

As easy as that.



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 confront you with new and varied challenges. In future, you will need to successfully handle more extensive tasks in ever shorter time frames. So it is good to know that you have a partner at your side who can make many of these tasks easy. This is our top priority and the focus of our action is: you!

With our motivated and committed approach, we work together with you to create the best possible solution and set your ideas in motion – regardless of whether you are looking to optimise an existing machine or develop a new one. Over the following pages, you can learn about our wide range of skills and discover everything you need to know about one of the leading drive and automation specialists in the field of machine engineering.

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

# 5 steps

with us and thereby create freedom and space for what really counts: your ideas.

It's as easy as that!

Regards,



Christian Wendler  
Chairman

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Developing ideas

Always  
one  
idea  
ahead.

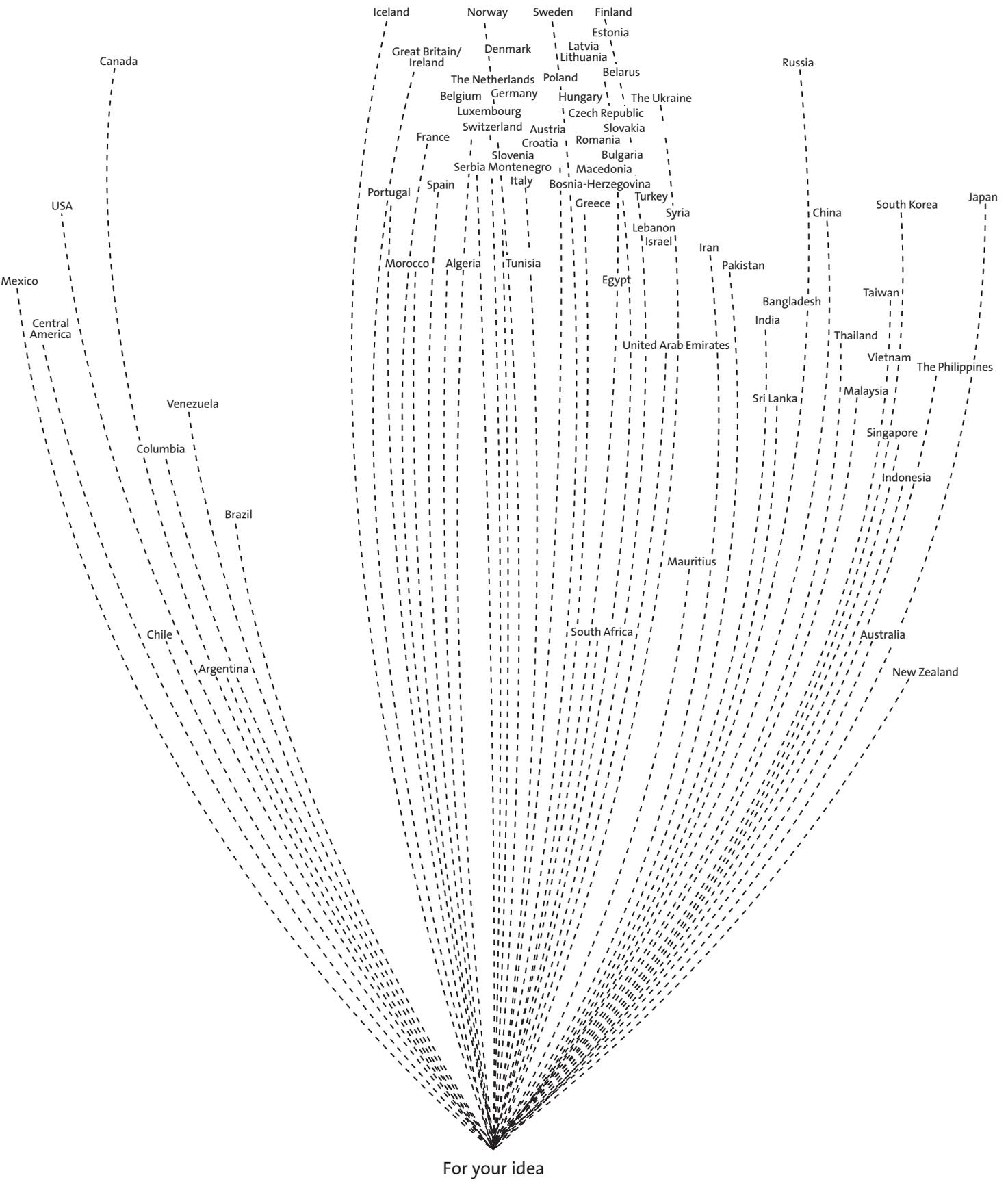
You want to build the best machine possible and already have initial ideas? Then get these down on paper together with us, starting with small, yet detailed innovative steps and going all the way to completely new machines. Working together, we will develop an intelligent and sustainable concept that is perfectly aligned with your specific requirements. So, exactly how do we do this? That's easy: with our more than

# 3000 employees

based in our network of sales and service support points, development sites, logistics centres and production plants, strategically located all over the world. 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 various different 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 continue to bear responsibility for the corporate group and will shape everything that we do in future. All of this creates the foundations to ensure 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.**

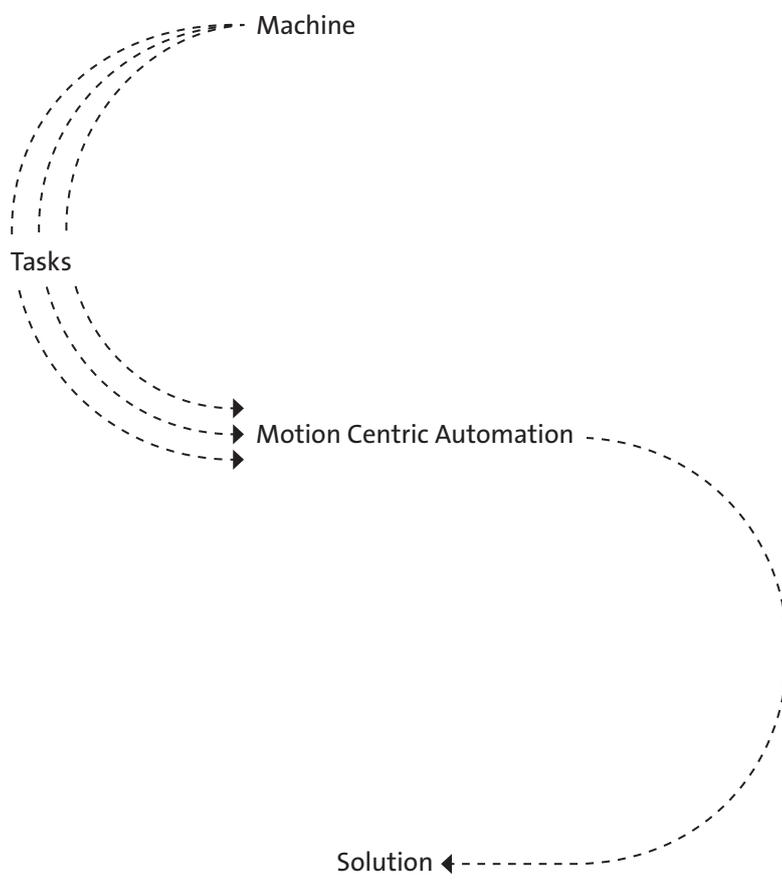
We see welcome challenges in your machine tasks, supporting you with our comprehensive expertise and providing valuable concepts for your innovations. Here, we take a holistic view of the individual motion and control functions and draw up consistent, end-to-end drive and automation solutions for you – keeping everything as easy as possible and as extensive as necessary.

This is good news for you, as it makes it far 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 are alongside 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 reliably taken all the way to market maturity. This is what characterises Lenze as an innovative company. Straight to the heart of innovation: this is what engineering freedom feels like.





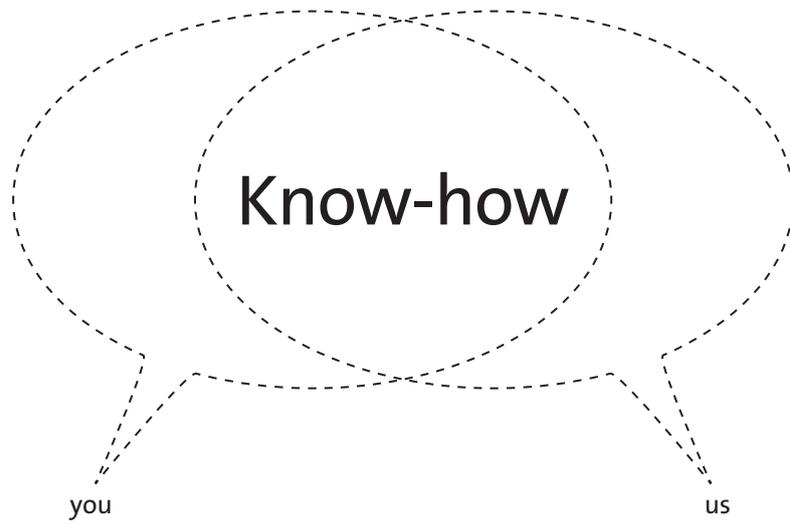
Together  
we develop  
solutions.

# Our easy formula

for satisfied customers is to establish an active partnership with fast decision making processes and an individually matching offer. We have been using this easy principle to meet ever more specific customer requirements in the field of machine engineering for many years.

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 will of course put all our knowledge at your disposition. Working in partnership to develop tailor-made solutions, we can make great things happen. When working with us, simply expect the best.



1 2 3 4 5 Manufacturing machines

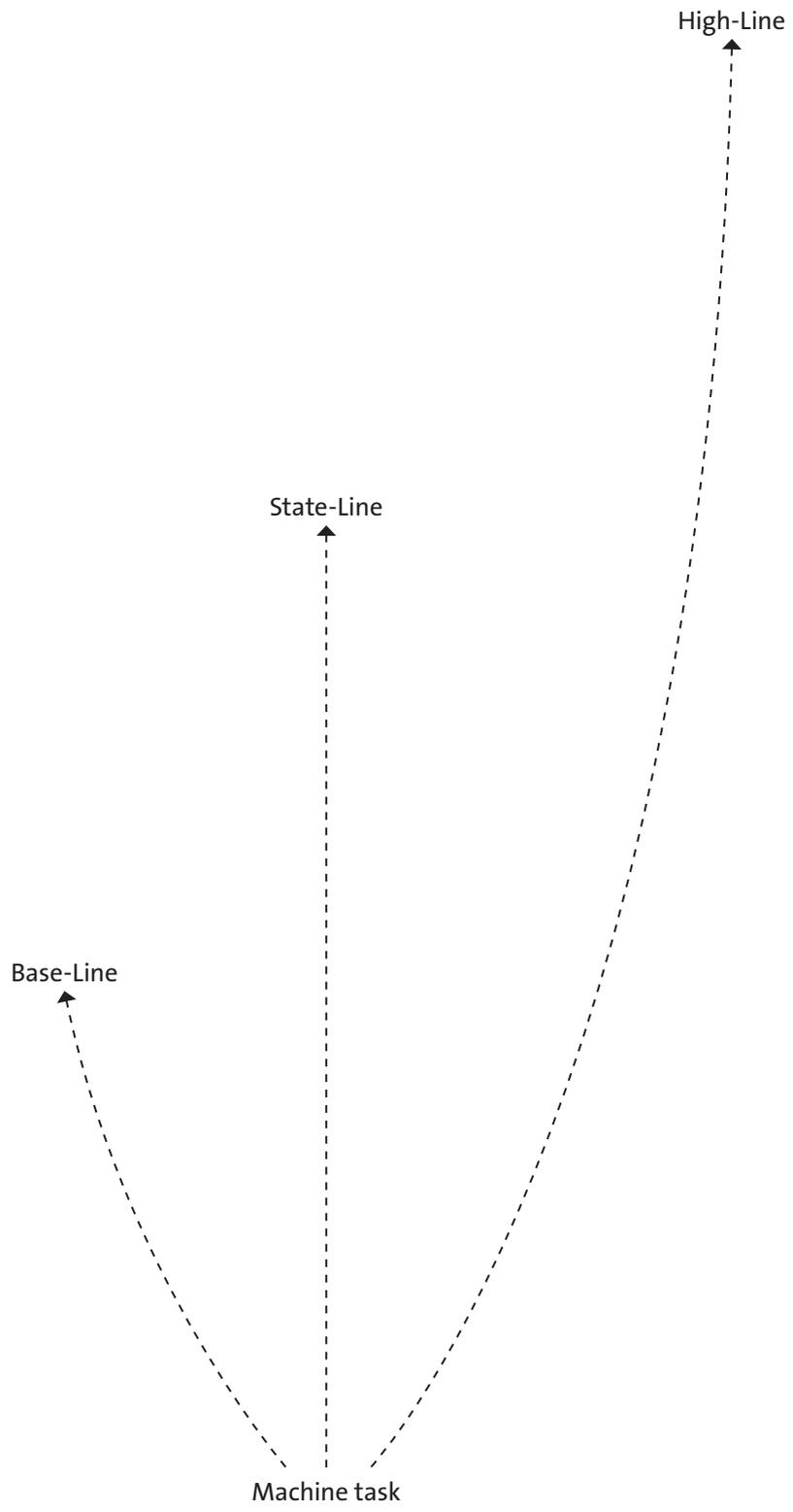
**We produce  
satisfaction.**

Functional diversity in perfect harmony: as one of the few full-range providers, 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 realising 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 visualisation, 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 centres guarantee global availability and fast deliveries – all of course 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.



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# Ensuring productivity

Peak  
performance  
in operation.

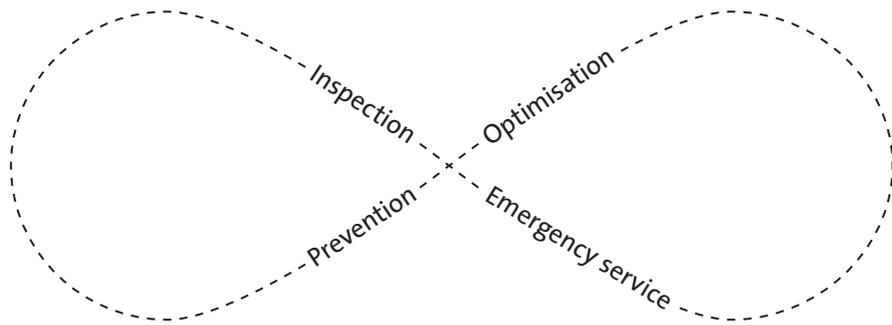
Productivity, reliability and new peak performance on a daily basis – these are our key success factors for your machine. After delivery, we offer you well-thought-out service concepts to ensure

# continued

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

This includes inspection, prevention, optimisation 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 keen to get your ideas moving forwards! Learn more about our approach, our ways of thinking, our visions and how we can make things much easier for you in future. You are more than welcome to get in touch with us directly or visit us at:

**www.  
Lenze.  
com**



