



EXPORT NEWSLETTER 2013

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Ladies and Gentlemen,

Intercultural communication is described as social interaction between members of different cultures. This relates to countries, organizations and individuals.

The special aspect in communication between cultures is the different meaning of non-verbal and verbal behaviour. This knowledge is most important in international business as misunderstandings could result from the intensity of voice, the facial expression as well as the level of respect and politeness.

At VIP A more than 60 cultures talk to each other and our success of many years mirrors the efficient communication. Thank you very much for all your contributions. Enjoy reading what happened last month.

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VIPA GENERAL

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- Quality management
- The VIP A Export Department has welcomed a new member
- A visitor from Colombia

VIPA INTERNATIONAL

- INT Poland sets up VIP A training facility

VIPA MARKETING

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- New VIP A StarterKits

VIPA PRODUCTS

- Technology Kit 1 PN

DID YOU KNOW...?



WiFi at VIP A Headquarters

Our guests have often expressed a certain wish: Access to the internet via WiFi.

Finally, we established WiFi access for guests.

Ask for your access code at your next arrival at the reception!

Quality management at VIP A Headquarters

VIP A is proud to announce that our quality management system was again successfully audited in June 2013. As a result, our certificate was prolonged until 2016. DIN EN ISO 9001 is an internationally acknowledged



standard of processes and proves efficient work structures as well as communication. We recommend using this certificate in your local marketing.

We filed the certificate for download in our extranet.

[Download the certificate from the extranet - for registered users only](#)



The VIPA Export Department has welcomed a new member

To further improve our service for our customers and partners, we are pleased to inform you about a new colleague.

Mayte López-Carreño has been working in the inside sales of the export department for almost a month now. Prior to this, she had worked in the domestic sales department since May 2012, so she is already familiar with the working procedure and processes.

Her native language is Spanish, so now she is, amongst others, responsible for the Spanish speaking countries.

We warmly welcome Mayte to our team!

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A visitor from Colombia

Mr. Gerardo Manrique, a self-employed engineer, who works closely with our distributor in Colombia, Cimatec, has visited VIPA HQ.

He informed himself about the new products and technical innovations. Above all, he was fascinated by the new SLIO CPU concept with the 24 different combination possibilities.

We enjoyed the stay of Mr. Manrique very much and look forward to growing business together in Colombia.

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VIPA INTERNATIONAL

INT sets up VIPA training facility

Finally the training center of one of our partners in Poland has been opened, recently.

The training room is prepared for technical trainings and courses, especially for programming and testing.

The room is equipped with 10 state-of-the-art working stations to train visitors mainly on VIPA equipment - VIPA 300S PLCs, VIPA StarterKITS-SPEED7, Touch panels and mini-models of industrial HW-applications, such as a mini car-wash, or mini-packing-station. Especially the mini-models make the courses highly realistic. After programming everybody can see and feel how the program would work in real life.

Beside the technical equipment, INT built in a corner-coffee bar. For sure it will be the perfect place to relax and for exchanging experiences in a relaxed atmosphere.

This project of INT was part of a special EU-program to build up education facilities in Eastern Europe to enhance technical education in industry.

We wish INT every success with this new training center!

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VIPA MARKETING

VIPA TV: First video published

VIPA TV published its first video on YouTube!

We created this new tool to support your sales and promotion opportunities.

The video is a means of promotion for our eco PN CPU. The link can easily be spread to your customers. You are still invited to give us feedback. Constructive criticism and proposals for improvement are highly appreciated.

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New VIPA StarterKits

VIPA created new StarterKits as there are:

- Technology Kit 1 PN (PROFINET)
- Technology Kit 1 EC (EtherCAT)
- SLIO StarterKit CPU

You find a general overview of these packages amongst the well known ones like the SLIO and SPEED7 Kits in the new StarterKit Brochure.

[StarterKit Brochure - access for registered users only](#)



Technology Kit 1 PN

VIPA released a new StarterKit.

It contains the 315-4PN33, SLIO IM 053PN and several I/Os. A cable, rail and USB stick are also included in the carrying case.

Further information can be found in the brochure mentioned above.

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News to SLIO CPU

As many of you already know from the webinars held by Mr. Soares and Mr. Heynickx, we are working hard at the development of the SLIO CPU and its release. We want to thank you for the positive feedback we received from you up to now. We are convinced that we will continue our success story with this particular CPU.

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...that 70 % of service and maintenance cost can be reduced by intelligent remote control?

The free Talk2M service portal in combination with VIPA teleservice modules offers an efficient solution. Ask for more details!



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.