



Saia® Brief portrait

Saia® – the specialist in controls

Saia stands for the development, production and sale of electronic components and systems for industrial quality control engineering.

Since 1950, electronic time switches have been supplied in large quantities to a wide spectrum of customers.

In 1978 the first Saia® programmable logic controllers (PLCs) came into use. The control panel product range (HMI) has been in existence since the beginning of the 90s. Saia®PCD is an internationally registered brand for control and regulation products.

Saia®'s innovative strength is demonstrated by that fact that, in the 70s, it was one of the first PLCs on the market while now, at the beginning of the 3rd millennium, it is at the forefront of web/IT technology for industrial controllers.

Saia® – a European company

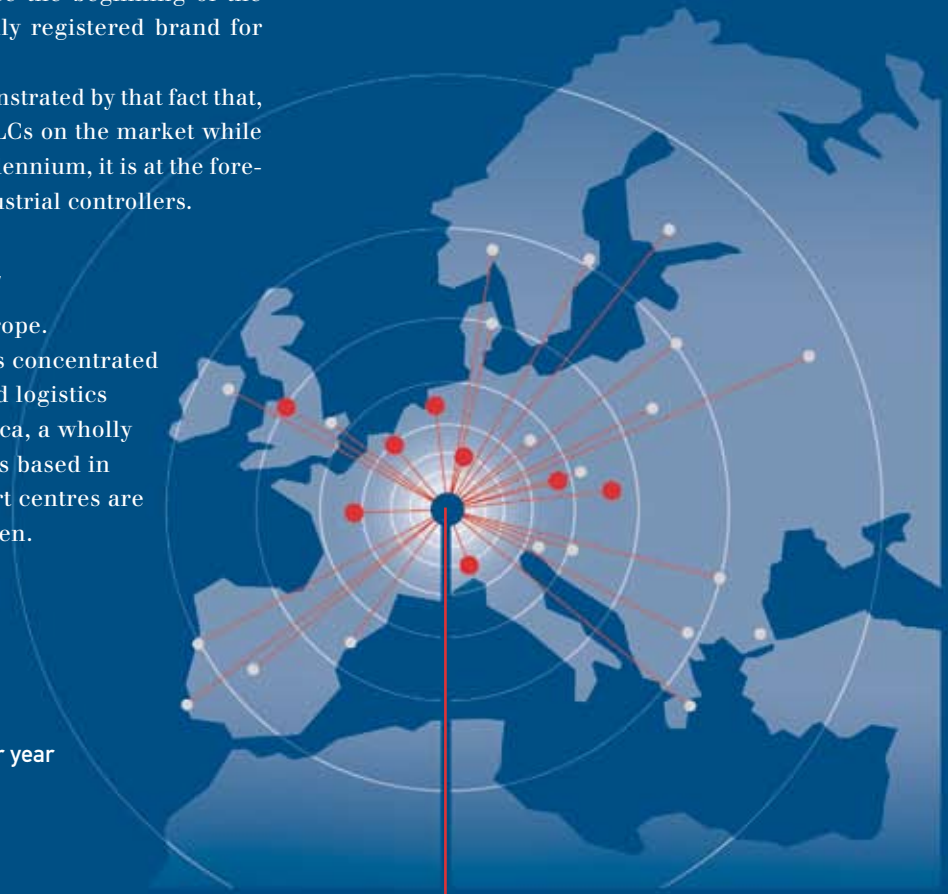
The centre lies at the heart of Europe. All development and production is concentrated there. Sales, customer support and logistics are local on-site. For North America, a wholly owned customer support service is based in Chicago. In Asia, sales and support centres are located in Hong Kong and Shenzhen.

Murten HQ (Switzerland)

- > CHF 80 million annual sales
- > 300 employees
- > 1.5 million electrical I/O points per year
- > 30 000 CPUs per year
- > 600 000 small devices per year

Saia® – reliability as corporate culture

25 successful years as a PLC manufacturer have left their mark. Our customer relations are correspondingly planned for the long term and based on continuity and trust. To safeguard the latter, we favour healthy, organic company development rather than spectacular growth spurts arising from, for example, business acquisitions.



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 Control Systems and Components



Development

Approximately 40 people work here, including 30 engineers. These resources are evenly distributed among hardware, firmware and software design. The development budget is around 10 % of annual sales.



Subassembly production

On 2 SMD lines, 400 feeder places are available. Effective assembly capacity is 50 000 components per hour. All modern means of testing are provided, such as ICT, AOI and boundary scan.



Assembly

Three differently focussed assembly areas have been set up.

- For small devices in large volumes
- For PLC systems
- For HMI devices

Assembly concludes with a thorough, 100% function test.



Logistics

Key figures:

- 75 000 order items
- 12 000 packages
- 1000 sales items kept in stock
- On-time delivery > 96%
- Less than one week's delivery time for 50% of orders.

European logistics centres:
 Gouda (NL), Paris (F), Dreieich (D), Murten (CH), Milan (I).



Training & Support

Suitable arrangements are located in Brussels, Gouda, Milan, Salzburg, Padua, Paris, Modena, Frankfurt, Murten, Winterthur, Chicago, Hong Kong and Shenzhen. In total, around 30 support engineers and 30 sales engineers are available to our customers.

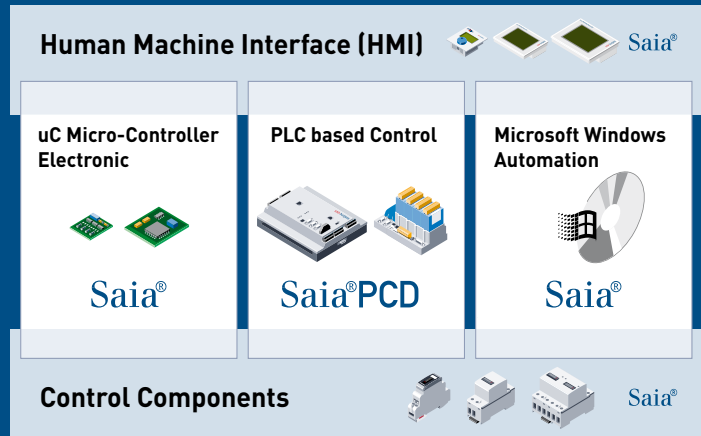
Saia® – the ideal combination of devices and technology for all relevant applications

As a specialist in control engineering, we concentrate our resources on offering our customers all the technologies, product types and architectures they need to engineer the control and adjustment of electrical automation.

Standard and custom – Smart Controls

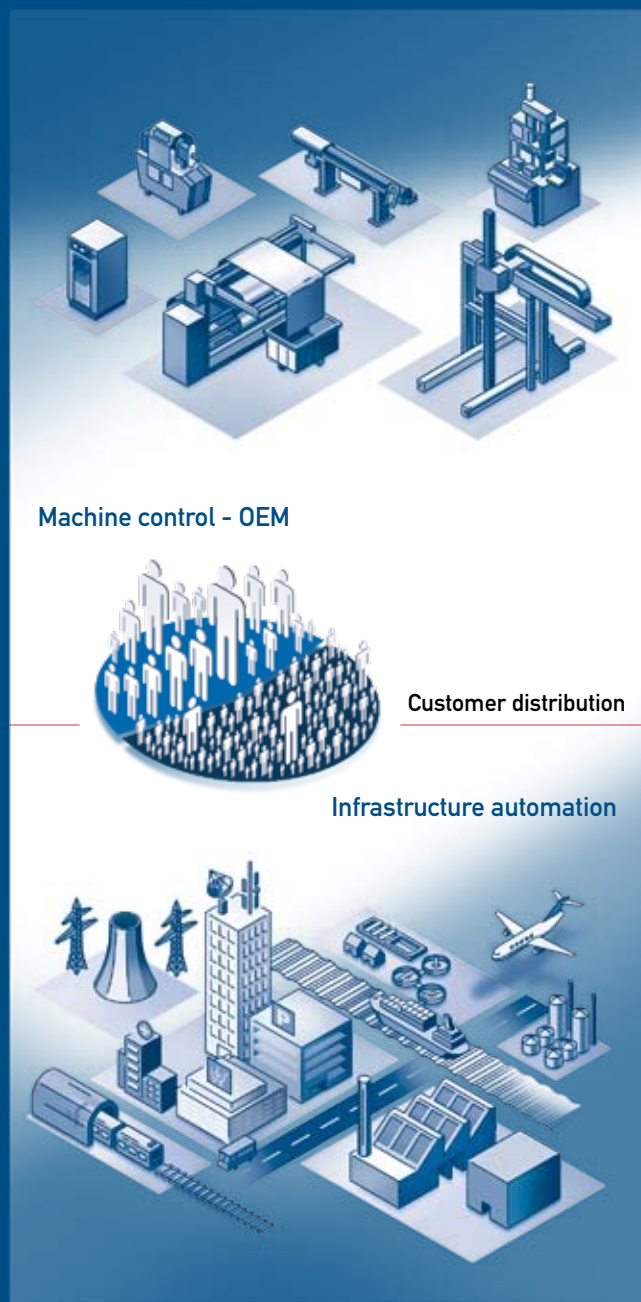
Our special strength is the added ability to develop and supply custom products that are based on a wide, attractive range of standard Saia® products and Saia® technology platforms.

Our business model is characterized by high internal added value and minimal external dependency. It is not our intention to establish any of our own proprietary standards in the market: instead we concentrate on integrating general technical standards well, extending them



and combining them with one another.

Overview of markets and customers



Machine control - OEM



Customer distribution

Infrastructure automation

Machine controllers

You will find Saia®PCD controllers in stoneworking machines, textile machines, printing machines, air conditioning equipment, assembly robots, metalworking, etc.

For machine controllers, our focus is not on the industry but on the customer. A target customer is anyone who makes series machines and appreciates economical, innovative control technology that offers plenty of room for in-house added value and product differentiation. Customers tend to be large or medium-sized manufacturers of machines/apparatus.

Our value contribution to machine automation may be as small as just one controller CPU with communications ports, or as large as an entire system comprising the human-machine interface, controller CPU, central I/Os with remotely mounted interface modules and PC software. For series customers, we are also happy to make any adjustment/extension to our standard products. As a complete supplier for control electronics, we also supply our Saia®PCD customers with special microelectronic solutions and even power electronics.

Infrastructure automation

Infrastructure automation includes the automation of properties used commercially, with all the necessary technical plant. It ensures the wellbeing of people and smooth operation of installed systems and machines.

Project business: Infrastructure automation involves one-off projects. The simplest of these may use just one central controller with a few single room controllers. However, Saia®PCD systems can also be implemented with several thousand devices to handle control and adjustment; for example in tunnel automation (e.g. Lötschberg), district heating systems for entire towns (e.g. Bucharest), or telecommunications networks for whole countries (e.g. Deutsche Telekom). Responsibility for implementing the project lies with Saia®PCD system integrators. These are a group of over 500 engineering companies worldwide who provide a high level of problem-solving expertise close to the customer. Eighty percent of our sales in infrastructure automation are achieved with system integrators that have 3-30 employees.

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