

Media release 28 November 2011

---

## Manufacturing Excellence Award for Endress+Hauser Conducta

### A second win for the specialists in liquid analysis

**Endress+Hauser Conducta is the overall winner of the nationwide Manufacturing Excellence Award (MX Award) in Germany. In addition, the liquid analysis specialist based in Gerlingen, was the winner of the information technology category. The award ceremony took place on 25 November 2011 in Berlin.**

The primary objective of this corporate awards program is to create a communication forum for experts from the fields of science and practical application and to promote business relations across different industries at an international level. There are four stages involved in the program. Companies must assess their strengths and use these to spark innovation. If they succeed in setting standards in this way, they must then communicate these best practices. This cycle is intended to sustainably strengthen both the economy and the position of Europe as a business location.

The MX Germany Awards have been presented since 2004, and follow closely the successful structure established for the awards in the UK. An independent jury with members from the fields of science and practical application selects the winners of the individual categories as well as the overall winner from a large number of contenders.

#### **Exemplary solutions for practical application**

Contenders for the MX Award are subjected to a two-stage process of self-assessment before being assessed by the judges. Prizes are awarded for customer focus, product innovation, process innovation and innovation technology as well as for the best small- or medium-sized business. Following on from success in the product innovation category in 2010, this year Endress+Hauser Conducta was declared the overall winner. The jury spoke of a “further rise in the level of performance compared to the previous year”. In their rationale they stated: “The company performed extremely well across all categories.”

Customer and market focus are core values at Endress+Hauser and have enabled a high level of innovation in the area of products and processes. The judges praised the initiative shown by the employees and the wide range of training and advance training options on offer. The company makes the most of its flexible, medium-sized structures and the synergies of a large company group. Its growth in recent years is proof that it is on the right path.

## Media release 28 November 2011

---

### **IT processes underpin success in business**

Not only were Endress+Hauser Conducta the overall winner, they also came first in the information technology category. The company demonstrates sound communication across all divisions and is fully exploiting the potential of computer-based IT and communication technology. This ensures that all company processes along the value creation chain are supported. “The company’s IT strategy is based on its corporate strategy and has helped considerably in managing the enormous complexity involved,” writes the jury. “The target-oriented and application-driven IT landscape is very extensive and set up in such a way that company processes are supported and simplified.” Endress+Hauser has succeeded very well in using IT to contribute to the success of the business.



### **Photo ‘mx\_award.jpg’**

Double honor: Speaker Alfred Geißler (Technical Director Deckel Maho Gildemeister; on the left), with the management of Endress+Hauser Conducta – Claude Genswein (Controlling), Alexander Bruggner (Realization), Dr Manfred Jagiella (CEO), Dr Detlev Wittmer (Intellectual Properties), and Stephan-Christian Köhler (Human Resources). On the right Stefan Weigel, deputy editor-in-chief of Financial Times Germany.

# Media release 28 November 2011

---

## Endress+Hauser Conducta GmbH+Co KG, Gerlingen, Germany

Endress+Hauser Conducta is among the world's leading suppliers in the field of liquid analysis. Established in 1970, the company joined the Endress+Hauser Group in 1977. Intelligent solutions help customers in the environmental and process industry to operate their plants and facilities safely, reliably, economically and ecologically compatible. Modern production methods guarantee ultimate quality. Numerous international product and business awards and prizes – like the Manufacturing Excellence Award 2010, TOPJOB 2011 and Best Marketing Company Award 2011 – are proof of the company's innovative powers. Endress+Hauser Conducta relies on the competence and skills of over 550 employees at their headquarters in Gerlingen near Stuttgart, Germany, and at their sites in Waldheim and Groß-Umstadt, Germany, Anaheim, California, and Suzhou, China.

## The Endress+Hauser Group

Endress+Hauser is a global leader in measurement instrumentation, services and solutions for industrial process engineering. In 2010, the Group generated with over 8,500 employees worldwide net sales of around 1.3 billion euros.

### Structure

Company-owned sales centers and a network of partners guarantee competent worldwide support. Production centers in eleven countries meet customers' needs and requirements quickly and effectively. As a successful family-owned business, Endress+Hauser is set for continued independence and self-reliance in the future.

### Products

Endress+Hauser provides sensors, instruments, systems and services for level, flow, pressure and temperature measurement as well as liquid analysis and data acquisition. The company supports customers with solutions and services in automation engineering, logistics and information technology. Our products set standards in quality and technology.

### Industries

Customers are primarily from the chemical/petrochemical, food & beverage, water/wastewater, life science, oil & gas, power & energy, renewable energies, primaries & metal, pulp & paper and shipbuilding industries. Endress+Hauser supports its customers to optimize their process engineering procedures while taking into consideration reliability, safety, economic efficiency and environmental protection.

### History

Founded in 1953 by Georg H Endress (1924 – 2008) and Ludwig Hauser (1895 – 1975), Endress+Hauser has been solely owned by the Endress family since 1975. The company group, headed by Klaus Endress since 1995, has developed from being a specialist in level measurement to a provider of complete solutions for industrial measuring technology and automation, with constant expansion into new territories and markets.

For further information, please visit [www.press.endress.com](http://www.press.endress.com) or [www.endress.com](http://www.endress.com)

### Contact

Stephan-C. Köhler  
Head of Human Resources, Company Communication  
and Facility Management  
Endress+Hauser Conducta GmbH & Co. KG  
Dieselstraße 24  
D-70839 Gerlingen  
Germany

Email	stephan.koehler@conducta.endress.com
Phone	+49/7156/209-237
Fax	+49/7156/209-265

### Specimen copy requested