

C Q NEWS

MARCH 2009

Newsletter of the HAHN CQ^{LINE}

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THE STORY: FROM GERMANY TO THE WORLD! WHO WE ARE & WHERE WE ARE HEADED

Almost two years ago, the decision within Kendrion was made to extend our focus on existing door-retaining magnets to all of Europe and the world.

With Highspeed & Innovation to the market!

Prior to this, our main activities were in Germany, where the Kendrion Brand „Hahn“ has a market share of more than 60%.

To realize the objective of global success, our structure and management of this range was changed to that of a centrally managed organization under personalized responsibility. The new CQ^{LINE} was adapted to different existing country requirements. Different product lines for different demands! Different approvals for different markets. **Forty years of leadership with the existing range of**

products and services - now CQSAFE - has created a solid foundation to start a new development. European trade shows on fire & safety revealed the demand of important product features and necessary changes.

The internal challenge was not to copy competitor products and follow. Much more, the focus was on creating new market standards! Especially concerning customer satisfaction and installation requirements. The result: A variety of product lines to choose from. Cost-effective products at highest quality and top design - to generate added value and USP's for wholesalers and retail.

The European Standard EN 1155 (CPD), which magnets must be approved to, makes it easier for customers to compare.

Nevertheless, sometimes it is necessary to think differently and break out of existing traditions. Ask yourself, do you know, what your customer really needs? Or would they have chosen something else, even at a higher cost, given the possibility?

Why have things as they always are....?

Be the first, bring innovation to the market. Join the CQNET!

Datasheet CQ^{LINE} now available in different languages!

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NEXT NEWSLETTER

- History Brand „Hahn-Magnet“
- Production Line Door retainers
- A Partner Story from our CQ^{NET}
- Installing Feature CQ^{SAFE}
- Winner of the Quiz „Look behind the doors“

A STAR IS BORN: HAHN CQ^{STAR}

As a result of our market research, we have developed a world innovation in terms of design and technical features. **HAHN CQSTAR is a world novelty, and describes our new premium line!** It allows to choose between 14 colors and surfaces! An integrated, selectable LED completes the design. Apart from the standard application as a



door retainer in fire alarm systems, these models can also be used to keep doors open in heavy-frequented public areas. After the promotional start in the Netherlands 3 months ago, we already have orders for a hospital and a cinema, together 85 pcs. **Honeywell (Novar) in Germany and Hekatron started with the promotion at the "SECURITY 2008" and the "Bau 2009" trade shows!**



SEGMENTATION

In the course of our market research, we realized that our existing VdS-approved product range for Germany would not be successful in most other European countries.

Each country has their own niche with a certain sales potential. Particularly for special requirements such as products subject to ATEX approval, Lloyd approval, unique mounting styles, and protection class or force, yet not for large volumes.

At high volumes, the markets are very price

sensitive. Price alone is not everything, but still remains a major factor on the decision of using a product or not. Function and approval must be given, but for commodity parts, the knowledge background is minor. They are mostly sold as "bought out parts" for self-produced products, and thus not of much interest. On the opposite side, we hear architects, door manufacturers, even producers of alarm panels, asking for solutions mountable to doors in public areas. So the

strategy was very simple. Offer what the customer requests.

We are proud to say that we are the only manufacturer offering a solution for each requirement! Take automotive for a comparison. There's a Mercedes, a Ferrari, as well as MINI. It's never only YES or NO!



MARKET ENTRIES

Half a year after having been awarded EN 1155 certification (CPD declaration) and VdS approval for our CQSTANDARD range, we have been successful throughout Europe and other countries. This confirms the way we choose. We have competitive products re-garding prices and the whole "package" we offer. Clear favorite is the **GTR048000A07**, our CQSTANDARD "universal" model. Internationally-active companies appreciate having only one

model that, technically viewed, covers all national requirements. This enables products to have a distinct face. Actually, we delivered the first 200 pcs. to a new partner in India. Turkey started as well. For 2009, 20.000 pcs. of the Universal type have already been sold. First orders from a leading Italian company in the fire-safety area have already been placed. Sales to a new customer in the UK are on the rise, including in the unique 230 Volt AC UK version. Other countries

include Belgium, France, Spain, Portugal, Poland and Turkey followed. We are in communication with other globally-active German Partners to adapt the CQSTANDARD Line in addition to their German CQSAFE range for exporting, so that alternative products can be offered to their national offices.

CQ^{STAR}

- Top Design
- Top Quality
- World Unique
- Innovation

CQ^{SAFE}

- VdS approved
- 40 years experience
- Special versions (ATEX, Lloyd...)
- High quality

CQ^{STANDARD}

- Cost optimized
- European/World

CQ^{LINE} SAVES THE CROWN JEWELS - FROM A PRIVATE TRIP TO LONDON

... not in fact, but the "new" activities in the area of door magnets is also creating an internal interest. The product and the function are better known through marketing activities, and it has already become a game to peek behind the "fire doors" in hospitals, hotels, wherever... searching for Kendrion CQ products.

Most of our industrial magnets are integrated in machines, and hidden to

the eye. The CQLINE, however, can be found just about anywhere. This photo shown was sent to us from a company employee. **It shows the door retainer magnet GT70R002, delivered by our Premium Partner DORMA, mounted in the Tower of London.** It keeps a trap door open with 1372 N of force. Not perfectly mounted... and not in a fire-alarm system, yet a real „door holder“.

The one in Tower Bridge by the way, unfortunately is a competitors product....



INSTALLING FEATURES - THINKING DIFFERENTLY

Our "High-Quantity" CQSTANDARD „Universal“ version was developed under the clear focus to being installation-friendly! It is in full competition to the products of other suppliers, so the objective was to be cost-effective, yet add additional features that provide installation advantages. Add to this a handsome design and high-quality material

(Bayblend) instead of cheaper ABS plastic like competitors have. Already UL conform! **This model allows changing the button from the bottom to each side. Mounted opposite, it will be on the top. Each break-out hole can be used as a cable intake with the rubber fitting, allowing you to handle single leads as well as 4 x 1.5 mm²**

cables (a UK standard) without the requirement of glands or drilling holes. Brackets for floor (anti-vandalism style) and wall mounting are available, too. 24 Volt DC, 400 & 200 N, 230 Volt AC versions, as a UK solution, 48 Volt DC NF approval for France. A version suitable for each country requirement.



An installed competitor product, where the cable intake is not protected (no IP protection) and the button cannot be reached or seen. Found on a holiday trip (see article CQLINE saves the Crown Jewels). Are you aware of your customer's requirements and can you provide the solution?



Drucktaster seitlich, Kabeldurchführung mit Tülle an der Unterseite.
(Push-button on the side, cable bushing with spout underside.)



JOIN OUR FAMILY - CQ^{NET}

Developing new markets and finding new customers is an ongoing process. Therefore, we need strong partners. **It is a clear strategy not to go too deep into single markets.** Target customers include manufacturers of fire-safety products (doors, panels, detectors, sounders), large dealers or OEM's. We provide successful products, introduced throughout Europe. When communicated, we grant customer-protection

to ensure your success and prevent competition within the CQNET. Still, commodity products require quantities for cost-effective production. So, the overall success will benefit your own one! Our main focus is actually in Eastern Europe, but if you have an own network in your country, if you have contacts to architects, if you are able to invest in promotion, if you are already selling door retainers, and if you like to

think differently, **then don't hesitate to contact us & join our CQNET!**

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Welcome! New in the CQNET:

KOMTES France

PFC (Pacific Fire Control) India

Notifier Italy

GLT Export (UK)

Matriks Bina Control Turkey

„Look behind the doors“

Send us your photos of OUR installed CQ^{LINE} door retainers and win!

The main prize are 20 pcs. of our CQ^{STANDARD}

„Universal“ model in your national version!

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HOW OFTEN IS THE PRICE THE ONLY REASON FOR A DECISION?

Always? Never? Sometimes? Often? The answer: It depends on the applicational requirement! For a door magnet, you have function, safety, quality and design. What are your demands? Do you have one supplier who can fulfill all requirements?

With the Hahn CQLINE, you have one answer for your specific market and customers!

Function: All magnets on

the market have the same function. Keeping a door open. But there are differences in terms of voltage, force, power consumption... Who is able to offer you all?

Safety: What about VdS, NF, EN1155, ISO? Who is able to offer you all?

Quality: Do you believe cheapest is best? The one with most experience? The one with most reliability? Ask yourself!

Design: A product that is used together with your brand, a product that you are able to find in public buildings. Do you like same old, same old? Who takes different paths? Who creates a leadership?

The price is a summary based on the best value for the buyer. Ultimately, you and your customer define the price!

CQSTANDARD: Where price directly follows function with an innovative design. Not the cheapest against each competitor. But the best, approved, in this segment!

CQSAFE: Where prices follow function, quality and safety. VdS approval and con-firmation twice every year.

CQSTAR: Where top design, innovative function and safety are requested, followed by competitive

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Strategy and responsibility, especially in large companies, require people in the background that coordinate all activities and ensure the ongoing process. People that you can contact and confront with your problems, that have the influence to solve them, swiftly and adequately. People that can 'turn up the heat', when required. Having been with Kendrion since 1992, and active with CQLINE from begin on, the focus of my work is to ensure my fullest cooperation in creating a successful partnership. Please let me know, what I can do for you!

Bernd Dullenkopf

KEY ACCOUNT MANAGER

Global Responsibility CQ^{LINE}

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WE MAGNETISE THE WORLD

EXHIBITION NEWS

At the SECURITY 2008 in Essen, Novar Germany (Honeywell Life Safety) presented our world innovation CQSTAR for the first time with great success, which was a novelty for such a commodity product. GTI Electroproject, our No. 1 partner, followed end of last year in the Netherlands, and has already placed the first orders. Hekatron, the leading company in Germany, had an own booth with CQSTAR at the "Bau 2009" in Munich, which was promoted as „a view in the future“. NAFFCO, the market leader for fire fighting equipment in the Middle East, presented our

complete product range at the Intersec in Dubai. At the EXPO PROTECTION, our magnets were shown by KOMTES France and on the Sicurezza in Milan, GE Security presented our CQSTANDARD product range with their equipment.

Fairs and trade shows that have been visited for market research and new contacts:

- IFSEC, Birmingham
- Fire Ex South, Esher
- Securex, Poznan
- MIPS, Moskau
- Intersec, Dubai
- Security ,Essen

Interested in a personal contact?

We will visit the IFSEC 2009 in Birmingham from 11th -14th May. Feel free to ask for an appointment.

