessible to the public for the first time at this trade fair. Just like concept cars in the automotive industry, the CS5000 was developed exclusively to present new technologies to customers and to be able to talk to them about the benefits of its features in terms of the reliability, safety and efficiency of production and packaging processes. This scale



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will also showcase the new design on which all new Minebea Intec products will be based in the future. When developing the Concept Scale, a particular emphasis was placed on wireless technology, hygienic design, an intuitive user interface and the use of mobile devices for setting up and monitoring production processes.

4. You brand yourselves as a premium supplier. What does that mean in real terms for your customers and will that remain the same under the Minebea Intec brand?

(Peter Grimley) For us, being a premium supplier means that we continuously orientate ourselves to the actual needs of our customers. In all that we do, whether it is product quality, innovation or customer service, we must strive to achieve the very highest standards. In our understanding “The true measure” of a premium supplier is as follows: working hand in hand with the customers, understanding their needs and going beyond expectations to support their business.