

Lapp India participates in Automation Expo 2017

Bangalore, August 10th, 2017: [Lapp India](#), a 100% subsidiary of the Lapp Group Germany and a leading supplier of integrated solutions and branded products in the field of cable and connection technology in India, participated in South-East Asia's largest Automation & Instrumentation exhibition – **Automation Expo '17** at Mumbai.

'The Art of Connecting' was the key takeaway at Lapp India's stall this year at the Automation Expo, that focused on providing complete connectivity solutions for various applications with special focus on smart factories. The exhibition was a platform for Lapp to showcase their product offering of industrial network components from one source for seamless and reliable connectivity. Launched at Automation Expo was ETHERLINE® ACCESS, the managed and unmanaged switches for redundancy and data transfer.

On display was ETHERLINE®, the data communication systems for Ethernet technology. It included a series of cables, connectors, assemblies and accessories for network applications. Highly flexible ETHERLINE® FD Cat. 6A. and 30% thinner ETHERLINE® EC were the new products on display in this range.

"For Lapp in India and globally, Automation is a focus segment. Cable and connection technology is the backbone of the smart factories of the future to ensure networked and customized production. At Lapp, it is always our focus to develop innovative technology to meet the challenges and requirements of customers in a production environment", said **Marc Jarrault, Managing Director - Lapp India**. "Lapp Group caters to this evolving manufacturing ecosystem by offering end to end connectivity solution. These solutions from Lapp can be used to enable existing plants transform to a Smart Factory.", added **Mr. Jarrault**

Other innovative solutions on display at the Automation Expo 2017, included UNITRONIC® data network cables and field bus components for transmission of simple control signals without leakage; HITRONIC® fibre optic cables designed to transfer large volumes of data; and ÖLFLEX® CONNECT, a customized plug 'n' play solution, specially designed for Machine Tool segment.

Hosted by IED Communications, the Automation Expo is a comprehensive, successful annual event and an ideal platform for Indian and global automation industry to converge and showcase the cutting-edge technologies, advancements, systems and services.

About Lapp India

[Lapp Group India](#) is a 100% subsidiary of the Lapp Group. Having started its operations in 1996, Lapp India provides about 150,000 km per year of power, control, instrumentation and data cables along with connectors, accessories and End-to-End Systems to over 5000 customers pan India. Our



customers are spread across different industry segments such as automation, textile, automotive, machine tools, oil and gas, renewable energy, process industries, as well as in the infrastructure and building sectors.

- 23 Sales offices close to customers all over India & 5 service points
- 3440 worldwide employees committed to best serve customers
- Strong network of 150 dealers
- 2 manufacturing units - Bangalore and Bhopal
- 5 Warehouses
- State of the art laboratory
- Fully Fledged Innovation and Engineering Centre

In 2012, Lapp Group India completed phase one of its second manufacturing plant in Pilukedi, Bhopal which produces more than 216,000 kms of single core cables per annum, catering mainly to the Building Cable Segment. The production area at Jigani was also doubled in 2014 and a new multi core line was commissioned in Bhopal with a total investment of over 5 Million Euros.

Lapp brands – ÖLFLEX®, UNITRONIC®, ETHERLINE®, HITRONIC®, EPIC®, SKINTOP®, SILVYN®, FLEXIMARK® – are some of the best-known in the cable technology field and have earned an outstanding reputation as premium products. All over the world, they stand for the values which Lapp and their customers consider paramount: quality, precision and reliability.

Lapp now offers ÖLFLEX® CONNECT, its customized cable assembly solution to meet the exact customer requirements. The solution ranges from cables or custom servo assemblies to complex drag chain applications. This plug and play solution displays superior German quality and high competence.

Lapp India has pan-India presence with dedicated regional Sales & Marketing offices in Delhi, Mumbai, Kolkata, Chennai, Pune and Bangalore providing standard products and customized solutions to meet customer requirements across various industry segments. In addition to Lapp's traditional sales channel, customers can also shop online from anywhere across the world on Lapp Group's **E-Shop** (www.thelappstore.com), a dedicated e-commerce platform to make purchasing Lapp quality products, easier, faster, and profitable.

About the Lapp Group

Headquartered in Stuttgart, Germany, the Lapp Group is a leading supplier of integrated solutions and branded products in the field of cable and connection technology. The Group's portfolio includes standard and highly flexible cables, industrial connectors and screw technology, customized system solutions, automation technology and robotics solutions for the intelligent factory of the future, as well as technical accessories. The Lapp Group's core market is in the



industrial machinery and plant engineering sector. Other key markets are in the food industry as well as the energy and the mobility sector.

The Lapp Group has remained in continuous family ownership since it was founded in 1959. In the 2015/16 business year, it generated consolidated revenue of 901.5 million euros. Lapp currently employs approximately 3,440 people across the world, has 17 production sites and over 40 sales companies. It also works in cooperation with around 100 foreign representatives.