

Welcome to the first issue of 'SAWATEC News'. SAWATEC AG aims to provide its customers and partners with the latest, interesting news at regular intervals by means of this newsletter. It's just one of the many steps we're taking as part of our reorientation strategy, all of which we shall be implementing systematically.

Together with our highly professional sales representatives we intend to be more pro-active in working the market, for we are firmly convinced that the future belongs to those with initiative and the ability to innovate. We have a professional workforce, a dedicated and customer-oriented network of distributors and attractive products offering outstanding value for money.



It's not so much the case that big fish swallow up minnows as that the fast swallow up the slow. Knowing this, we want to direct all our efforts towards becoming even faster. Faster in our communications, faster in working the market, faster in production, faster in development and faster in improving our product and service quality. The net sum of all these 'fasters' should bring us a clear bonus in terms of customer satisfaction – which forms the basis of our success and our future growth together.

And, of course, we are pleased to measure our performance by these standards!

With kind regards

Bruno Sawatzki, CEO

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SAWATEC NEWS



Successful sales meeting

12 sales representatives accepted the invitation from SAWATEC AG to attend the first official sales meeting to be held after the strategic reorientation of the company. Managing Director Bruno Sawatzki presented the strategic realignment of SAWATEC AG. Here, the most important point is that SAWATEC AG intends to work more closely with its sales representatives and be more pro-active in working the market in order to raise its profile and grow the business with its innovative products.

The sales meeting also provided the sales representatives with plenty of opportunities to talk about their important

experiences from the sales front. SAWATEC AG managers were able to receive a lot of suggestions and constructive feedback. 'The feedback we got from our sales reps is very, very important for us,' was how Managing Director Sawatzki summed up the meeting. His view was also shared by the sales representatives who attended: Norbert Baum from veonis Technologies GmbH, the exclusive partner for the German market, expressed their opinions perfectly by commenting: 'I found it extremely positive that we were able to speak so frankly and constructively with each other.'

Successful appearance at Semicon

SAWATEC's exclusive dealer in China, Teltec Semiconductor Pacific Ltd., was present with a stand at the Semicon China Show which was held mid-March in Shanghai. Various SAWATEC products were showcased, such as the Hotplate HP-401-250 and the Spin Module SM-180-BT. A beaming Judy Chang, general manager at Teltec, commented on the way the show had gone: 'Customers said that the SAWATEC systems we exhibited were good instruments for R&D and niche applications. Visitors to the stand were also impressed by the high quality and attractive price of the SAWATEC products.'



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