

## Endress+Hauser – a success story

On 1 February 1953, Swiss engineer Georg H Endress and German banker Ludwig Hauser founded the 'L. Hauser KG', based in Lörrach, Germany. A few years later the company was renamed 'Endress+Hauser GmbH'.

The family-owned company started by selling an innovative electronic level sensor imported from England. An appropriate description for a business of this nature would today be a 'garage enterprise', although the first company location was a converted bedroom.

The level sensor soon turned out to be a sales hit, and the founders began to set up their own production premises in Lörrach. The course was set for continuous growth.

Sales were gradually extended over the whole of Germany and eventually also into the neighboring countries. The range of capacitive measuring instruments was enlarged with level sensors which relied on a variety of different measuring principles. Sensors and instruments for pressure, flow, liquid analysis and temperature were added later. Eventually, technical components were also developed, manufactured and sold. Sales and service operations gradually spread over the whole of Western Europe. The first overseas branches opened their gates in early 1970 in Japan and the USA. By that time the company already employed over 700 people.

One reason for the rapid growth was the ability to expand the potential applications continually by using innovative technologies. This was accomplished partly through conducting in-house research and development, and partly by acquiring companies operating in similar industries. Data recording was added to the portfolio with the acquisition of Wetzler, a German company with a long-standing tradition, the field of analysis measurement engineering was added one year later with the inclusion of Conducta in Gerlingen near Stuttgart, Germany. In 1979 the company was reorganized into a holding structure, although its organizational structure is decentralized to this day.

In the 80s of last century, the company initiated a campaign with the aim of managing the 'challenges of micro-electronics' and to move into the technology leadership position. With the emergence of the digital communication and transmission technology, Endress+Hauser became actively involved in various fieldbus activities. The headcount at that time was 4,000 people, sales reached 500 million Swiss francs.

Sales reached the mark of 1 billion Swiss francs only eight years later. In 1995, Dr Georg H Endress, born in 1924, had handed the management of the Group to his second oldest son Klaus Endress. The business portfolio was further enlarged; production and sales centers opened in India, Central America and in the Middle East.

In the course of the last ten years, the Swiss group of companies has steadily evolved from a sensor maker for process automation into a global supplier of complete automation solutions. Today,

Endress+Hauser offers a broad range of services and the most extensive range of industrial sensors on the market. Since the early pioneering days, the status of Endress+Hauser as a family-owned business has remained unchanged: independence and autonomy of the enterprise are laid down in a charter, to be upheld also in future.

As of 1 January 2014 Klaus Endress moved to the Group's Supervisory Board, replacing President Klaus Riemenschneider who retired after 43 years of work for Endress+Hauser.

New CEO of the Group is Matthias Altendorf, former Managing Director of the Center of Competence for level and pressure measurement engineering in Maulburg, Germany. He is only the third CEO in the company's history starting in 1953 – and the first one not coming from the Endress shareholder family.

At present, Endress+Hauser employs 12,000 people in production and sales worldwide.