ABM Greiffenberger: Consistently continue along the path of absolute customer and sector orientation

ABM Greiffenberger is among the leading international system suppliers of upmarket, efficient drive solutions for machines, installations and mobile devices. In the interview, the Managing Director, Mr. Robert Lackermeier and the new ABM-Sales Manager, Mr. Peter Dittmers examine current developments and challenges of the sector. Optimal flexibility and a strict customer orientation are the top topics.

ABM is present in many sectors with drive solutions. What are the advantages of the company?

Robert Lackermeier: „ABM Greiffenberger pays greatest attention to an optimal flexibility in order to be able to react quickly and accurately to the customers‘ wishes. The development of powerful customized drive solutions is one of our key strengths. Our modularly structured, diversified product range enables us to offer perfectly adjusted solutions. We are fulfilling a high rate of on-time deliveries in order to satisfy our customers. Over the complete process, each project is a matter for a team of highly qualified specialists. A net of international subsidiaries and foreign representations in all important industrial nations ensure the close contact to our customers worldwide and guarantee an excellent level of service. Our Supply- Chain-Management has also been designed to meet all the demands of a global market structure. We manage all the activities along the value chain comprehensively and thus ensure an optimal degree of delivery service – in all parts of the world. In addition, we put greatest emphasis on a process-oriented production in highest quality. All the developments of ABM Greiffenberger undergo intensive tests for which we use the latest testing technology. This guarantees that they meet all the technical demands. We design all the products in our own house. Components that constitute a core competence are being produced process-reliably on our own ultra-modern facilities.”
How do you judge the current economic situation in the industrial sectors?

Peter Dittmers: „In general, the economic situation is currently encouragingly positive. Using school marks, I would give a good to very good. Right now, we notice a certain reluctance in the sector of renewable energies. This is connected to the fact that the oil price is still on a relatively low level.“

Which strategic aims does ABM pursue?

Robert Lackermeier: „ABM Greiffenberger consistently continues along the path of absolute customer and sector orientation. Our employees keep their ears to the market and maintain a permanent, intensive exchange with our customers. Combined with our extensive experience, we offer highest competence in development and engineering. Therefore, we are constantly focusing our attention on successfully generating customized solutions further on. At ABM Greiffenberger, globalization is lived reality. However, there is no standstill here. We want to expand our international presence and this way win additional market shares in the respective sectors worldwide.“

In which areas/sectors does ABM still see potential for development?

Robert Lackermeier: „A current topic is unchangedly the energy efficiency. The challenge to produce top-performances with energy efficient drives and motors will keep us intensely occupied for years to come. And this mega-trend to minimize the energy consumption runs through many sectors. In this respect, we see a considerable potential for development in many industrial sectors. This is true for the mechanical engineering as well as for the intra logistics and the inventory logistics. There is also considerable potential here for the electric mobility, industrial trucks and the lifting technology. The saving of energy is not a sector-specific concern.“
From the point of view of ABM, what are the trend topics of the future?

Robert Lackermeier: „As already mentioned earlier, what will also be important is to further optimize the power density of the drives. The demands on such systems are high. Turnover rates and throughput speeds are increasing. Modern drives have to master these challenges to keep up with another trend: to deliver the goods just-in-time at the customers‘. From our point of view, the sensorless control of IE 4 Motors is also an important topic for the future.“

Specifically: Which role does the topic Industry 4.0 play from your point of view?

Peter Dittmers: „The global networking is constantly increasing. Machines and components communicate with each other, exchange information and react accordingly. Decision-making power is being decentralized. This development is just at the beginning and will still have to take many hurdles. But we believe that the topic Industry 4.0 will get an ever increasing importance.“

Mr. Dittmers: You are the new sales manager at ABM. Which targets are you going to dedicate yourself to?

Peter Dittmers: „For my new work to which I am looking forward to very much, I have set myself a whole number of targets. One of them is the introduction of process-oriented global sales. The customers worldwide shall be supplied quickly and reliably with the products and solutions they desire. I do not only want to generate customer satisfaction, but also make it measurable. Successful work in sales and distribution is also reflected in good sales figures. Therefore, it is my aim to raise the turnover considerably. In order to reach a very high customer satisfaction, I want to make the sales department even more efficient and to organize it in a strategically optimal way.

For our customers, the parameters quality, on-time deliveries, price and global availability are of a very high importance. Here we have invested a lot over the past years in order to meet the
customers’ requirements. Global delivery logistics is also an elementary topic for us. We can offer customized solutions worldwide here. ABM is very well positioned for a successful future."

Vita Peter Dittmers:


6.417 Characters incl. spaces
Captions:

**Picture 1:** Robert Lackermeier, CEO at ABM Greiffenberger

**Picture 2:** Peter Dittmers, CSO at ABM Greiffenberger

**Picture 3:** Drives of ABM Greiffenberger are being produced on ultra-modern facilities (for example: automatic packaging-, welding- and isolation cell)

**Pictures:** ABM Greiffenberger Antriebstechnik GmbH

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About the company

ABM Greiffenberger Antriebstechnik GmbH is among the leading international system suppliers of upmarket, efficient drive solutions for machines, installations and mobile devices. Founded in 1927, the company with its seat in Marktredwitz, Bavaria, belongs to the Greiffenberger AG today, a family-led, listed industrial holding. More than 700 employees at several national and international production sites produce drive solutions for different applications. ABM Greiffenberger owes its continuous growth to a productive, committed and reliable co-operation with customers worldwide.