

Vogtnews

Issue 02/2016



Vogt AG Verbindungstechnik CH-4654 Lostorf www.vogt.ch

Vogt TV

We've got a lot to tell you about. Just take a look.

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Web presence

Have you already visited our website?

PAGE 2

Representative in Switzerland and our new representative in East Germany

In order to offer you the best possible service, we have extended our sales network.

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Electronica 2016 Munich

Our little contacts have a large impact. We'll show you how at Hall B2, at Stand B313.

We look forward to your visit.

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Editorial

The more secret and open struggles for market shares have already been in progress for a long time. What Chinese companies alone have grabbed for themselves during the past years is already almost alarming. Switzerland only really became aware of this properly with the takeover of Syngenta. The latest example with Bayer and Monsanto will certainly not be the last. On our markets, we also see similar developments taking place. The distribution business has already been on the move for a long time, however, it has remained comparatively quiet to-date. When the Daetwyler Group announced the takeover of Farnell a few weeks ago, the surge reached a new climax. In particular after the statement by the Avnet Group that they would submit a better offer for Farnell, this was a clear signal for me that the fight for end clients has entered a new phase. Just think of Amazon and Alibaba. The fact that the manufacturers and suppliers do not hold the upper hand is as clear as daylight and calls for alternative ideas beyond standard business. In this issue, you will discover more about Vogt TV, the new sales organisation for sales representatives and in East Germany as well as our trade fair appearance at the Electronica.

Thomas Vogt,
Managing Director

Vogt goes on Web TV

More than 2 billion parts are manufactured per annum in our machine park and used globally in the field of industry and electronics. More than 100 employees work with great passion day-in and day-out to ensure that the products can be produced in immaculate high quality.

With this number of people and multitude of parts and customer challenges, exciting stories arise which we will tell you on our new **Web TV**.

Get the film rolling on www.vogt.ch/tv-en or simply scan the **QR code** if you are out and about.



Surf our new website

The new web presence of Vogt AG Verbindungstechnik highlights our core competencies – **tubular, wire, stamped and hybrid parts**. The new contemporary and responsive design makes it possible to view our website on all Internet-compatible devices.

At a glance, you will find all of the manufacturing options and numerous examples of complex solutions which we have developed together with our customers.

Visit our fresh new website today at www.vogt.ch.



The screenshot shows the top navigation bar with links for EN, CAREER, CONTACT, NEWSLETTER, and BLOG. On the right, there are links for VOGT-TV and VOGT-SHOP. Below the navigation is a menu with four categories: SPECIAL PRODUCTS, STANDARD PRODUCTS, SERVICES, and COMPANY. The main banner features the company name 'Vogt AG Verbindungstechnik' and the slogan 'creating connections'. Below this, there is a promotional banner for 'ELECTRONICA 2016 FAIR MUNICH' with the tagline 'inside tomorrow'. A text box below the banner says 'Visit us at Electronica 2016 - the World's Leading Trade Fair for Electronic Components, Systems and Applications.' At the bottom, there are four product category tiles: PLASTICS PROCESSING, STAMPING, TUBE PROCESSING, and WIRE PROCESSING, each with a small image and a red plus sign icon.

VogtNews digital

With immediate effect, we can also send you our VogtNews and further current information regarding Vogt AG Verbindungstechnik as a digital newsletter.

Subscribe comfortably to our newsletter under www.vogt.ch/newsletter-en or even faster by scanning **QR code**.



Damiano Cagnazzo

To be very frank: What is more important to you, a cheap product with no consultation or a high-quality connector solution with the corresponding consultation and local support?

With a focus on customer-specific new projects, local customer support is becoming more important than ever. So what could be more appropriate than entrusting someone with this important task who on the one hand knows Vogt AG Verbindungstechnik alongside its current and future manufacturing options and on the other hand also already knows most of the customers well?

After many years working as a marketing and sales manager, I felt the wish to move on within the company. I would like to

deal more with customer needs, mainly in the field of new projects and to apply my experience directly on the sales front where you are. The reorganisation of management makes the timing now perfect for implementing this step. **As of October 01, 2016 I will assume the responsibility for the external sales force in Switzerland as well as for complex projects abroad.**

You are very important to us as a customer and deserve our full support accordingly! Are you currently working on a project and are looking for a technology partner? Our representatives and I will be happy to answer your questions.



I will be happy to answer your questions.

Damiano Cagnazzo

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Our new representative in East Germany

May I introduce myself please...?

My name is Thomas Göbel. I am your new contact person in the area of the former states of East Germany. I started working for Vogt AG Verbindungstechnik and KUK Electronic AG on June 01, 2016 and will provide you with strong support in all matters pertaining to press-fit technology exclusively locally.

In order to realise this with the best conditions for our business partners in sight, we have founded our own sales subsidiary under the name **TechCH GmbH, located in Chemnitz**, in the federal state of Saxony.

I ambitiously and passionately contribute to the company with my many years' experience in the distribution of electronic and electromechanical components in the company. I gained my experience as a sales engineer and as a key account manager for well-known, leading and globally positioned companies.

Now I would like to cordially invite you to approach me if you have any questions regarding the topic of press-fit technology.

Does a product not quite match our extensive standard range, or does it not yet exist? No problem! Let us manufacture it for you!

I am looking forward to your inquiries!



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Electronica 2016



 **electronica** 2016
inside tomorrow

Visit us in
Hall B2 | Booth 313

We look forward to seeing you there!

The Electronica is the world's leading trade fair for electronics components, systems and applications and will be held from 08 to 11 November, 2016 in Munich. Companies from all over the world will exhibit their new products there. Naturally it is a "must" for us to be there again and to introduce our diverse manufacturing options to you.

Customer-specific solutions are an important part of our sales programme. The demand for uniqueness, precision and flexibility

is great and is continually on the rise. To manufacture special products, one needs both to have a correspondingly designed machine park as well as the necessary know-how. And this is precisely our strength. Become familiar with our competences in the areas of **stamping, tube, plastic and wire processing**.

Did you know that our products are integrated in the **Airbus A380** door system? We are happy to show you where and what the stamped is used (for) at our booth.

Take a look at further areas of application on-site.

We look forward to your visit!

Order a free entrance ticket here:



marketing@vogt.ch