

CABLE WORLD

MAGAZINE FOR LAPP GROUP CUSTOMERS

ISSUE 01.2013

INNOVATIVE RIGHT UP TO THE LAST CORE

FOCUS ON
ÖLFLEX®



FULL STEAM AHEAD:
LAPP LAUNCHES A NEW ERA WITH
TWO NEWCOMERS. [P. 4-5](#)

"THE NEW ÖLFLEX® IS OUR
RESPONSE TO OUR CUSTOMERS' REQUESTS." [P. 10-13](#)

ICE COLD: ÖLFLEX® IN MINUS TEMPERATURES.
EVEN AS LOW AS -40 °C. [P. 14-15](#)



Dear readers,

The moment we at Lapp had been eagerly awaiting for months lasted just three seconds - the unveiling of the new ÖLFLEX®. At the end of November 2012, at the SPS IPC Drives trade fair in Nuremberg, we launched a new era by presenting the ÖLFLEX® CLASSIC 110 and the ÖLFLEX® SMART 108. Now, around 100 days later, we can take stock. Our new additions to the ÖLFLEX® family are a total success. The response at the trade fair itself clearly showed us that all the work had been worthwhile. Users are thoroughly satisfied with the successor to our legendary product, which is tailored to their specific requirements. We are proud that our innovation enables us to offer you - our customer - exactly what you need to ensure that your products stay competitive in the global marketplace.

As you have probably already noticed, our KABELWELT has a shiny new look. Just as with the new ÖLFLEX®, we are entering a new era for KABELWELT too. We have tried to make the magazine easier to read and more entertaining for you, with the aim of getting you more involved in what we're doing. You will receive KABELWELT twice a year from now on. Each issue will have a main theme that will dominate most of the magazine, with various kinds of articles and features. We are starting this series by focusing on ÖLFLEX® and taking the opportunity to give you a better and more detailed introduction to our new stars. I hope you find this an enjoyable and informative read.

With best regards,

A handwritten signature in black ink, appearing to read 'A. Lapp'. The signature is fluid and cursive, written in a professional style.

Andreas Lapp

MAIN TOPIC



ÖLFLEX® raises the bar once again
Continuing the ÖLFLEX® success story
SPS IPC Drives: The start of a new ÖLFLEX® era
Interview with Product Manager Jürgen Beck
Ice cold: ÖLFLEX® in minus temperatures.

04-15

FROM THE WORLD OF CABLES



News: Ursula Ida Lapp receives lifetime achievement award

16-19



Laboratory and testing centre site: Bend, but don't break



the personal view: Michael Collet
"The SMART 108 is very well received"

FOCUS



Facts and figures: IEC 60332-1-2

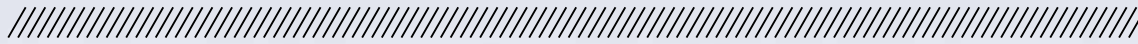
20-23



Spotlight: 1,958 tons – ÖLFLEX® scores with immediate availability



Trends: Do you really have the right connections?



ÖLFLEX® RAISES THE BAR ONCE AGAIN

"We are delighted to begin a new era". These words from Michael Collet, Chief Innovation Officer at U.I. Lapp GmbH, were a perfect summary. The two newcomers represent a new chapter in the 50 year success story of the classic ÖLFLEX®. It is a response to the increasingly complex requirements in different sectors. On the one hand, the ÖLFLEX® CLASSIC 110 was given an upgrade, while on the other hand the ÖLFLEX® SMART 108 is a brand new cost effective addition to the range.

MUCH MORE THAN INDUSTRY STANDARD

3.150 employees



100 % availability

100 % manufactured in Lapp production plants

30 % maximum price advantage with the SMART 108




1 innovation after another



17 production sites





"AROUND THE WORLD,
OUR CABLES IMPRESS
CUSTOMERS EVERY DAY,
METRE BY METRE, WITH
THEIR RELIABILITY,
PRECISION AND QUALITY.
IN EVERY INDUSTRY."

Siegbert Lapp

Member of the Board, Lapp Holding AG

"OUR NEW ÖLFLEX® HAS
ACHIEVED WHAT THE
INDUSTRY THOUGHT FOR A
LONG TIME WAS IMPOSSIBLE.
WITH NEW APPLICATIONS AND
AN INNOVATIVE PRICE MODEL,
WE HAVE REDEFINED THE
TERM FLEXIBLE."

Werner Sottek

Lapp Product Management

CONTINUING THE ÖLFLEX® SUCCESS STORY.
IN TWO WAYS.



[CLASSIC 110]

"Ice cold or glowing hot -
the bigger the challenge,
the better."

So, CLASSIC 110, the Lapp Group has announced that you will be "even better" from now on. What exactly does this promise mean? My customers have known me for decades. They are particularly impressed with my exceptional torsion resistance and flexibility when used in wind turbines or power chains, and with my oil and cold resistance. Lapp has systematically investigated these qualities and confirmed them with type tests. Quality wise, I haven't changed at all, I'm the same old me. However, some new properties have been added to the specification - setting out the framework for sustainable quality assurance in the supply chain.

What exactly has improved about you? I'm even better at withstanding cold conditions. I remain totally flexible down to -15 °C. In a fixed installation, I can operate as low as -40 °C. This in turn allows me to be installed in moving applications in very cold winter months. And that leads to cost savings. And I'm also suitable for use in power chains.

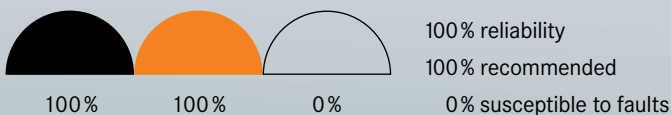
How did Lapp come up with the idea of upgrading a classic amongst control cables like yourself? My inventors wanted to make me even more versatile and powerful. With 145 sizes and up to 100 cores, I now cover the needs of companies from a wide range of industries and countries better. This helps me contribute to the overall efficiency of production facilities.

CLASSIC 110 IN FIGURES

Temperature resistance

Occasional flexing: -15 °C to +70 °C

Fixed installation: -40 °C to +80 °C





So, SMART 108, how terrible is it for you to be in the shadow of your colleague the CLASSIC 110? What do you mean "in the shadow?" Lapp has never compromised when it comes to quality. Just like the ÖLFLEX® CLASSIC 110, I'm a VDE tested and certified control cable with production monitoring. Essentially, we are very similar and both have the certificates to prove it.

So you have the same high quality as your colleague. In that case, how is it that you're sold at a lower price? It's because I'm smart. I concentrate on the basic features of a cable and my logistics have been simplified. Lapp has limited me to the 29 most common sizes. Lapp has also used more economical material to produce me. Specifically, I'm made of reclaimed material, which is made of recycled plastic, original material that has already been processed. That means I benefit the environment and help cut costs.

Environmentally friendly, economical, immediately available. It seems as though you have everything to be the number 1. Is your aim to replace the CLASSIC 110 sometime soon? No. I am clearly differentiated from the CLASSIC 110 and see myself as an attractive addition to the family. Because of me, customers can now choose whether they really need my colleague's specific technical features or whether the same brand name quality at a lower price is sufficient. Which cable is the best choice depends on the individual requirements.

[SMART 108]

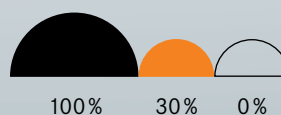
"I give you exactly what you need. No more and no less."

SMART 108 IN FIGURES

Temperature resistance

Occasional flexing: -5 °C to +70 °C

Fixed installation: -40 °C to +80 °C



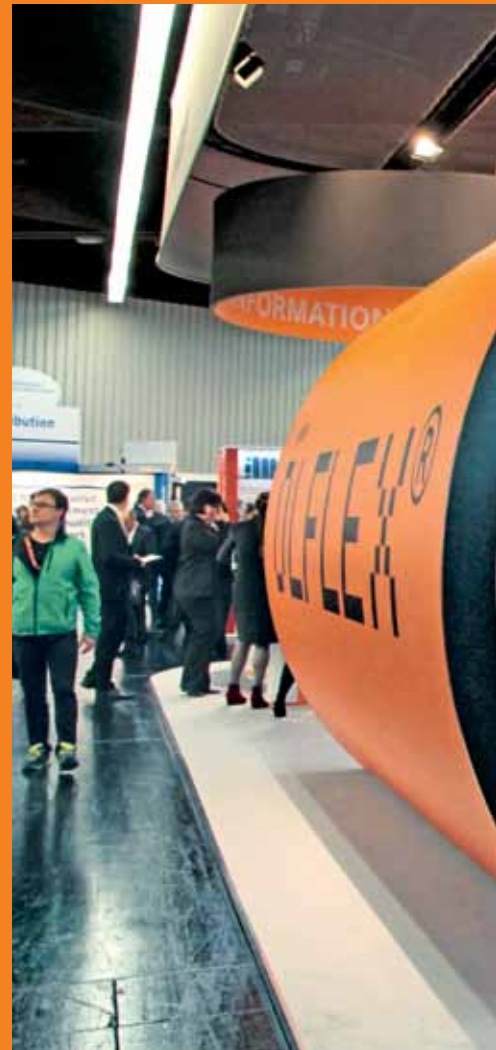
100% Lapp quality
30% cost saving
0% safety concerns

SPS IPC DRIVES: THE START OF A NEW ÖLFLEX® ERA

THE DAY ON WHICH THE LAPP GROUP WOULD UNVEIL A DISPROPORTIONATELY LARGE ÖLFLEX® THAT YOU CAN WALK INSIDE GOT OFF TO A WINDY AND DRIZZLY START. WHILE OUTSIDE THE NUREMBERG EXHIBITION CENTRE VISITORS WERE HURRYING TOWARDS THE ENTRANCE, THE SAME SCENE WAS BEING REPEATED OVER AND OVER AGAIN INSIDE ON THE LAPP GROUP STAND. A MAN TAPS ONE OF EIGHT PRODUCT BRAND FIELDS ON THE CAR TOWER, STARTING A TWO-MINUTE JOURNEY THROUGH THE WORLD OF AUTOMATION.

The process is simple yet impressive, and is all down to a model car being blown out of the tower by a short blast of air. A quick look at the countdown projected onto the curtains around the concealed ÖLFLEX®, just a few minutes to 11 o'clock. Carefully, he removes the miniature Porsche Cayenne from the exit, as though he were holding a raw egg in his hands. His eyes light up, his face has a look of amazement, and he asks a question. It's the question that Lapp employees will hear around twelve hundred times over the following two days: Can I really keep it? Yes, he can. And so can every other visitor to the stand.

There are just seconds to go before the hollow cable is unveiled. Just a few moments before the industry is confronted by the new ÖLFLEX® CLASSIC 110, the new ÖLFLEX® SMART 108 and a huge number of convincing facts and figures. Andreas Lapp, Chairman of Lapp Holding AG, and Michael Collet, Chief Innovation Officer, use the final moments before the unveiling to finally put an end to all the speculation about the two new products. While they announce the arrival of the CLASSIC 110 with the words "temperature resistant like never before", they talk about the SMART 108 having attributes like "exceptionally economical", "sustainable thanks to recycled plastic" and "immediate availability". Customers, press representatives and employees alike expectantly eye the giant cable, which is still concealed by white curtains. Miss SMART and Miss CLASSIC, who have given a short theatrical performance as part of the show, hurry to assist Andreas Lapp and Michael Collet. Three, two one - the cloths disappear and applause rings out. The end of a viral launch campaign heralds the beginning of a new era for ÖLFLEX®.



THE TRADE FAIR IN FIGURES

11,136 meeting reports completed



Service personnel worked approx. 410 hours over 3 days



Approx. 1,200 cars from the car tower were given out



10 kg espresso beans were consumed, corresponding to around 1,200 cups





"NOBODY LIKES PAYING FOR SOMETHING THEY DON'T NEED. THAT'S WHY THE SMART 108 IS SO GOOD. IT'S MORE ECONOMICAL AND JUST RIGHT FOR MANY APPLICATIONS, WITHOUT BEING OVERQUALIFIED."

Eberhard Gleich, Head of the Cable Systems and Mechatronics Development Centre, ART Hockenheim



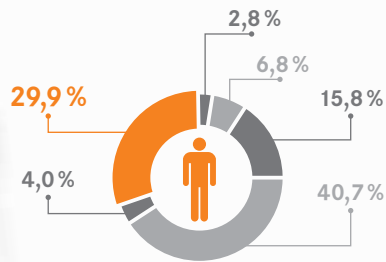
"THE NEW ÖLFLEX® IS OUR RESPONSE TO OUR CUSTOMERS' REQUESTS"

INTERVIEW WITH JÜRGEN BECK, PRODUCT MANAGER AT LAPP

INFORMATION ABOUT JÜRGEN BECK

Professional experience

- 2.8%** Freelance employee in the plastic industry
- 6.8%** Project planning & development, in intallation engineering
- 15.8%** Product Manager in Window Technology
- 40.7%** Product Manager Revolving Door Drives
- 4.0%** Strategic Product Marketing window- and door technology
- 29.9%** Product Manager Cables

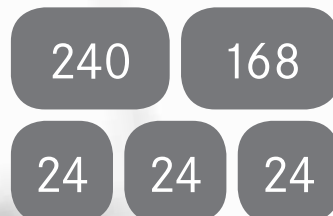


The diameter of the earth is 12,700 kilometres at its widest point. If you wanted to circle the earth, you'd have to travel 40,000 kilometres. And if you wanted to pass through every country, you'd have to cross 194 international borders. That's how many countries there are. Jürgen Beck is in regular contact with 80 of them, almost half the world. They are the ones with international Lapp companies and partners.



Daily activities in minutes

- 240 minutes** Customer and sales enquiries
- 168 minutes** Project work
- 24 minutes** Market monitoring
- 24 minutes** Studying standards
- 24 minutes** Product training





DUPLEX[®]

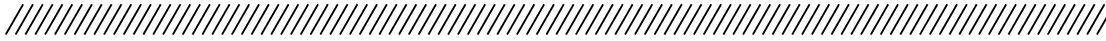
LANTRONIC[®]

ETHERLINE[®]

NITRONIC[®]

EPIC[®]

SILVER[®]



What is the significance of ÖLFLEX® for you, the company and the market?

By inventing the ÖLFLEX®, Oskar Lapp laid the foundation for our success story. It has been a constant since 1959 and has been the top seller in our range. At the time, our highest profile brand was a revolution in connection technology. Today it is the industry standard. Over time, numerous versions for specific applications and industries were added, making the name ÖLFLEX® a synonym for industrial control cables.

Why did you decide to modify the ÖLFLEX® CLASSIC 110? Were you no longer able to keep up with the competition?

No, definitely not. It was simply that for a long time there was no reason to change the fundamental elements of the proven and successful ÖLFLEX® concept. Ultimately, the crucial factor was the increasingly complex requirements in different industries.

Were requirements from industries the trigger for the creation of the SMART 108 too?

Yes, in particular the increased awareness of economy. We responded to our customers' needs. With the SMART 108 we now offer an efficient, economical alternative to the CLASSIC 110.

3 QUESTIONS TO:



SIEGBERT LAPP

Member of the Board, Technology and Development

- 1] **Why was it the right time for a new ÖLFLEX® generation?** Because the requirements for control cables have changed.
- 2] **Were your customers waiting for a lower cost ÖLFLEX®?** Our customers were waiting for an ÖLFLEX® that is highly qualified but not over qualified. They are delighted with the new SMART 108, which combines high quality with maximum value.
- 3] **Why was there so much speculation before the product was launched?** We deliberately spread rumours before the launch. That enabled us to generate more excitement and attract more attention.

Tell us about the specific differences between the two versions?

First of all, I'll tell you my favourite argument for both innovations - our customers can now choose the specific ÖLFLEX® that is the best fit for their industry and their application. In many cases, the lower cost SMART 108 is totally sufficient. However, if the cold resistance requirements are particularly high, or more complex control commands need to be transmitted, the advantages of the CLASSIC 110 come into play.



A close-up, profile view of a middle-aged man with short, light-colored hair, wearing a white button-down shirt. He is looking intently at a laptop screen. His right hand holds a wooden pencil, poised over a document on the desk. The background is a light-colored wall with a decorative horizontal line of diagonal hatching at the top. The overall scene suggests a professional or technical environment.

"SINCE 1959,
ÖLFLEX® HAS
BEEN THE
CONSTANT IN
OUR RANGE."



ICE COLD: ÖLFLEX® AT MINUS TEMPERATURES.

EVEN
AT -40 °C

WHEN YOUR BREATH ALMOST FREEZES AS SOON AS IT LEAVES YOUR MOUTH, WHEN YOU CAN NO LONGER FEEL YOUR TOES AND THE WIND REALLY BITES INTO YOUR NOSE AND CHEEKS UNTIL THEY ARE RED RAW - THEN IT'S TRULY BITTERLY COLD. AND THE MERCURY IS BELOW ZERO. BUT IT CAN'T DROP TOO FAR. AT -40 °C IT'S TOO COLD FOR THE THERMOMETER'S INSIDE TOO. IT SIMPLY FREEZES.

The ÖLFLEX® CLASSIC 110 and SMART 108 duo can withstand one degree more - in a fixed installation. It sounds indestructible. But how cold is -40 °C really? How cold can it actually get? What exactly is cold and when does something become cold? Why does the colour blue make everyone feel cold? Let's take these questions one at a time. First of all, cold is the opposite of heat. Or, as the Oxford English Dictionary says: "the opposite or the absence of heat" But that's far from the full story, as cold is a real chameleon. In its various forms it creeps into everything from the top of your head right down to your toes - bitter, crisp, icy, harsh, fierce, biting, cutting and penetrating.

78° 27' 52" S, 106° 50' 14" O – shivering at the global cold pole
It holds the earth's poles together, and the ice sheets for skating on. Cold can form ice crystals on window panes or in men's beards. It can even bring cars to a halt, as even winter diesel gives up at -22 °C. On 21st July 1983 it was more than four times as cold as that - 78° 27' 52" S, 106° 50' 14" E, the Vostok weather station in Wilkes Land in Eastern Antarctica recorded a biting -89.2 °C. It was the coldest officially confirmed temperature since weather records began. This makes the station close to the pole of inaccessibility the global cold pole. In other words - it doesn't get any colder anywhere else.








RELIABLE AND DURABLE. AGAINST WIND AND WEATHER.

The new ÖLFLEX® – temperature resistant like never before

- SMART 108 (occasional flexing): -5 °C to +70 °C
- SMART 108 (fixed installation): -40 °C to +80 °C
- CLASSIC 110 (occasional flexing): -15 °C to +70 °C
- CLASSIC 110 (fixed installation): -40 °C to +80 °C



-
-  Candle flame: **+1,400 °C**
 -  Ice crystal: **-12 °C**
 -  Surface of the sun: **+5,500 °C**
 -  Ice cream cone: **-5 °C**
 -  Inside the sun: **+15,000,000 °C**
-

The terrible trio - cold, wind and moisture

Although it can withstand almost any adversity, the Eastern Antarctic would even be too cold for the two new ÖLFLEX® products. No matter how robust it is - below -40 °C even the SMART is no longer so smart. However, anywhere above that it is just as flexible and and universally compatible as its big sister the CLASSIC 110 - in cold, wind and moisture. They are a horrible combination for us. Wind makes cold feels ten times colder, and it feels a staggering fourteen times worse with moisture. Incidentally, the association between cold and the colour blue is based on the fact that ice and snow have a blueish glow. And the skin turns blue if you get very cold.





RICHLY DESERVED:

URSULA IDA LAPP RECEIVES LIFETIME ACHIEVEMENT AWARD

SHE MADE GERMAN BUSINESS HISTORY, AND IN RECOGNITION OF HER OUTSTANDING ACHIEVEMENTS, COURAGE AND ENERGY, CONSISTENT INNOVATION AND HER INCREDIBLE CONTRIBUTION TO SOCIETY, URSULA IDA LAPP WAS HONOURED WITH THE LIFETIME ACHIEVEMENT AWARD FOR 2012 AT THE 6TH BADEN-BADEN BUSINESS NIGHT.

The honorific speech was made by former State Prime Minister, Erwin Teufel. "The Lapp Group's family-friendly and social corporate culture, along with its broad involvement in social and cultural issues, are an outstanding example", declared the jury chairman, Hans-Jürgen Wischhof.

With drive and energy, and a keen sense for the needs of the market, along with her husband Oskar Lapp she has created a company with an international reputation. Today, the Stuttgart-based Lapp Group is one of the leading suppliers of integrated solutions and branded products in cable and connection technology. The company employs

more than 3,000 people worldwide, has 17 production sites, 41 sales companies, and collaborates with around 100 international agents. In addition to its traditional core sectors - machine and plant engineering and equipment production - Lapp's branded products are used wherever there are demanding requirements for reliability and safety. Examples include the Transrapid in Shanghai, the stage technology for the Rolling Stones, the Bolshoi Theatre in Moscow, the Great Pyramid and the luxury liner AidaLuna. Its key growth markets are renewable energies, mobility and life sciences.

To a great extent, Ursula Ida Lapp, Chair of the Supervisory Board of Stuttgart-based Lapp Holding AG, has shaped the family company's spirit. Lapp maintains and lives a corporate culture marked by the values of customer focus, family, innovation and ambition. Employees are focused on sustainable business and responsibility at all times. She is a passionate entrepreneur: "My greatest wish would be for my grandchildren to continue my husband's work." The foundations for this are already firmly in place.



NEW ZEALAND: DOUBLE CELEBRATION FOR ECS

THERE WERE TWO PIECES OF GREAT NEWS FROM NEW ZEALAND. ENGINEERING COMPUTER SERVICES - A LAPP GROUP PARTNER COMPANY FOR MANY YEARS - CELEBRATED 30 YEARS OF BUSINESS AND THE INAUGURATION OF A NEW OFFICE BUILDING AND WAREHOUSE.

This was a good enough reason for Andreas and Siegbert Lapp to jump on a plane. After a journey of 18,000 kilometres, they arrived in Hamilton to thank their partners Elaine and Garry Rayner for their loyalty and the many years of successful co-operation. Around 250 guests joined the celebrations at the company's new building, including Lapp's Japanese partner KMecs, represented by Yoshi and Takeshi Kameda, and the Mayor of Hamilton.

DUBAI: LUCKY RAIN FOR 5. ANNIVERSARY



Rain in Dubai is as rare as solar eclipse in Central Europe. It's hardly surprising, then, that the population of the United Arab Emirates see rain as a sign of good fortune. During the celebrations to mark 5 years since the opening of Lapp Cables Middle East FZE, held on the beach at the Jebel Ali Beach Hotel, it started to rain. And that has to be a good omen.



STUTTGART: NEW ENVIRONMENTAL CERTIFICATION FOR KABELWERKE

Obtaining the certification took a huge amount of preparatory work. But now Lapp has it in black and white. The environmental inspection organisation AGIMUS has presented our cable plant with its certificate. This confirms that an energy management system based on the international DIN EN ISO 50001 has been set up and implemented. The implementation and certification of the system is intended to support continuous improvement processes and more efficient energy use at the cable plant in the long term. The aim is to cut both energy costs and greenhouse gas emissions and thus to take the measures necessary to improve energy-related performance.



LABORATORY AND TEST CENTRE IN STUTTGART

BENDING AND BREAKING - TOUGH TESTS FOR OPTIMUM QUALITY



STUTTGART TIPS



MATTHIAS LAPP
Executive Assistant
Lapp Holding AG

FOOD: I would recommend the "Lausterer". It's small with a traditional, typically Swabian atmosphere and stylish decor.

DRINK: "Ackermanns" bar is a good place to meet Locals. This is a true local pub in the West of Stuttgart.

CULTURE: The state museum - "Haus der Geschichte Baden-Württemberg" - explores every aspect of South West Germany.

INSIDER TIP: As Stuttgart is a wine producing area, the "Besen tour" is a must. This is a walk through the vineyards, stopping off at between six and eight traditional wine taverns (known locally as "Besen").

Only products that survive our in-house "torture chamber" are good enough to be included in our product range. In its laboratory and test centre, the Lapp Group tests the performance of all its products. They use the toughest imaginable endurance tests - highly flexible cables have to withstand millions of bending cycles at different speeds and with extreme bending radii. That's not all, because they need to be unaffected by vibrations, mechanical and chemical influences too. If they fail the tests, they never make it to series production. The exceptionally high demands in terms of materials and quality have been a guarantee of success for many years. It is the only way that the company can maintain and extend its leading position

Faster, further, higher, longer, better value - customers' requirements have never been so varied. Travel speeds and acceleration are increasing as customers demand ever shorter processing times. In 2012, the test centre completed 21,112,816 machine cycles. Lapp was testing 50 cables at a time in the chains. This saw the company run 1,055,640,800 cycles on their cables in total.

EXTENSIVE TESTS FOR OPTIMUM PRODUCTS

Durability test
Torsion test
Drag chain test
Fire test

Electrical test
Torsion-bending test
Roll bending test
Tensile and shearing strength test



"AT LAPP WE'RE LOOKING TO THE FUTURE VERY POSITIVELY"

MICHAEL COLLET:

"THE SMART 108 WILL BE VERY WELL RECEIVED"

HE HAS ALWAYS BEEN INTERESTED IN THE ISSUES THAT WILL TAKE THE COMPANY FORWARD. AS THE DIRECTOR OF INNOVATION, MICHAEL COLLET RECOGNISED LONG AGO THAT GLOBAL INNOVATION CAPABILITY HAS TO BE STRENGTHENED IN ORDER TO REMAIN COMPETITIVE AND PROFITABLE.



The first 100 days of the ÖLFLEX® SMART 108 are over. How would you sum things up? Our latest development will have a very positive response from customers. With the SMART 108, we have also managed to target different segments of the market and gain new customers. This is definitely partly because we were in discussions before the unveiling at SPS IPC Drives and stirred up a lot of interest with our guerrilla marketing.

So all the efforts paid off? Absolutely. We are looking to the future very positively. We have been able to position the SMART 108 in the market extremely quickly. Our employees really enjoyed the entire campaign and all the rumours that were bubbling away. For that alone, all the effort was worthwhile.

What are you currently working on in the innovation department? At the moment we're looking at an electron beam cross-linking system. This technology will become increasingly important in a range of market segments. The rail transport market is also very interesting - it is experiencing a

worldwide boom that opens up opportunities for us.

What is awaiting your customers in 2013? Plenty of exciting themes and products. I don't want to give too much away yet, but there's plenty for our customers to look forward to in the Railway Technology sector.

PERSONAL DETAILS

Michael Collet has been Innovation Director at U.I. Lapp GmbH since the end of 2011. However, the industrial engineering and business graduate has been involved with the company for almost 20 years. His career began at Forbach in France, and has taken him to Singapore and South Korea, where he established a new Lapp plant. Under his management, Lapp Korea developed into a stable and flourishing company. In 2010, he moved to Stuttgart, where he is now Innovation Director, which responsibility for technology and marketing.

IEC 60332-1-2

WE HOPE THAT THIS PAGE WILL CONVINCING YOU THAT NUMBERS CAN BE FUN. FOR EXAMPLE, THE LONG STRING OF NUMBERS IN THE TITLE REPRESENTS THE FLAME RETARDANCE OF THE ÖLFLEX®. HOWEVER, NUMBERS ONLY GET REALLY EXCITING WHEN THEY ARE PUT IN AN UNUSUAL CONTEXT. DOES A BUTTERFLY HAVE MORE OR FEWER VEINS THAN THE CLASSIC 110 HAS CORES? AND HOW MANY ÖLFLEX® COULD YOU ACTUALLY FIT INTO THE LEANING TOWER OF PISA? THESE ARE INTERESTING COMPARISONS THAT MAKE SOME DRY FACTS A BIT EASIER TO IMAGINE. BUT THAT'S NOT WHY YOU NEED TO REMEMBER THEM.



12,742 KM ÖLFLEX®

is constantly in stock at Lapp. 12,742 - that's far enough to fly from Australia to India. With a stopover in Japan!

MAY BE A RECORD

The longest snake living in captivity is a reticulated python, with a length of 7.4 metres and tipping the scales at **100 kilos**. The ÖLFLEX® CLASSIC 110 tops that comfortably. Its maximum weight at 7.3 metres is **206.2 kilos**.

100.0 kilos  **7.3 metres**

206,2 kilos  **7.3 metres**

AN EXQUISITE ASSORTMENT

This issue of our customer magazine contains 15 different articles. Our ÖLFLEX® SMART 108 range contains almost twice that number.



MAXIMUM COPPER USE?

An adult human's recommended daily **copper requirement** is 1.0 to 1.5 milligrammes. One kilometre of ÖLFLEX® SMART 108 or CLASSIC 110, on the other hand, can contain between 9.6 and 1,680 kilogrammes of copper.

OUTSTRIPS EVEN BUTTERFLIES

With **100 cores** the CLASSIC 110 has ten times the number of veins in a butterfly's wing.



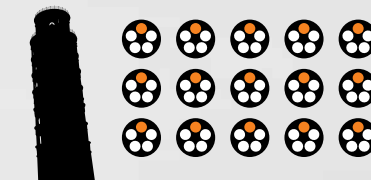
50,000 KM MORE

In the past four years, **sales** of the ÖLFLEX® have increased steadily. For example, in 2010 3% more were sold than in 2009. In 2011 sales rose by a massive 29%. Total growth between 2009 and 2012 was 39%.



A SKEWED COMPARISON

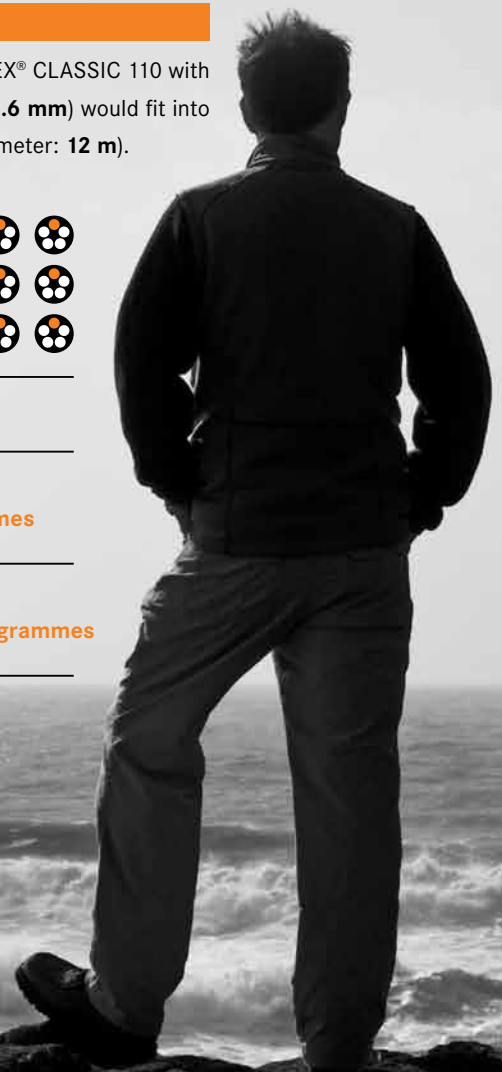
More than **5,000** of the ÖLFLEX® CLASSIC 110 with the largest outer diameter (**23.6 mm**) would fit into the Leaning Tower of Pisa (diameter: **12 m**).

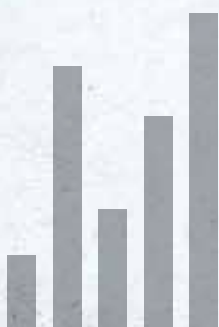


1.0–1.5 milligrammes



9.6–1,680 kilogrammes





1.958 TONS

ÖLFLEX® SMART 108 AND ÖLFLEX® CLASSIC 110 ARE STORED IN THE LAPP WAREHOUSE.

1.958 TONS – HOW MUCH IS THAT REALLY?

7 empty Airbus A 380s



18 space shuttles at their launch weight



163 medium trucks



391 fat elephants



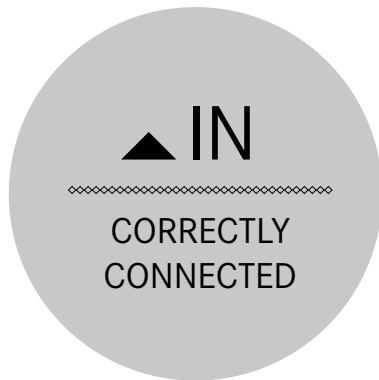
1,087 mid-range saloon cars



ÖLFLEX® SCORES WITH IMMEDIATE AVAILABILITY

THIS STOCK LEVEL ENABLES LAPP TO GUARANTEE CONSTANT AVAILABILITY OF THE ÖLFLEX® SMART 108 AND THE ÖLFLEX® CLASSIC 110. WITH 1,958 TONS, EVEN LARGE ORDERS ARE NO PROBLEM. TO BE MORE PRECISE, WE STOCK 12,742 KILOMETRES OF CABLES. LAID END TO END, THIS IS THE SAME LENGTH AS 121,000 FOOTBALL PITCHES. OR TO PASS THROUGH THE EARTH AT ITS WIDEST POINT.





HFFR CABLES

For exceptional reliability, Lapp HFFR cables are available in halogen-free, flame-retardant materials. This enables them to meet the strictest requirements for use in sensitive areas.

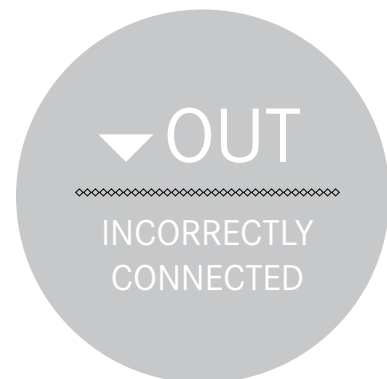
RAIL TRANSPORT

The desire for increased mobility is making rail transport an area with an increasingly bright future. The desire for efficiency and independence of fossil fuels is bringing new concepts to the fore.



HIGHLY DYNAMIC APPLICATIONS

Four requirements: low weight, high acceleration, compact dimensions - and all with a long service life. Three solutions: ÖLFLEX® Servo FD 798 CP, ÖLFLEX® Servo FD 796 P and ÖLFLEX® Chain 896 PCP. The three new products promise increased speed and efficiency than previous guide chain cables.



OVER ENGINEERING

One of the key trends for 2013: less is more. Users do not want to pay for features they don't really need. That is why Lapp has developed the SMART 108, a cable that delivers exactly what you need. No more and no less.

LACK OF INNOVATION

We never rest on our laurels. Lapp has always proved its ability to innovate. What began in a garage with the development of the ÖLFLEX® has become the industry standard for power and control cables, and is still good for a few surprises.



HUGE ENGINES

Downsizing is the magic word in the automotive industry - lots of cylinders and a huge engine capacity are out. These days, people prefer fewer cylinders, but with electric support. This reduces fuel consumption with no compromise on driving pleasure.

HANOVER TRADE FAIR 2013

This year's Hanover Trade Fair will once again focus on a new partner country - the Russian Federation. We will be using this theme as an opportunity to present you with some Russian specialities. Of course, we will also be showing off our products and industry solutions. If KABELWELT is not enough for you - you can find out much more about the new ÖLFLEX® on our stand. You can also discover many more exciting new developments.

We look forward to your visit.
Your Lapp Group



IMPRINT

Responsible:
Dr. Markus Müller
Press Officer, U.I. Lapp GmbH
Schulze-Delitzsch-Str. 25
70565 Stuttgart

Phone 0711 7838-01
Fax 0711 7838-2640

www.lappkabel.de
kabelwelt@lappkabel.de

Published: Half yearly
Copyright 2013 by U.I. Lapp GmbH
All rights reserved. Copying, reproduction,
distribution using electronic systems, including
extracts,
only with the approval of U.I. Lapp GmbH.

ÖLFLEX®, UNITRONIC®, HITRONIC®,
SKINTOP®, SILVYN®, FLEXIMARK®,
EPIC® and ETHERLINE® are registered
trademarks of the Lapp Group.



LAPP GROUP