

As easy as that.

Lenze

1 2 3 4 5

**“Make things as easy as possible –
but no easier.”**

(Freely adapted from A. Einstein)

Lenze
makes
many
things
easy.

These rapidly changing times present all of us with new and varied challenges. To succeed in the future, we will need to handle more extensive tasks in even shorter time frames. So it is good to know you have a partner at your side that can make many of these tasks easier. This is our top priority, and YOU are the focus of our attention.

We are motivated and committed to working with you to create the best possible solution that sets your ideas in motion – regardless of whether you are looking to optimize an existing machine or develop a new one. To learn about our wide range of skills, take a look at the next few pages and discover everything you need to know about one of the leading drive and automation specialists in the field of machine engineering.

We strive to make things easy and seek perfection therein. This is ingrained in our thinking, in our service, and in every detail of our products. Take

5 steps

with us and create the freedom and space for what really counts – your ideas.

It's as easy as that!

Regards,



Christian Wendler Chairman

1 2 3 4 5

Developing ideas

Always
one
idea
ahead.

Are you looking to build the best machine possible? Do you already have some initial ideas? Then let's get these down on paper, starting with small, detailed, yet innovative steps and work our way to a completely new machine. Working together, we will develop an intelligent and sustainable concept that is perfectly aligned with your specific requirements. So, exactly how do we do this? That is easy: by fully utilizing each of the

3000 employees

working at our global sales and service locations, development sites, logistics centers, and production facilities. We are always thinking one step ahead and can already provide you with innovative concepts today for the ideas of tomorrow – keeping your projects moving in the right direction.

We gather and extend our knowledge and expertise as part of our daily operations. You will be sure to benefit from the wealth of experience we have accumulated working in multiple and quite varied industrial sectors.

Our passion for innovative ideas has a long tradition too, stretching back more than 60 years to when Hans Lenze founded the company – a company which remains in the Lenze family to this day. The family continues to bear responsibility for the corporate group and will shape everything that we do in the future. All of this creates the foundation to ensure that you will always be one idea ahead by working with us. You can rely on that.



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Drafting concepts

**Straight to
the heart of
innovation.**

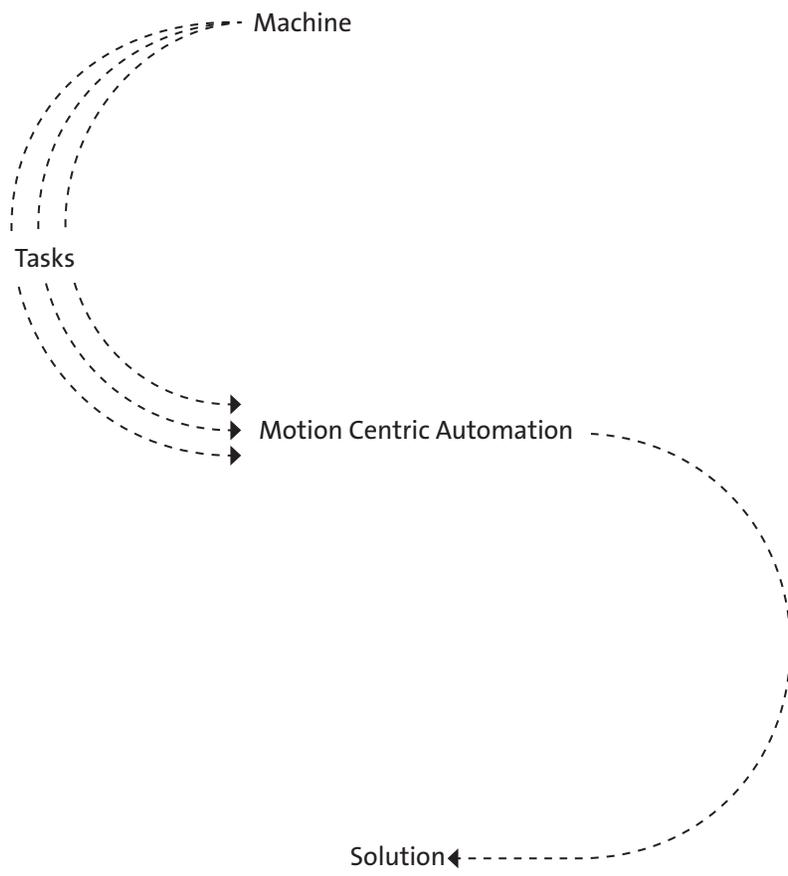
We welcome the challenges of your machine tasks. We will support you with our comprehensive expertise and provide you with valuable concepts that make your machine innovations a reality. We take a holistic view of each motion and control function and develop consistent, end-to-end drive and automation solutions for you – keeping everything as easy as possible and only as extensive as necessary.

This is good news for you, as it makes it much easier for you to make your machine ideas a reality. Indeed, this is precisely how we create the foundations for

your customer-oriented solution.

We are one of the few providers in the market who work with you for the entire development process of your machine – from initial ideas all the way to after-sales, from the control system all the way to the drive shaft. This is what we call Motion Centric Automation.

And you can rely on our sales and engineering experts to get it exactly right here. These experts are highly skilled in exploring your machine concepts and are capable of understanding even the finest of details. Working together, we ensure that your innovations are realized and carried all the way to market maturity. This is what characterizes Lenze as an innovative company. Straight to the heart of innovation: this is what engineering freedom feels like.



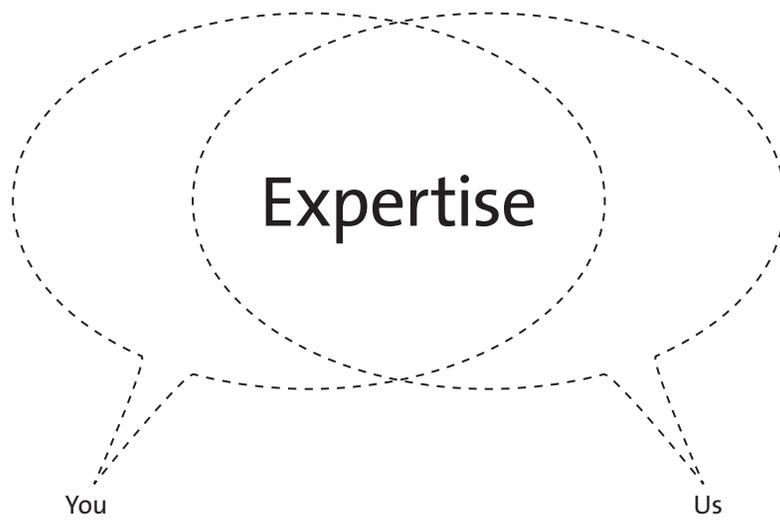
Together
we develop
solutions.

Our easy formula

for satisfied customers is to establish an active partnership with fast decision making processes and an individually tailored proposal. It is as easy as that. We have been applying this principle for many years to meet the ever more specialized customer requirements in the field of machine engineering.

With consistent and thorough consultations and innovative software, our experts are on hand to help you select the right products, design specific drive solutions, plan their implementation and successfully complete the commissioning process. The results for you? Lean and profitable processes throughout your value-added chain.

As your partner, we put all of our knowledge at your fingertips. We can make great things happen working together to develop your tailor-made solution. It is simple. When working with us, expect the best.



1 2 3 4 5 Manufacturing machines

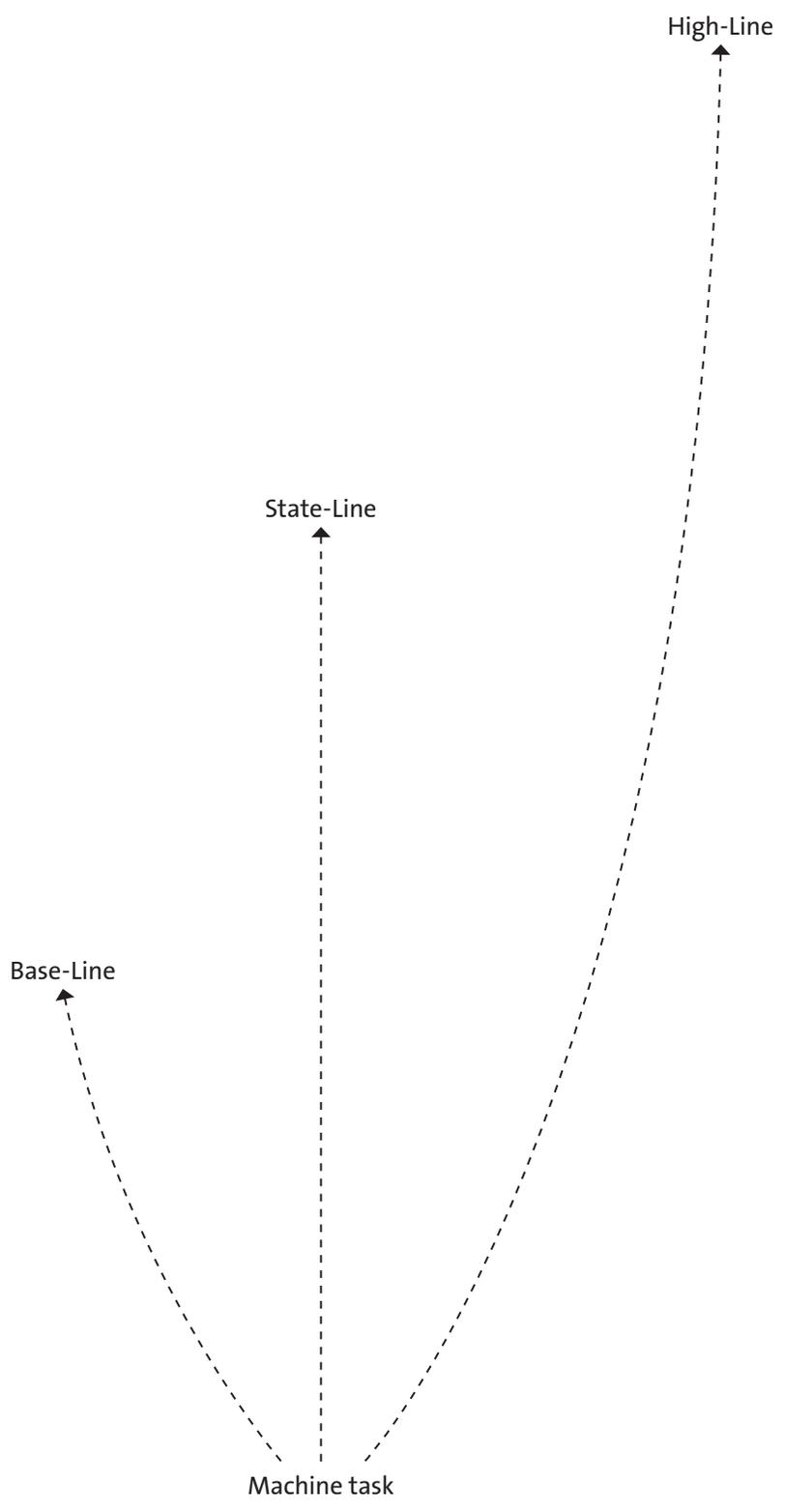
**We produce
satisfaction.**

Functional diversity in perfect harmony: as one of the few full range providers in the market, we can provide you with precisely those products that you actually need for any machine task – no more and no less. Our L-force product portfolio, a consistent platform for implementing drive and automation tasks, is invaluable in this regard. The key point here: this portfolio makes it much easier for you to select the right visualization, control system, inverters, motors, gearboxes, and drive elements. Based on your requirements, you can also choose from

three lines.

Base-Line is the ideal solution for basic tasks, State-Line is perfectly suited to more comprehensive duties and High-Line is the ideal solution for complex and demanding machine tasks. We also ensure easy handling, robust quality, a long service life, and reliable technologies in tune with the latest developments for all of our products.

Five logistics centers guarantee global availability and fast deliveries – all with the same product quality you have come to expect from Lenze. We are only satisfied when we exceed your expectations. So continue to focus your attention on your own core expertise – and let us take care of everything else.



1 2 3 4 5 Ensuring productivity

Peak
performance
in operation.

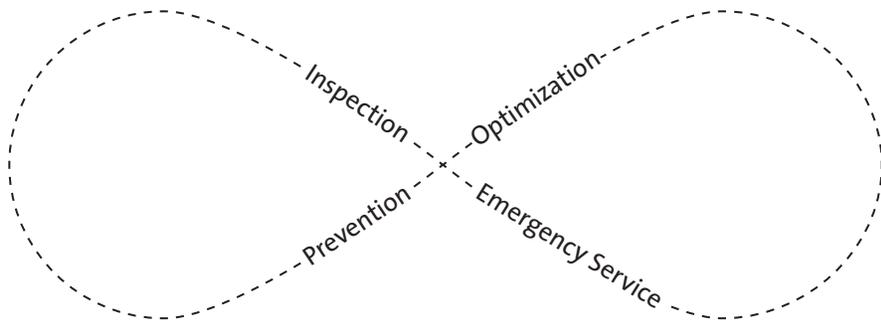
Productivity, reliability, and new peak performance on a daily basis – these are our key success factors for your machine. After delivery, we offer you proactive service concepts to ensure

continued

safe operation. The primary focus here is on technical support, based on the excellent application expertise of our highly-skilled, knowledgeable after-sales team.

This includes inspection, prevention, optimization and our emergency service. Our service modules are specifically geared towards guaranteeing the reliability of your machine and increasing your performance. And should something unforeseen ever occur, we guarantee to get your machine back up and running again quickly and smoothly.

Our mission is to always be available wherever you need us. And we are always happy to provide you with the best possible service in whatever way we can to support you in implementing your project. We look forward to hearing from you. It's as easy as that!



We are excited to help get your ideas moving forward! Learn more about our approach, our way of thinking, our vision, and how we can make things much easier for you in the future. Please feel free to contact us directly or visit us at:

**www.
Lenze.
com**

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