



Dear VIPA Partners,

In April, the Hanover Fair was our main highlight. This time it was held under the patronage of Russia and Germany. The focus was laid on technological exchange – among others machinery and energy. As in the past years, VIPA was present with an own booth. As the machine building industry is one of our most important markets, the exhibition was a good platform to show our strength – not only to potential Russian clients but also to the international public. We are highly satisfied with the results.



Enjoy reading what else happened in our international VIPA network this month.

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### DID YOU KNOW...?



### Great success at the Hanover Fair

This year more than 250 people from at home and abroad have taken the opportunity to visit our booth. Owing to the great enthusiasm of Mr. Miky Lovin from Romania - who has taken the initiative in actively joining the team during his private trip -we could run the fair even more efficiently. Thank you very much for your team spirit and cooperation. Miky is our salesman of the month!



[Link to the Hanover Fair](#)



### Expanding automation

Since the beginning of this year VIPA is running a fully automated righ-rack warehouse system. At the moment it is still in a testing



period. Modules of several systems have already been integrated into the storage system and further parts are following in daily intervals. Once the system will be running in full service not only the packaging stations will automatically arrange their materials for dispatch; at the same time our production and repair department will be connected with the warehouse and can receive spare parts right at their desks. With this new system we are confident to further increase our efficiency in future.

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VIPA INTERNATIONAL

### OTES at the Istanbul show WIN13

OTES, our Turkish partner was present at the WIN13-show in Istanbul last month. On approx. 100 m<sup>2</sup>, OTES was presenting VIPA in the new corporate design.

From March 21<sup>st</sup> -24<sup>th</sup> almost 80.000 visitors visited the most important automation show in Turkey and more than 1.800 international exhibitors used this event to introduce new products and technologies. It's amazing to see how important this show has become in the last years and how the quality of exhibitors and visitors is permanently increasing.



Beside OTES, YASKAWA EUROPE was represented by YASKAWA Turkey for the first time. Mr. Halimler (Country Manager Turkey) was highly satisfied with the results for YASKAWA, after the 4 days event. For the WIN 2014 we already are thinking about a joint VIPA and YASKAWA presentation, to increase our awareness and to generate extra benefit for both brands.

[Link to WIN - Word of Industry](#)

### New Distributor in Belarus

VIPA is pleased to announce that since April 2013 our international network has been expanded by "Vector of Technologies" [www.vec-tech.by](http://www.vec-tech.by), our new partner in Belarus. This company has been working as Yaskawa channel partner for many years. The new cooperation with VIPA will offer many opportunities to explore the market of Belarus together in future. We are looking forward to our mutual business and cooperation!

### VIPA Australia exhibiting at IICA Tradeshow in Brisbane

On April 17<sup>th</sup>, VIPA Australia took part in the four hour tabletop exhibition organized by the Institute of Instrumentation Control and Automation. During the short time period of the event, we received many valuable enquiries and a total of approximately 30 people who were not aware previously of the VIPA brand registered for further contact to discuss their future applications. The small framework ensured direct communication, so we were able to achieve this outstanding result and to effectively compete against competitors like ABB, Siemens and Allen-Bradley. We are highly satisfied with the result and are planning to take part again next time.



## Latest sales releases

VIPA has again expanded its product portfolio with the next TIA-programmable CPUs.

As you were already informed via Sales Notes No. 13, these are the 300S CPUs 314-2AG13, 315-2AG13, 314-6CF03, and 315-4NE13.

Further modifications of these CPUs are that they are already equipped with the new cypress memory and the locking mechanism to fix the memory card in the slot.



## DID YOU KNOW...?

### ...what „VIPA Green Solution“ is?

It's a tool for the identification and implementation of energy savings' potential for the benefit of energy tax reduction. It consists of four modules

- Energy management according to DIN EN ISO 50001
- Harmonization of energy consumption and work flow
- Plant information system for the supervision of efficient work flow
- Interface between ERP system and production

An English brochure in PDF format will be available soon.



## VIPA GmbH

Please feel free to forward our newsletter to your customers.

You are invited to give us feedback, advice, suggestions or topics of interest for the newsletter.

Send your email to: [katja.muenster@vipa.de](mailto:katja.muenster@vipa.de)

Your VIPA Export team