



EXPORT NEWSLETTER

Issue: May 2012

Ladies and Gentlemen,

Next month the European football championship will start. Some of our partner countries will receive many international guests and a big event will be held. Sport, however, does not only mean celebration and fun – we can also learn from sport for business:

- Team work and cooperation
- Efficiency and decisiveness
- Sustained motivation and speed

are crucial values in cooperation.

This is a good opportunity for reflection and implementation of changes if necessary.

Enjoy reading our newsletter and get an image of our overall business activities.

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VIPA HEADQUARTERS



Successful customer acquisition in “food and beverage” target sector

With their effective organization and sustained activity, our International Key Account Management has achieved a further milestone in customer acquisition in the food and beverage industry.

EMIG, a producer of juice and related packages has extended their purchasing of VIPA components from their plant in Waibstadt, Germany, to a second site in Calvörde. So far, they have ordered our SPEED7 CPU 315NET, system 100V, PROFIBUS-Hub and PROFIBUS

connectors. Tests of system 200V were just completed successfully and we have received the first order for 214-1BC02 and related components. "VIPA has shown impressive results and we intend to use their components in future possible projects", the client pointed out.

Considering that EMIG has plants in France, England and Poland, this is a valuable information to start business in the mentioned territories. Mr. Mark Kohl, Mark.Kohl@vipa.de, Key Account Manager, will gladly assist with further details.

[EMIG](#)

Cross-country cooperation: VIPA exhibits on the Hanover Fair 2012

The Hanover Fair is the world's biggest industrial fair. In 2012 took place from April 23rd - 27th. This year the fair was a cross-country cooperation between China and Germany. More than 190.000 visitors were attracted by the motto "Green + Intelligence" and learned about latest technological developments for sustained growth. Many of these visitors also arrived at our booth on which among others ecoPanels and PROFINET CPUs were displayed. Besides the SPS exhibition in Nuremberg the Hanover Fair is the most important automation show in Germany and we are planning to exhibit there again next year. German machine and plant builders are optimistic – so it's a good environment to further expand our contacts in this industry.



[Hanover Fair](#)

VIPA INTERNATIONAL



Bintz technics NV exhibits at the trade fair Automation & Engineering in Brussels Belgium from Mai 9th – 10th, 2012

After last years Indumation Fair in Belgium, Bintz technics NV decided last-minute to participate in the Automation & Engineering fair in Brussels.

Although Siemens and Phoenix Contact were missing the fair turned out to be a success for Bintz technics. With the support of our Area Sales manager Luc Heynickx the main focus on the booth was introducing the VIPA PROFINET solution at this trade fair, Bintz technics reached a remarkable amount of interesting contacts during these 2 days. New as well as existing customers got a good impression of the VIPA SPEED7 PROFINET CPU's

and the SLIO PROFINET decentralized I/O System.

[Automation & Engineering | Brussels Expo](#)

VIPA China is pushing their local marketing

From May 9th – 12th the Metal + Metallurgy exhibition took place in Beijing, China, this year. This time VIPA China participated as member of the German pavilion, an organization of the Federal Republic of Germany comprising many companies of the same sector.

The uniform system has proven a cost-conscious and effective presentation solution which ensured complete concentration on potential customers. The attractive booth location also contributed to the high customer attention.

We are planning to exhibit there again in 2014.



[Metal + Metallurgy China 2012](#)



VIPA USA attended ATX Automation Technology Expo in North Carolina



ATX South, an event combining both conference and presentation, was held in Charlotte, North Carolina, on May 2nd and 3rd. On this occasion VIPA USA CEO, Mr. Thomas Kosse, and technical manager, Mr. Simon Cole, presented our automation solutions, mainly system 300S. Considering it's only a regional event with comparatively small periphery, 60 contacts were a successful result of the show. "These small events ensure close customer contact. We are planning to be there again next year," Thomas Kosse points out.

[Charlotte Convention Center](#)

VIPA Marketing

New VIPA CI & CD

As already announced in the circular email no. 023/2012 we now have new PowerPoint company presentations online. There are three different versions available: a self-explanatory presentation, an only-facts-presentation and a short-facts-presentation. They can be chosen adapted to its purpose. Our Design-Guide and the new logos are also available for download. Find out more in the extranet of www.vipa.com.



PRODUCT NEWS



PROFINET Name Setting using SIEMENS PRIMARY SETUP TOOL

A new Primary Setup Tool (PST) version 4.1 for Windows 7 (32/64 Bit) is now available.

DESCRIPTION: Primary Setup Tool (PST)

The Primary Setup Tool (PST) from Siemens enables you to perform address allocations (e.g. IP address and PROFINET Name settings) for VIPA and SIMATIC network components.

The precondition is that the VIPA or Siemens devices are accessible on-line in the network.

The Primary Setup Tool is free of charge and can be downloaded here:

[Primary Setup Tool](#)

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VIPA GENERAL

Certified PROFINET Engineers

VIPA Employees are being trained.

During calendar week 18, eleven employees of VIPA Headquarters received a Certified PROFINET Engineer title. The training was organized by the company Procentec and held in the training rooms at VIPA in Herzogenaurach.

Congratulations to all participants.

PROFINET trainings for customers and partners will be planned soon!

VIPA Quality department extended

Jürgen Jauernig has joined the VIPA Quality Department on 01.05.2012. After having worked for many years in our production department, Jürgen now moved to one of our most important departments: Quality. We bid him welcome and wish him good luck and success in the new job.



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Would you like to give us any feedback, advice, suggestions or topics of interest for the newsletter?

Then please send your email to: katja.muenster@vipa.de

Your VIPA Export Team

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