



Welcome to the NEWSLETTER Issue 01-2011

Tuesday, 29. March 2011

**Ladies and Gentlemen,**

In this Newsletter, you will learn all about our new products and services, but also about what's new in our company. We have decided to change a few things, in order to be able to provide you in the future with enhanced consultancy and support. You can read here what we have specifically changed and where this journey will lead us!

**NEWS**

Especially focussed:

**We set the course for the future, thereby consequently concentrating on offering industry-specific solutions. 2011 Hannover Trade Fair for the first time without Schmersal!**

Our new sophisticated corporate strategy also influences our contact with the market: our entire marketing and communication concept abides by this strategy and is about to change. [▲ more](#)

From now on, SPS/ IPC/ DRIVES will be our leading technological trade fair and dictate the innovation rhythm. Every year, we will exhibit at approximately 50 industry-related and specialised trade shows, where we can have way more intensive discussions with you and our customers, as we could at the rather generalist-oriented Hannover Trade Fair. And we are not the only company following this trend of strengthened specialisation.

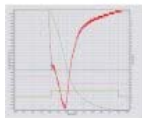
Especially application-oriented:

**New industry portal for the wood-working industry**

Three target industries of the Schmersal Group already have their own industry portal, where brand-independent professional information is published as well: the **food-processing industry**, the **packaging industry**, and the **elevators and escalators industry**.

Now, a fourth one is online: the **Wood-working** portal informs the manufacturers of wood-working machinery about products and solutions, which Schmersal has especially developed for their needs and requirements. Furthermore, a "news ticker" displays the latest news of the industry. [▲ more](#)

Especially accurate:

**Stop time measurement: a Safety Consulting service**

The certified Safety Consultants of the Schmersal Group are actively providing our customers with comprehensive consultancy and support on machine safety issues in 20 countries all over the world. If desired, they also undertake the entire CE Conformity Assessment procedure. The service offer of the Safety Consultants also includes the stop time measurement of safety guards installed on new and existing plants - a service, which is frequently requested both by the mechanical engineers and the machine users. [▲ more](#)

**Schedule**

- ▲ 29.03. - 01.04. Amper, Brunn (Czech Republic)
- ▲ 06.04. - 07.04. SOLIDS 2011, Antwerp (Belgium)
- ▲ 13.04. - 14.04. Livsmedelsproduktion & processteknik 2011, Malmö (Sweden)
- ▲ 20.04. - 21.04. Mocon, Den Bosch (The Netherland)
- ▲ 10.05. - 12.05. Cebeo Technologie, Brussels (Belgium)
- ▲ 24.05. - 26.05. SPS/IPC/DRIVES, Parma 2011 (Italy)
- ▲ 30.05. - 03.06. Ligna, Hannover (Germany)
- ▲ 16.06. - 17.06. swissT.fair, fair for automation & electronics, Zürich (Switzerland)
- ▲ 19.09. - 24.09. EMO, Hannover (Germany)

Schmersal tec.nicum:



We are pleased to inform you about customer seminars from Schmersal tec.nicum. Being one of the core competences of the Schmersal Group, themes regarding the functional safety of machinery and machine control including related themes will be the highlight of the 2011 tec.nicum programme. ▲ [2011 Workshops and seminars](#)



## Technical articles

### Safety sensor technology on new grounds



The Schmersal Group is currently launching two new series of safety sensors on the market. One series is intended for hygienic applications in the food-processing industry, the other one uses a new operating principle. In this way, Schmersal extends the portfolio of this family once more, thus providing the design engineer and machine constructor with additional reasons to replace outdated electromechanical safety switchgear with non-contact safety sensor. ▲ [more](#)



## Standards/Directives

### Now available!



We have summarised the major novelties regarding the functional machine safety in a book called BEST OF... This book is subdivided in the following chapters:

- Current legislative bases of machinery safety in Europe and elsewhere
- New requirements placed on safety-related parts of control systems (replacement of EN 954-1 and successor standard EN ISO 13849-1:2006/2008)
- Other topical and new scopes and problems with regard to machinery safety
- Technological developments in the field of safety components

This book is available free of charges. To get your book, simply return the duly completed request form by e-mail or by fax.

▲ [Order form](#)

## Imprint

### Publisher



K. A. Schmersal Holding GmbH & Co. KG

Mödinghofe 30  
42279 Wuppertal  
Germany

Phone: +49 (0)202 6474-0  
Fax: +49 (0)202 6474-100

General Manager Dipl.-Ing. Heinz Schmersal

Commercial register of the local court (Amtsgericht): HRA 12849  
VAT identification number: DE 121025203

Editorial staff: Gerald Scheffels, Uwe Franke

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