

EDITORIAL

If we believe business experts, economic data and reports, a rocky road lies ahead of us in the business year 2009 and various challenges will have to be mastered. Crisis, recession, negative economic growth are the catch phrases that are being used to describe 2009 in public discussion.

A crisis, however, also has its positive sides: Crises force companies to question ingrained habits that are dear to them (positioning, products, processes) and – if necessary – to throw them overboard. Times of crisis force the economy to proactively pursue and implement innovation in all fields.

SAWATEC AG initiated this process of innovation one year ago and has now taken the second step to push this development ahead. For the year 2009, we have

- streamlined our product range
- distinctly reduced our prices
- defined and optimised our internal processes

These measures and our highly motivated and committed team and sales network will make it possible for us to master the year 2009 successfully and to emerge strengthened and healthy from a challenging environment.

On behalf of SAWATEC AG, I would like to thank our customers and partners for their loyalty and our employees and distributors for their commitment and wish you all a Merry Christmas and a successful 2009!



B. Sawatzki

Bruno Sawatzki, CEO

SAWATEC NEWS

Price reduction – Value increase for customers

SAWATEC AG has reduced the prices of its standard products. The new prices will apply as from 2009. Our customers will benefit from the results of consistent cost management, optimised processes and streamlining of our product range. As from January 2009, the standard products will be available at lower prices and – in addition – include many more add-on services. And all that at the traditionally high SAWATEC quality!

The price reduction is fully in line with our motto of making life easier for our customers while still offering them a great choice of products!

Ask your exclusive dealers or contact SAWATEC AG at: sales@sawatec.com!

Welcome Mexico!



The Lab Resist Developer LRD-250 (cabinet version) was successfully sold to Mexico.

SAWATEC AG's sales efforts were crowned by success in November 2008: Mexico, a market so far not developed by our company, was successfully conquered and a further milestone in the consistent implementation of our new strategy was achieved. SAWATEC gained RD Research&Technology SA as a customer in Mexico. SAWATEC sold a package of well-proven SAWATEC products to its new customer in Mexico, consisting of a Spin Module SM-180-BT, a Hotplate HP-160-250-BT and a Lab Resist-Developer LRD-250-BT.

The combination of unrivalled price-performance ratio, powerful service package, flexible and customer-oriented supply conditions as well as established quality and high degrees of application reliability and process repeatability were convincing for the customer and tipped the scales to the benefit of SAWATEC AG.

Merry Christmas and a
happy New Year!

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