

# Press release

## **Lenze celebrates 50 years of automation innovation in the UK**

**Kick-starting a year of celebrations, Lenze marks the golden anniversary of its UK operations.**

2019 marks a special milestone for Lenze: the global specialist in Motion Centric Automation is celebrating the 50th anniversary of the launch of its business operations on British soil.

Founded as Simplatroll Ltd in 1969 and based in Bedford, the business quickly established itself as a leading drives and power transmission specialist. At this time, inverters were a new technology and designers that required variable speed mostly used DC drives or mechanical variators. Demonstrating a flair for innovation even in its infancy, the business offered market leading solutions to its growing customer base, along with a portfolio of supporting products such as clutches, brakes and couplings.

Over the five decades that followed, the UK operation adopted the Lenze brand from its parent company and flourished. An emphasis on recruiting and developing talented young engineers contributed to this growth and established

Lenze as a pioneer of automation and control technology. Today Lenze helps customers to solve complex operational issues, enhancing their performance with an extensive solutions-based offering. It is one of only a few providers that work with customers through the entire development process of a machine, from initial ideas to after sales, from the control system through to the drive shaft.

“We are proud to be celebrating our 50th anniversary in the UK and all we have achieved,” says Eric van den Broek, business lead for Lenze Region West.

“Technology has developed rapidly in the time since our inception and our business has evolved as a result. Today we are focussed on pioneering advanced motion control solutions for customers, making it easy for them to reap the rewards from Industry 4.0 initiatives while providing the same flexible and reliable service we are known for. We’ll be celebrating this exciting milestone with several special events and activities throughout the year.”

Maintaining its UK base in Bedford, Lenze now boasts sales of approximately £20M in the UK, employing 45 people, over half of whom are skilled engineers.

Learn more about Lenze’s leading automation solutions at [www.lenze.com](http://www.lenze.com).



### **About Lenze**

Established 50 years ago in Bedford, Lenze Ltd now has 45 employees and achieves sales of about £20M in power transmission equipment from the Lenze factories and other quality suppliers. Services to UK customers include application engineering, software writing, training, commissioning and service

The Lenze Group is controlled via its holding company, Lenze SE, whose headquarters are in Aerzen, near Hamelin in Lower Saxony, Germany. Lenze is a globally active specialist in Motion Centric Automation, offering a comprehensive portfolio of products and services: everything from controllers and visualisation to electric drives and electromechanical applications, plus engineering services and tools, and it all comes from one source. Lenze's experts work together with the customer, designing integrated drive and automation solutions that simplify the realisation, production and servicing of machines. Lenze is one of the few suppliers in the market who support the machine builder in all phases of the machine-building process.

Employing around 3,500 people worldwide, Lenze is represented in 60 countries by its own sales companies, development sites and production plants, backed by a network of service partners. The main headquarters are in Germany, with a large research and development division, two production sites and a logistics centre that supplies customers in north-eastern Europe. The customers are supported by an international network of sales and application engineers.

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