

"Our vertical range of manufacture is our strength"

In this interview, Managing Director of Hauber-Elektronik Tobias Bronkal explains the products, the people and the philosophy behind this successful Swabian Company.

Swabia has long been acknowledged as a land of inventors. And it's also no coincidence that Hauber-Elektronik is based here – and has been since 1966. The company specialises in the development of electronic sensors for use in measurement technology and recording mechanical vibrations as well as for adjustment and control functions. In an interview, Managing Director Tobias Bronkal, who has headed the company for the past five years, reveals the company's recipe for success and its stated objectives.



"We also offer our customers special solutions, or customized products", emphasises Tobias Bronkal, Managing Director of Hauber-Elektronik.



At the new Medupi coal-fire power plant in South Africa, a total of 384 measuring points are monitored using the Type 664 vibration sensors in order to ensure maximum availability and reliability.

Mr. Bronkal, what is your objective? Where do you want to take your company?

We want to be a leading provider of innovative and high-quality vibration products, a supplier to OEM customers and demanding end users throughout the world. Having said that, our sales focus is on Germany.

And how do you intend to actually achieve this? Ultimately, all customers are demanding.

We have divided our sales operation into two areas, North and South. This allows us to give our customers professional and, above all, personal advice from our experienced sales engineers. We also have partners in every corner of the globe. However, we want to restructure our sales operation in Russia to improve our presence in this major market. We supply the Chinese market through our OEM customers. We are not active there ourselves.

You mentioned the advice provided by your employees. How does this operate? How do you support customers after they have purchased your products? Do you provide training courses, maintenance support etc.?

Members of our sales team visit the customer and evaluate the operational requirements on site at the specific machine or system. They then sit down with the customer to work out the optimum solution for the application in question. If there is a need for further clarification after the purchase, we are there to help. We are also on hand during the commissioning stage. Yes, we do offer training if required as we feel it's important for our customers to know and understand why they are using our vibration technology.

Our products are actually maintenance-free, which explains why we seldom have to provide support in this area.

You are from Swabia. What's your take on the traditional Swabian virtues?

It's true that both our company and I have been strongly influenced by these traditional Swabian virtues of thrift, diligence and high quality standards.

Nevertheless, we don't cut corners when it comes to quality materials and we set high standards both for our employees and our products. For all that, we are also still extremely fast and flexible.

In what area are you faster than your competitors?

Take, for example, our vibration control Type 663. We were not only the first but also the only company to date in Germany to have successfully brought this kind of sensor that complies with the new Machinery Directive to Performance Level d and SIL 2 fulfilment to market.

Did you develop this product in-house?

Yes, of course. All of our products are developed and manufactured here in Nürtingen, close to Stuttgart, before being sold worldwide. We are not a trading company. We only sell our own products. And we feel it is extremely important to have our manufacturing facility based at our company headquarters, as this allows us to continuously optimize and control our manufacturing processes. Our vertical range of manufacture is our strength. Quality control also takes place here at our factory – not in the customer's system.

What are the main areas of application for your products?

To put it simply: Everything that turns - fans, motors, pumps, centrifuges and decanters, mills, sifters, transmissions as well as entire industrial power stations, where we monitor small turbines, transmissions and generators. In most cases, we then pass the analogue signals to a guidance system. However, if the customer prefers to have us implement the deactivation functionality, that's also not a problem as we can offer a range of options and solutions for this.

In what sectors have you specialized in this respect?

Our products can be used in any sector of industry, which is why we only use stainless steel. This allows our vibration sensors to be used without difficulty in exceptionally harsh environments, such as the chemical industry. Examples of areas we work in include safety monitoring and protection monitoring for extremely high-grade machines and systems. As these types of machines are very costly, you don't want to make compromises when it comes to choosing sensor systems.

Can you give us a few well known customer references?

Today, our customer base includes renowned companies from all over the world. Leading energy producers, manufacturers of power stations and hydro power systems, leading pump manufacturers, automotive manufacturers, German Federal Railways, and virtually all the leading manufacturers of fans and ventilation systems. We supply OEM customers as well as end users. We are fortunate in that we have a very broad customer base, and are not reliant on one or two major customers.

You also offer seminars. What areas do these focus on?

Seminars are a recent addition to our service portfolio because we noticed a non insignificant demand for training. We don't hold standard seminars. Instead, we consult with the customer in advance to discuss his requirements in terms of information and expertise. We then tailor the seminar to suit the particular application, which involves focusing on the specific machinery in service with the customer. Naturally, the fundamentals of the vibration measuring technology dealt with in seminars is similar for all customers. However, the applications used by our customers differ greatly and we want to cater to this factor in our seminars.

Where do you want to be in five years?

In five years, I would like HAUBER-Elektronik to have become synonymous with sophisticated products for vibration measurement and control offering a sensible price/performance ratio. If you look at the market, you can see that the number of measuring points being monitored is continuously increasing. This means that measuring technology used must be both reliable and affordable. That's what we are working on and we are making extremely good progress.

www.hauber-elektronik.de